

  
**KANNUR UNIVERSITY**

(Abstract)

BBA(Aviation and Hospitality) Programme under Choice Based Credit Semester System – Scheme, Syllabus and Model Question Papers -for 2017 admission III semester onwards and 2018 admission I semester onwards - Implemented - orders issued.

U.O. No.Acad/C1/3814/2014

**ACADEMIC 'C' SECTION**

Civil Station P.O,Dated, 30. 05-2018

Read:-

- 1 U.O.No.Acad/C2/3210/2014/ dated 06.08.2015
- 2.U.O of even no.dated 01.08.2016
- 3.Minutes of the meeting of the BOS in Travel and Tourism held on 24.11.2017
- 4.U.O of even no.dated 18.01.2018
5. Letter dated 22.02.2018 from the Convenor of the expert committee

**ORDER**

1. As per U.O read (1) above, the Scheme, Syllabus and model question papers of B.Sc ( Aviation and Hospitality) Programme under Choice Based Credit Semester System was implemented in the University with effect from 2015 admission .
2. As per paper read (2) above, the nomenclature of B.Sc Aviation and Hospitality programme was changed to BBA Aviation & Hospitality programme with effect from 2017 admission, to ensure conformity with UGC regulations. But as the Scheme and Syllabus was not restructured to BBA pattern, the meeting of the Board of Studies in Travel & Tourism vide paper read (3) above, recommended to rectify the anomalies and to restructure the Syllabus of the Course.
3. As the BOS in Travel & Tourism was under reconstitution process, the Vice-Chancellor constituted an expert committee vide paper read (4) above, consisting of (a) Dr.Sindhu.R.Babu. (Convenor), AsstProfessor, (b)Dr.Dileep.D,Asst.Professor, and ©.Smt.Sindhu Joseph, Asst.Professor of GPM Govt College, Manjeswaram ,for the preparation and approval of Scheme and Syllabus of BBA Aviation & Hospitality Programme.
4. The expert committee meeting held on 19<sup>th</sup> and 25<sup>th</sup> of January 2018, restructured the Syllabus of Aviation and Hospitality programme and finalized the Scheme and Syllabus of the course for BBA Aviation and Hospitality programme.
5. The convenor of the expert committee vide paper read (5) above, forwarded the restructured Scheme and Syllabus of BBA Aviation and Hospitality programme and recommended to implement the same for 2017 admission III semester onwards (as I and II semester classes are over ) and 2018 admission I semester onwards.
6. The Vice-Chancellor after considering the matter in detail and in exercise of the powers of the Academic Council, conferred under section 11(1) of Kannur University Act 1996 and all other enabling provisions read together with has accorded sanction to implement the syllabus of BBA Aviation

P.T.O

and Hospitality programme under Choice based Credit Semester System for 2017 (admission) III semester onwards and 2018 (admission) I semester onwards, subject to report to the Academic council.

7. The implemented scheme, Syllabus and Model Question Papers are uploaded on the university website.
8. Orders are, therefore, issued accordingly.

Sd/-  
**JOINT REGISTRAR (Academic)**

**For REGISTRAR**

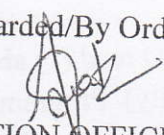
To

1. The Principal, MM Knowledge Arts & Science College,

Copy to :

1. The Examination Branch (through PA to CE).
2. SF/DF/FC
3. Computer Programmer (For uploading in the website)

Forwarded/By Order

  
**SECTION OFFICER**



*BBA(AH): Bachelor of Business Administration (Aviation and Hospitality)*

# **KANNUR UNIVERSITY**



## ***PROGRAMME DETAILS, SCHEME AND SYLLABUS***

# **BACHELOR OF BUSINESS ADMINISTRATION (AVIATION AND HOSPITALITY)**

## **BBA(AH)**

***BOARD OF STUDIES IN TRAVEL AND TOURISM (cd)***

## **KANNUR UNIVERSITY**

### **SCHEME AND SYLLABUS OF BACHELOR OF BUSINESS ADMINISTRATION (AVIATION AND HOSPITALITY) BBA (AH)**

#### **RATIONALE AND NATURE OF THE PROGRAMME**

International tourism is one of the most important and fastest growing aspects of global trade and assist with infrastructure development. It is the main stay of economy for many nations today. It has emerged as a developmental activity at all levels – global, national, regional and local. Aviation and Hospitality are the major components of the broader tourism industry and are among the fastest growing industries in the world; specialising which, can greatly enhance the employability of students.

A degree programme in Aviation and Hospitality raises an opportunity for many students to select tourism as their career. This would definitely raise good manpower, entrepreneurs and researchers which are essential for the sustainable development of tourism. The BBA(AH) programme of Kannur University has been designed to bridge the gap of availability of trained manpower for the Tourism industry.

#### **OBJECTIVE OF THE PROGRAMME**

The broad objective of the programme is to create professional managers, leaders and researchers in the tourism, hospitality and aviation industry. Specific objectives of the programme include:

1. To get a thorough understanding of the components of the industry and to acquire knowledge and information pertaining to the industry.
2. To help students acquire practical skills in all the major areas of the industry.
3. To orient and equip students with Information Technology skills of the age.
4. To equip students with managerial skills and help in entrepreneurial development.
5. To develop hospitality culture and behavior and to enhance student competencies.

After successful completion of the programme, the students should be competent to work in various establishments in Hospitality sector, Airlines, Cruise ships, Travel/Tour/Transport/Cargo operators, Government agencies, Academics, Research, Consultancies, NGOs etc. Above all, the programme encourages entrepreneurship.

**REGULATIONS FOR CHOICE BASED CREDIT & SEMESTER SYSTEM OF  
BACHELOR OF BUSINESS ADMINISTRATION (AVIATION AND HOSPITALITY) - BBA(AH)**

**Duration of the Programme**

The duration of the programme is six semesters. The medium of instruction is English. The duration of each semester shall be five months inclusive of examinations. There shall be at least 90 instructional days and a minimum of 450 instructional hours in a semester. I<sup>st</sup>, III<sup>rd</sup> and V<sup>th</sup> semesters shall be from June to October and II<sup>nd</sup>, IV<sup>th</sup> and VI<sup>th</sup> semesters shall be from November to March.

**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.

The admitted candidates shall subsequently undergo the prescribed courses of study in a college affiliated to the university for six semesters within a period of not less than three years; clear all the examinations prescribed and fulfil all such conditions as prescribed by the university from time to time. There shall be provision for inter collegiate and inter university transfer in third and fifth semester within a period of two weeks from the date of commencement of the semester. For the interuniversity or intra-university transfer of a student, he/she has a minimum of 20 credits in the credit bank a) in the same discipline and b) within Kerala. Inter collegiate transfer will be permitted to the students who pursue his/her study in the same core, common and complementary courses opted for the programme.

Each student shall register for the courses he/she proposes to take through 'on line', in consultation with the Faculty Adviser within two weeks from the commencement of each semester. The college shall send a list of students registered for each programme in each Semester giving the details of courses registered, including repeat courses, to the university in the prescribed form within 45 days from the commencement of the semester. The maximum age limit for admission to the UG programme shall be 23 years as on 1<sup>st</sup> June of the academic year. For SC/ST candidates the age limit is 25years.

### **Examination**

There shall be University examinations at the end of each semester. A candidate who fails to register for University Examination shall not be permitted to move to next semester. No question paper will be prepared in Malayalam and all examinations are to be written in English. Practical examinations shall be conducted by the University at the end of fourth and sixth semester. External Viva-voce will be conducted along with the practical examination/project evaluation. Project evaluation shall be conducted at the end of sixth semester. 20 % of marks are awarded through internal assessment.

**Improvement** - Improvement of a particular semester can be done only once. The student shall avail the improvement chance in the succeeding year along with subsequent batch. There shall be no improvement chance for internal evaluation. The internal marks already obtained will be carried forward to determine the new grade/mark in the improvement examination. If the candidate fails to appear for the improvement examination after registration, or if there is no change in the results of the improvement examination, the mark/grade obtained in the first appearance will be retained. There shall be no supplementary examinations. For reappearance/improvement, the students can appear along with next batch.

### **Evaluation and grading system**

Mark system is followed instead of direct grading for each question. For each course in the semester letter grade, grade point and % of marks are introduced in 7- point indirect grading system. The evaluation scheme for each course shall contain two parts:

- a) Internal Assessment (IA)
- b) External evaluation (End Semester Evaluation - ESE)

20% weight shall be given to the internal evaluation. The remaining 80% weight shall be for the external evaluation.

#### *Internal Assessment*

20% of the total marks in each course are for internal assessment. The marks secured for internal assessment only need be sent to university by the colleges concerned.

The internal assessment shall be based on a predetermined transparent system involving written test, assignments/ seminars/ Viva and attendance in respect of theory courses and lab involvement and records, tests and attendance in respect of practical courses.

Components with percentage of marks of Internal Evaluation of Theory Courses are- Attendance 25%, Assignment/ Seminar/Viva 25 % and Test paper 50%. For practical courses- Attendance 25 %, lab involvement and Record 50% and test 25% as far as internal is concerned. (If a fraction appears in total internal marks, nearest whole number is to be taken). Attendance of each course will be evaluated as below:

Above 90% attendance	100% marks allotted for attendance
85 to 89%	80%
80 to 84 %	60%
76 to 79 %	40%
75 %	20%

#### *External Evaluation*

External evaluation carries 80% of marks. External evaluation will be conducted as per the decision of the University. All question papers will be set by the university.

The external examination in theory courses is to be conducted with question papers set by external experts. The evaluation of the answer scripts shall be done by examiners based on a well-defined Scheme of valuation and answer keys provided by the University. The external examination in practical courses shall be conducted by two examiners - one internal and an external appointed by the University. No practical examination will be conducted in odd semester. Practical examinations shall be conducted in the even semester (II, IV and VI) as per the decision of the appropriate academic bodies.

Every student of a UG Programme shall have to work on a 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 6<sup>th</sup> semester. Belated and incomplete projects will not be entertained.

### Seven Point Indirect Grading System

<b>% of Marks (IA+ESE)</b>	<b>Grade</b>	<b>Position</b>	<b>Range of Grade points</b>	<b>Class</b>
90 and above	A+	Outstanding	9.00-10	First class with Distinction
80 to below 90	A	Excellent	8.00-8.99	
70 to below 80	B	Very good	7.0-7.99	First class
60 to below 70	C	Good	6.0-6.99	
50 To below 60	D	Satisfactory	5.0-5.99	Second class
40 to below 50	E	Pass	4.0-4.99	Pass
Below 40	F	Fail	0.00-3.99	Fail

### Grade Card

The University shall issue to the students grade/marks card (by online) on completion of each semester, which shall contain the following information:

- a) Name of University
- b) Name of college
- c) Month and Year of examination
- d) Title of Under-Graduate Programme
- e) Semester concerned
- f) Name and Register Number of student
- g) Code number, Title and Credits of each course opted in the semester
- h) Internal marks, External marks, total marks, Grade point (G), Credit point and Letter grade in each course in the semester
- i) The total credits, total credit points and SGPA in the semester.
- j) Percentage of total marks and CGPA
- k) The final Grade/mark Card issued at the end of the final semester shall contain the details of all courses taken during the entire programme including those taken over and above the prescribed minimum credits for obtaining the degree. The final grade card shall show the percentage of marks, OGPA (corrected to three decimal places) and the overall letter grade of a student for the entire programme. The final grade/mark card shall also include the grade points and letter grade of common course, core courses, complementary courses and open courses separately. This is to be done in a seven point indirect scale.



# Scheme

**SCHEME, SYLLABI, CREDIT AND MARK DISTRIBUTION OF BBA AH  
PROGRAMME UNDER CBCSS SYSTEM**

<b>Working days per Semester</b>	<b>:</b>	<b>90</b>
<b>Credit for Common Courses (English)</b>	<b>:</b>	<b>14</b>
<b>Credit for Common Courses (Addl. Lang)</b>	<b>:</b>	<b>08</b>
<b>Credit for Common Courses (General)</b>	<b>:</b>	<b>16</b>
<b>Credit for Core Courses</b>	<b>:</b>	<b>66</b>
<b>Credit for Complementary Courses</b>	<b>:</b>	<b>14</b>
<b>Credit for Open Courses</b>	<b>:</b>	<b>02</b>
<b>Total credit for the programme</b>	<b>:</b>	<b>120</b>
<b>Total Marks for the programme</b>	<b>:</b>	<b>1800</b>

**COURSE LAYOUT AND CREDIT DISTRIBUTION**

<b>No</b>	<b>Type of Course</b>	<b>Number of Courses</b>	<b>Total Credits</b>
1	Common & General Courses	10	38
2	Core Courses	20 (including project and practical)	66
3	Complementary Courses	4	14
4	Open Course	1	2
	<b>Total</b>	35	120

	<b>Semester</b>	<b>Common Courses</b>		<b>General Course</b>	<b>Core Course</b>	<b>Comp. Course</b>	<b>Open Course</b>	<b>Total</b>
		<b>English</b>	<b>Addl.</b>					
BBA-AH	I	4+3	4	----	3	4	----	18
	II	4+3	4	----	4	4	----	19
	III	----	----	4+4	3+3+3	3	----	20
	IV	----	----	4+4	4+4+2	3	----	21
	V	----	----	----	3+4+3+4+4	----	2	20
	VI	----	----	----	4+3+3+3+4+3+2	----	----	22
	CREDIT	14	8	16	66	14	2	120
	MARKS	200	100	200	1050 (Project included)	200	50	1800

**TABLE OF COURSES (Marks: Internal 20 % and External 80 %)**

**Table of Common Courses (English and Additional Language) for LRP Programme:**

No.	Semester	Course Code	Title of the course	Hours per week	Credits	Marks (IA+ESE)
1	I	1A01ENG	Common Course I English	5	4	50
2	I	1A02ENG	Common Course II English	4	3	50
3	I	1A07ADL	Common Course I Additional Language	5	4	50
4	II	2A03ENG	Common Course III English	5	4	50
5	II	2A04ENG	Common Course IV English	4	3	50
6	II	2A08ADL	Common Course II Additional Language	5	4	50
Total (14 + 8)				28	22	300

**Table of Common Courses (General Courses) for BBA AH:**

No.	Semester	Course Code	Title of the course	Hours per week	Credits	Marks (IA+ESE)
1	III	3A11 AH/TTM	Disaster Management	4	4	50
2	III	3A12 AH/TTM	Business Communication and Skill Development	4	4	50
3	IV	4A13AH	Entrepreneurship Development and Project Management	4	4	50
4	IV	4A14AH	Customer Relationship Management (CRM)	4	4	50
Total				16	16	200

**Table of Core Courses:**

No.	Semester	Course Code	Title of the course	Hours per week	Credits	Marks(IA+ESE)
1	I	1B01AH	Principles of Tourism	5	3	50
2	II	2B02 AH	Principles of Management	5	4	50
3	III	3B03 AH	Fundamentals of Aviation	4	3	50
4	III	3B04 AH	Airfares and Aviation Management	4	3	50
5	III	3B05 AH	Air Cargo Management	3	3	50
6	IV	4B06 AH	Airline Operations	6	4	50
7	IV	4B07 AH	Ground Handling Operations	5	4	50
8	IV	4B08 AH	Aviation Practicum and Viva voce	2+2 (3 <sup>rd</sup> & 4 <sup>th</sup> Sem)	2	50
9	V	5B09 AH	Fundamentals of Hospitality Management	4	3	50
10	V	5B10 AH	F&B Service Operations	4	4	50
11	V	5B11 AH	Front Office Management	4	3	50
12	V	5B12 AH	Organizational Behaviour	4	4	50
13	V	5B13 AH	Hotel Accounting	4	4	50
14	VI	6B14 AH	Tourism Marketing	5	4	50
15	VI	6B15 AH	Human Resources Management	3	3	50
16	VI	6B16 AH	Housekeeping Operations	4	3	50
17	VI	6B17 AH	International Business Relations for Tourism	4	3	50
18	VI	6B18 AH	Event Management	4	4	50
19	VI	6B19 AH	Hospitality Practicum and Viva Voce	3+3 (5 <sup>th</sup> & 6 <sup>th</sup> Sem)	3	50
20	VI	6B20 AH	Project and Comprehensive Viva voce	2	2	100
					<b>66</b>	<b>1050</b>

**Table of Complementary Courses:**

No.	Semester	Course Code	Title of the course	Hours per week	Credits	Marks (IA+ESE)
1	I	1C01AH / TTM	Geography of Travel and Tourism	6	4	50
2	II	2C02 AH	Airline Geography	6	4	50
3	III	3C03 AH	Business Informatics	4	3	50
4	IV	4C04 AH	Business Economics	4	3	50
<b>Total</b>				<b>20</b>	<b>14</b>	<b>200</b>

**Table of Open Courses**

(Any one Open Course is offered for other departments of the College, from among the following three choices):

No.	Semester	Course Code	Title of the course	Hours per week	Credits	Marks
1	V	5D01 AH	Tourism Business	02	02	50
2		5D02 AH	Travel Journalism			
3		5D03 AH	Tour Guiding and Escorting			
<b>Total</b>				<b>02</b>	<b>02</b>	<b>50</b>

**COURSE STRUCTURE**

**SEMESTER-WISE DISTRIBUTION OF PAPERS, CONTACT HOURS, DISTRIBUTION OF MARKS AND DURATION OF EXAMINATION**

**SEMESTER 1**

No.	Paper Code	Title	Marks			Duration of Exam	Contact Hours / Week	Credit
			Internal	External	Total			
1	1A01 ENG	Common Course I English	10	40	50	3 hrs	5	4
2	1A02 ENG	Common Course II English	10	40	50	3 hrs	4	3
3	1A07 ADL	Common Course I Additional Language	10	40	50	3 hrs	5	4
4	1B01 AH	Principles of Tourism	10	40	50	3 hrs	5	3
5	1C01 AH	Geography of Travel and Tourism	10	40	50	3 hrs	6	4
TOTAL			50	200	250		25	18

**SEMESTER 2**

No.	Paper Code	Title	Marks			Duration of Exam	Contact Hours / Week	Credit
			Internal	External	Total			
1	2A03 ENG	Common Course III English	10	40	50	3 hrs	5	4
2	2A04 ENG	Common Course IV English	10	40	50	3 hrs	4	3
3	2A08 ADL	Common Course II Additional Language	10	40	50	3 hrs	5	4
4	2B02 AH	Principles of Management	10	40	50	3 hrs	5	4
5	2C02 AH	Airline Geography	10	40	50	3 hrs	6	4
TOTAL			50	200	250		25	19

## SEMESTER 3

No.	Paper Code	Title	Marks			Duration of Exam	Contact Hours / Week	Credit
			Internal	External	Total			
1	3A11 AH	Disaster Management	10	40	50	3 hrs	4	4
2	3A12 AH	Business Communication and Skill Development	10	40	50	3 hrs	4	4
3	3B03 AH	Fundamentals of Aviation	10	40	50	3 hrs	4	3
4	3B04 AH	Airfares and Aviation Management	10	40	50	3 hrs	4	3
5	3B05 AH	Air Cargo Management	10	40	50	3 hrs	3	3
6	3C03 AH	Business Informatics	10	40	50	3 hrs	4	3
7	Hours for Practical						2	
TOTAL			60	240	300		25	20



*BBA(AH): Bachelor of Business Administration (Aviation and Hospitality)*

**SEMESTER 4**

No.	Paper Code	Title	Marks			Duration of Exam	Contact Hours / Week	Credit
			Internal	External	Total			
1	4A13 AH	Entrepreneurship Development & Project Management	10	40	50	3 hrs	4	4
2	4A14 AH	Customer Relationship Management (CRM)	10	40	50	3 hrs	4	4
3	4B06 AH	Airline Operations	10	40	50	3 hrs	6	4
4	4B07 AH	Ground Handling Operations	10	40	50	3 hrs	5	4
5	4B08 AH	Aviation Practicum and Viva voce	10	40	50	-	2	2
6	4C04 AH	Business Economics	10	40	50	3 hrs	4	3
TOTAL			60	240	300		25	21

## SEMESTER 5

No.	Paper Code	Title	Marks			Duration of Exam	Contact Hours / Week	Credit
			Internal	External	Total			
1	5B09 AH	Fundamentals of Hospitality Management	10	40	50	3 hrs	4	3
2	5B10 AH	F&B Service Operations	10	40	50	3 hrs	4	4
3	5B11 AH	Front Office Management	10	40	50	3 hrs	4	3
4	5B12 AH	Organizational Behaviour	10	40	50	3 hrs	4	4
5	5B13 AH	Hotel Accounting	10	40	50	3 hrs	4	4
*5	5D01 AH	Tourism Business	10	40	50	2 hrs	2	2
	5D02 AH	Travel Journalism						
	5D03 AH	Tour Guiding and Escorting						
6	Hours for Practical						3	
<b>TOTAL</b>			60	240	300		25	20

\*Open course offered for other departments

## SEMESTER 6

No.	Paper Code	Title	Marks			Duration of Exam	Contact Hours / Week	Credit
			Internal	External	Total			
1	6B14 AH	Tourism Marketing	10	40	50	3 hrs	5	4
2	6B15 AH	Human Resources Management	10	40	50	3 hrs	3	3
3	6B16 AH	House Keeping Operations	10	40	50	3 hrs	4	3
4	6B17 AH	International Business Relations for Tourism	10	40	50	3 hrs	4	3
5	6B18 AH	Event Management	10	40	50	3 hrs	4	4
6	6B19 AH	Hospitality Practicum and Viva Voce	10	40	50	-	3	3
7	6B20 AH	Project and Comprehensive Viva voce	20	80	100	-	2	2
<b>TOTAL</b>			80	320	400		25	22

*BBA(AH): Bachelor of Business Administration (Aviation and Hospitality)*

1. The duration of BBA (AH) programme shall be 6 semesters distributed over a period of 3 academic years. The odd semesters (1, 3, 5) shall be from June to October and the even semesters (2, 4, 6) shall be from November to March. Each semester shall have 90 working days inclusive of all examinations.
2. 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 (Code A), Core courses (Code B), Complementary courses (Code C) and Open course (Code D). This programme is under Language Reduced Pattern (LRP).
3. There will be 10 common courses for a total 38 credits in this programme spread over one to fourth semesters. There will be two each English and one each Additional Language courses during the first and second semesters and two each General Courses during the third and fourth semesters.
4. Core courses are the courses in the major (Core) subject of the degree programme and offered by the parent department. There are 20 core courses with 66 credits including three practical papers and a compulsory project work.
5. Complementary courses cover four courses related to the programme, the syllabi of which are related to the core subject and are distributed in the first four semesters with 14 credits.
6. There shall be one open course in core subjects for 02 credits in the fifth semester and is open to all the students in the institution except the students in the parent department. The students can opt that course from any other department in the institution and the course can be decided from a pool of three courses offered by the university.
7. Common courses 1, 2, 3 and 4 shall be taught by English teachers and 7 and 8 by teachers of additional languages and common general courses 11, 12, 13 and 14 by teachers of Travel and Tourism Management. All Core courses, complementary courses and open course shall be taught by Travel and Tourism Management teachers. Core courses 5B09 AH, 5B10 AH, 5B11 AH, 5B13 AH, 6B16 AH, 6B18 AH, and 6B19 AH can be taught by hotel Management/hospitality Management teachers as well.
8. The students shall be required to undergo 2-4 week practical training in airports/airline Offices after the completion of the 3rd semester.
9. The students are required to go for an airport visit before the commencement of the fourth semester.

10. The students of BBA AH shall be required to undertake, before the completion of fourth semester:
  - a. A compulsory Study Tour of 2 to 7 days duration with stay in a standard accommodation unit, and
  - b. Air travel (domestic or international).
11. A report of the study tour, airport visit, air travel, and airport/airline office training should be done in typed and hard bound format submitted along with the course 4B08 AH - Aviation Practicum and Viva voce for external evaluation.
12. The students shall be required to undergo 1 to 1.5 month practical training in hotels/resorts during in the 5th or 6th semester and submit its report along with the course 6B19 AH - Hospitality Practicum and Viva voce for external evaluation.
13. There is a compulsory project work during the 6th semester. They have to submit separate typed and hard bound reports as specified in the syllabi in order to successfully complete the programme.

# Syllabus



## SEMESTER 1

### 1B01AH : PRINCIPLES OF TOURISM

**No. of credits – 3**

**No. of contact hours – 72 hours / 5 hours per week**

#### **Module 1 Travel through ages (10 hours)**

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

#### **Module 2 Basics of Tourism (12 hours)**

Definitions:-Tourist, Traveler, Excursionist, Visitor - Tourism, Picnic, Excursion Relationship between Leisure and Recreation; Types of Tourism, Components of Tourism/6As of Tourism-Attraction, Accommodation, Accessibility, Activity, Amenities, Available Packages; Elements of Tourism. Travel Motivations - Definition of Motivation – concept of motivation - evolution of demand. Growth factors – physical motivators – rest and recreation motivators – health motivators – ethnic and family motivators – professional and business motivators

#### **Module 3 Tourism Resources (20 hours)**

Definition-Classification of Tourism Resources-Geographical, Historical, Manmade; Attractions: Manmade & Natural attractions; Accommodation: History, essence, and scope of the Hospitality Industry, Evolution of lodging, Boarding and Lodging, Types of accommodation: Primary- Secondary, emerging trends in accommodation. Types of F & B outlets for visitors. Accessibility: Modes of tourist transportation. Impacts of Tourism-Socio, Economic, Environmental

#### **Module 4 Tourism Business (15 hours)**

Tourism as an Industry: Multi-sectoral and multifaceted nature of tourism business – Linkages of tourism with other industries/Sectors; Introduction: - Tourism industry stake holders-Public Sector/Government-Department of Tourism (Central, State, Regional)- Responsibilities; Roles of Government and Private sector in tourism development –Brief introduction to tourism suppliers: Accommodation, Travel, and Transportation industries. Role of Travel Agents, Tour Operators, NTOs, Information Centers - Career opportunities in Travel Tourism & Hospitality Industry, Skills / attributes required for successful Tourism and Hospitality Career.

#### **Module 5 Typology and Forms of Tourism (15 hours)**

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-Shopping tourism-Space tourism-Doom tourism-Dark tourism-Cruise tourism. Tourism Products –Definitions – classification of tourism products, characteristics of tourism products, Leiper's Tourism System, Destination Life Cycle (Butler's model).

#### **References:**

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
7. Page, S: Tourism Management: Routledge, London
8. Glenn. F. Ross - The Psychology of Tourism (1998), Hospitality Press, Victoria, Australia.
9. Tourism Policy of India 1982, (2002 Draft policy)
10. Mill and Morrison, (1992), The Tourism System: An Introductory Text, Prentice Hall.
11. Cooper, Fletcher et al, (1993), Tourism Principles and Practices, Pitman.
12. Bhatia, A.K., - International Tourism
13. Burkart and Medlik, (1981), Tourism: Past, Present and Future, Heinemann, ELBS.
14. Tourism Economics: Ane Books
15. Babu et al., Tourism Development: Sage publishers
16. Percy K Singh: fifty Years of Indian Tourism (Kanishka Pub)
17. Sipra Mukhopadhyay: Tourism Economics (Ane Books India)
18. S. Babu, S. Mishra, BB Parida: Tourism Development Revisited (Response - SAGE)
19. [www.unwto.org](http://www.unwto.org)

## Semester -2

### 2B02AH: PRINCIPLES OF MANAGEMENT

**No. of credits: 4**

**No. of contact hours: 90 (5 hours per week)**

#### **Module 1 Introduction to Management (18 Hours)**

Nature and process of management —school of management thoughts — management process school — human behavioral school — decision theory school — system management school , contingency school — managerial role — basis of global management

#### **Module 2 Planning (18 Hours)**

Planning — objectives types of plans single use plan and repeated plan MBO, MBE —strategic planning and formulation — decision making type and process of decision making — forecasting

#### **Module 3 Organizing (18 Hours)**

Organizing- type of organization ,-formal , informal, line and staff, functional , organization structure and design — span of control , delegation and de centralization authority and responsibility — organizational culture and dynamics

#### **Module 4 Staffing (18 Hours)**

Staffing — system approach to HRM — Performance appraisal and career strategy HRD — meaning and concept

#### **Module 5 Directing (18 Hours)**

Directing — motivating — meaning — need for motivation. theories of motivation —Herzberg and McGregor , leadership- importance , styles of leadership, managerial grip by Blake and Mounton , leadership as a continuum by Tannenbaum and Schmidt , pat goal approach by Robert House( in brief ) controlling — concept — significance, methods of establishing control

#### **References:**

1. Moshal B S , Principle of management ANE books India , New Delhi
2. BhatiaRc business organization and management ANE books pvt ltd New Delhi
3. RichardPettinger New Delhi Introduction to management Palgrave Mc Milan Newyork
4. Koontzaand 0 Donnel principle of management Tata Mcgraw hill publishing company limited
5. Terry G R principle of management D B taraporevala Sons and company pvt ltd Mum ba i

**SEMESTER 3**

**3B03AH : FUNDAMENTALS OF AVIATION**

**No. of credits – 3**

**No. of contact hours – 72 hours / 4 hours per week**

**Module 1 Introduction to Aviation (18 hours)**

History & Development – Global Scenario, Indian scenario, Types of Aircraft Operators, Airports, Airport terminals-Support Services

**Module 2 Aviation and Safety (18 hours)**

Draft Aviation Policy--Government of India, LCC-Domestic And International Carriers-AAI And DGCA Functions And Organizational set up-ICAO–IATA- Bilateral And Multilateral Agreements-Warsaw Convention-Chicago Convention- Freedoms of Air- Aircraft Act 1934- The Aircraft Rules 1937– The Air corporations Act, 1953 (27 of 1953)

**Module 3 Airline codes (18 hours)**

Airline designator codes; currency codes; aircraft codes; tax codes; flight routings- Global indicators (EH, WH, AP, TS and AT); Stopovers; Transfers- (elapsed flying times); flight schedules; minimum connecting times;; fare components; Types of tickets, conjunction ticket- fare types: Normal fares: fare classes F class/J/C class/Y class; fare types one way/return; mixed class; Ticket validity, Maximum permitted mileage; fare basis codes eg Y, J, F Special fares: fare types (Apex, Pex, Excursion)

**Module 4 Travel Formalities (18 hours)**

Arrival and departure formalities- Boarding Pass-Transit formalities-Miscellaneous Charges Order (MCO); Multi-Purpose Document (MPD);Universal Credit Cards- Baggage allowances: free; excess Charges: taxes; service charges- Passport types-Visa types-TWOV- E- VISA- E-check in-travel sites- passenger facilities at airports

**References:**

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

### SEMESTER 3

#### 3B04AH : AIRFARES AND AVIATION MANAGEMENT

No. of credits –3

No. of contact hours – 72 hours / 4 hours per week

##### **Module 1 Introduction to Civil Aviation (10 Hours)**

Origin of civil aviation - History of Civil Aviation in India - Public and Private Sector airlines in India – Open Sky Policy; Role of AAI and DGCA; A brief account of IATA / ICAO- Warsaw - Chicago conventions – Bilateral agreements & Multilateral Agreements – Freedoms of Air.

##### **Module 2 Airlines (10 Hours)**

Types of Airlines: Scheduled & nonscheduled, Domestic & International, Commuter, short haul & long haul, Low Cost Carriers. Cabin Crew - In flight services - Types of class – upgrading & downgrading (Airport in Transportation Management)

##### **Module 3 Airline Fares and In-flight details (20 Hours)**

Types of fare: Normal Fare (adult, child & infants) - Special fares - Discounted Fares. 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. Credit cards –UATP and other commercial credit cards - BSP.

##### **Module 4 Airlines Terminology (16 Hours)**

Airlines Terminology - Codes of Airlines - 2 letter codes - 3 letter city codes - airport & of line stations served by airlines- Abbreviations used in airlines, its fleet,– Types of journeys (OW, CT, RT, OJ, RTW); Passenger Ticket: Different Coupons – ticketing instruction & ticketing conjunction tickets- open tickets, E-tickets & its advantages; Miscellaneous charges order (MCO) & Prepaid Ticket Advice (PTA); Currencies and their three letter codes - How to do the rounding off units of rate of exchange Referring to airline Timetable, TIM, OAG, PAT

##### **Module 5 Fare calculation (16 Hours)**

International Sale Indicators - Global Indicators; International Fare Construction based on IATA & UFTAA Fare Formula and Basics steps using Mileage System – OW, RT, CT; Exercises on ticketing - OW, RT, CT; Case study of Air India and Jet Airlines (modern ticketing and introduction to softwares in practical sessions).

##### **References:**

1. Jagmohan Negi: Travel Agency & Tour Operation – Concepts and Principles. (Kanishka Pub, Delhi)
2. Jagmohan Negi: Air Travel and Fare Construction. - Kanishka Pub, New Delhi 2004
3. Dennis. L. Foster: The Business of Travel Agency Operations and Administration (Mc. Graw Hill)
4. Study Kit for IATA/UFTAA Foundation Course:
  - Module – I – Introduction to tourism
  - Module – II – Travel Geography
  - Module – III – Air Transport
  - Module – IV – Air Fares & Ticketing

**Semester 03**  
**3B05 AH: AIR CARGO MANAGEMENT**

**No. of credits: 3**

**No. of contact hours: 54 (3 hours per week)**

**Module 1: Introduction (15 Hours)**

Air Cargo, Air Freight, - History – Types of Cargo Carriers - IATA Rule and Regulation – IATA Manual for Air Cargo. Aircraft and Flight Operations of Cargo: Passenger Aircraft: Lower Deck - Freighters: Converted from Passenger Aircraft - New Production Freighters - 'Combi' and Quick Change Aircraft - Unit Load Devices (ULD) and its types.

**Module 2: Commodities for Air Cargo (15 Hours)**

Genco, Animal Live, Perishable, valuable goods, and others goods which need special handling. Airport and Ground Operations for Cargo: Information Flows, Physical Facilities Airport warehouse Procedures - Warehouse tariff - International warehouse and Domestic warehouse – Handling of ULD.

**Module 3: Cargo/Mail Handling Procedures ( 12 Hours)**

General Cargo Acceptance Procedures - Acceptance of Special Cargo, Mail, Wet Cargo Handling Procedures - Cargo Forwarding, Storage, and Preparation for Flight - Information and Data Transmission to Load-Control - Irregularities - Cargo Surface Transportation and Transfer - Cargo Breakdown, Delivery, in Transit and Transfer - Freight Documentation: Freight Quote - Different invoices - Certificate of origin – Air waybill of lading, Export and Import Documents – Insurance documents - various Declarations and Certifications

**Module 4: Air Freight (12 Hours)**

Air Freight Market: Common Commodities shipped by air – Types of Air freight Rates: General Commodity Rate, Specific Commodity Rate, Exception Rate, Joint Rate, Priority Reserved Air Freight, Speed Package Service, Container Rate – Special Air Freight Services: Assembly Services, Distribution Service, Pickup and Delivery Service, Other specialized services. – Factors Affecting Air Freight Rates: costs of the service, Volume of Traffic, Directionality, Characteristics of the Traffic, Value of the Service, Competition. Air Cargo supply: Courier Companies, Integrated Carriers, The Post Offices, Freight Forwarders and Consolidators, Maritime Operators - Major Air Cargo Carriers - Air Cargo Alliances

**References**

1. Moving Boxes by Air: The Economics of International Air Cargo, Peter S. Morrell, Ashgate Publishers
2. Air Transportation: A Management Perspective (6 Ed), JOHN G. Wensveen, Ashgate Publishers, 2007
3. IATA Airport Handling Manual (Latest)

## SEMESTER 4

### 4B06 AH : AIRLINE OPERATIONS

**No. of credits – 4**

**No. of contact hours – 108 hours / 6 hours per week**

#### **Module 1 Introduction (25 hours)**

Growth of air transport,-Classification of airports airfield components, Air traffic Zones and approach areas. Context of Airport system planning – Development of Airport-transfer hub-Airline schedule planning- hub scheduling and operations-airport slots- aircraft turnaround operations-Operational area and Terminal planning, design and operation-Airport operations-Airport functions-Organization structure of Airline-Structure of aeronautical charges: Landing charges, passenger charges, security charges, other charges, ground handling charges, fuel charges, government taxes

#### **Module 2 Airport Design (25 hours)**

Components Size, turning radius, speed, airport characteristics- IATA Delay coding system- Factors affecting capacity, determination of runway capacity related to delay, gate capacity, and taxiway capacity- Airport classification codes-runway designation and classification-wind coverage-airport layouts-land area requirements- -airfield capacity-runway capacity-factors affecting runway capacity-Runway length and width, sight distances, longitudinal and transverse, runway intersections, taxiways, clearances, aprons, numbering.

#### **Module 3 Air Traffic Control and Aids (25 hours)**

Runways and taxiways markings, day & night landing aids, airport lighting and other associated aids-RADAR EQUIPMENT: primary radar and secondary radar- surface movement radar- weather radar -airport traffic control tower-surveillance-primary and secondary-airport surveillance radar- microwave landing systems-air traffic flow management-ground delay programmes(GDPs) en-route control center.

#### **Module 4: Human Factors in Air Traffic Control (15 Hours)**

Nature of Human Error: Shell model –Modeling Error –Engineering ,Interactive Information Processing – Levels of Behavior – Skill based, Rule Based, Knowledge based – Violations –Decision Making – Action – nature of Intended action – Managing Human error – Communication distortion, expectancy, Noise and masking – Interruption – Listening – Selecting – Attending – Understanding – Non-verbal communication

#### **Module 4: Airport Planning (18 Hours)**

Operational concepts, space relationships and area requirements, noise control, vehicular traffic and parking at airports- Security activities- service quality aspects-management control - airport design-ownership and management of airports- Privatization of airports- Types of privatization- factors affecting cost and revenue-- primary hub – secondary hub – regional airport – all cargo airport -- low cost airports –

*BBA(AH): Bachelor of Business Administration (Aviation and Hospitality)*

role of helicopters as a complimentary feeder and defender of hub airports – Airport revenue management  
– Airport alliances – Important airports in India.

**References:**

1. Graham.A-Managing Airport an International Perspective –Butterworth Heinemann, Oxford-2001
2. Richard H.WoodAviation Safety Programs A Management Hand Book-- Jeppesen Sanderson Inc.
3. IATA course material for Foundation in Travel and Tourism



**SEMESTER 4**

**4B07 AH : GROUND HANDLING OPERATIONS**

**No. of credits – 4**

**No. of contact hours – 90 hours / 5 hours per week**

**Module 1 Managing Passenger Flow at Airports (18 hours)**

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

**Module 2 Passenger and Baggage Handling (18 hours)**

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

**Module 3 Airline Travel Management (18 hours)**

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

**Module 4 Fleets and Aircraft Routing (18 hours)**

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

**Module 5 Human Resource in Airlines (18 hours)**

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

**References:**

1. CHENG-LUNG WU(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 Hand Book-- Jeppesen Sanderson Inc.
4. IATA course material for Foundation in Travel and Tourism
5. IATA course material for Passenger Ground Services

**SEMESTER 4**  
**4B08 AH : AVIATION PRACTICUM AND VIVA VOCE**

**No. of credits – 2**

**No. of contact hours – 36 hours / 2 hours per week**

The Aviation Practicum and Viva Voce covers areas from the courses that the students learn during their Semester III and Semester IV.

1. The students shall be required to undergo 2-4 week practical training in airports/airline Offices after the completion of the 3rd semester.
2. The students are required to go for an airport visit before the commencement of the fourth semester.
3. The students of BBA AH shall be required to undertake, before the completion of fourth semester:
  - c. A compulsory Study Tour of 2 to 7 days duration with stay in a standard accommodation unit, and
  - d. Air travel (domestic or international).
4. A report of the study tour, airport visit, air travel, and airport/airline office training in about 50 pages should be submitted along with the course 4B08 AH - Aviation Practicum and Viva voce for external evaluation.

The practical hours should include the following:

1. Communication and soft skills training
2. Etiquette training
3. Grooming sessions
4. HTML – MS Word, MS Excel – MS Power Point, basic internet skill development
5. Airport procedures – Role play
6. CRM – Role play

**Semester 5**  
**5B09 AH: FUNDAMENTALS OF HOSPITALITY MANAGEMENT**

**No. of credits: 3**

**No. of contact hours: 72 (4 hours per week)**

**Module 1: Introduction (18 Hours)**

Definitions - hospitality and hotel — Historical evolution of Hospitality industry - Development of Hotel Industry in India - link between hospitality and travel and tourism industry.—hospitality culture, Athithidevo Bhavah - expectations of the guest.

**Module 2: Types of Hotels (18 Hours)**

Classification of hotels based on Size. Location, Length of Stay, Facilities offered, Types of Plan – hotel ownership- detailed study of the scheme of categorization of various accommodation units in India - a brief account of: commercial hotels, residential hotels, resort hotels, Airport hotels, Bed and breakfast hotels, convention hotels, casino hotels, motels - emerging trends in accommodation - time share, Condominium, Home stays, tree huts, houseboats, capsule hotel - major hotel chains in India – FHRAI

**Module 3: Hotel Operations (18 Hours)**

Brief account of hotel operations: front of the house and back of the house areas, public and private areas — organization and structure and function — major departments — types of rooms — use of IT in hotel industry.

**Module 4: Hotel Departments (18 Hours)**

Front office organizational structure, functions and coordination - Housekeeping; organizational structure — important housekeeping activities in hotels — co-ordination with other departments - Food and beverage operations: organizational structure and function — food product and service - Restaurants: Types of menu and service - Security department- responsibility- security system in hotel; marketing department, HR department, engineering and maintenance department, accounting department

**References:**

1. John R Walker —introduction to hospitality management —person education India
2. Mohammed Zulfikar —Introduction to tourism and hotel industry, UBS pub. New Delhi
3. Dennis L Foster - VIP and Introduction to hospitality. McGraw hill New Delhi
4. M L Ksavana and R M Brooks — front office procedures, educational institutions
5. Sudhir Andrews — Hotel front office management , McGraw hills New Delhi

**Semester 5**

**5B10 AH: F&B SERVICE OPERATIONS**

**No. of credits: 4**

**No. of contact hours: 72 (4 hours per week)**

**Module 1: Introduction to F & B (15 Hours)**

The food and beverage service industry – Introduction – Classification of catering establishments (commercial & non –commercial)- introduction to F&B operations - F&B service areas in hotel – F&B Service personnel – F&B organization structure – Job description & job specification of F&B personnel – attitudes and attributes of F&B personnel, competencies. Basic Etiquettes, Interdepartmental relationships.

**Module 2: Types of F&B Services (15 Hours)**

Types of F&B service – Mise-en-place & Mise –en- scene – Table service – English/Silver, American, French, and Russian – self service – Buffet & Cafeteria -. Specialized service – Gueridon, Tray, Trolley, Lounge, room etc. Single point service – Take away, Vending Kiosks, Food Court and Bar. Types of meals – Breakfast- Introduction, types, service methods, Brunch, Lunch, Hi-tea, Dinner, Supper. Menu knowledge – Introduction, types – A la Carte & Table d’hote, Menu terms, Classical French Menus.

**Module 3: Room Service (14 Hours)**

Room service/ In room dining service – Introduction , General Principles, Cycle of service, Scheduling and staffing, Forms and Formats, Order taking, suggestive selling – Breakfast cards, Time management – Lead time for order Taking to clearance – buffets – definition, types of buffets, Buffet Equipments and Table set-up.

**Module 4: Types of catering (14 Hours)**

Banquets – organization structure, duties and responsibilities of banqueting staff, administrative procedure, formats maintained, banquets function prospects, types of functions (formal and informal) , seating arrangements, off premises/ out door catering. Airline/Railway/Sea catering – Gueridon services – origin and definition, types of trolleys and layouts.

**Module 5: Control Methods (14 Hours)**

Control methods – Necessities and functions of a control system – Billing method – duplicate, triplicate system, KOTs & BOTs – Computerized KOTs – Flow chart of KOT-Preservation of Bills.

**References:**

1. Food And Beverage Service: Lillicrap & Cousin, Elbs
2. Modern Resaurant Service: John Fuller, Hutchinson
3. Food And Beverage Service Training Manual : Sudhir Andrews

## Semester 5

### 5B11 AH : FRONT OFFICE MANAGEMENT

**No. of credits – 3**

**No. of contact hours – 72 hours / 4 hours per week**

#### **Module 1 Grooming and Hygiene (18 hours)**

Grooming and hygiene in hospitality industry - importance - Grooming standards for hospitality professional: Male and Female - Personality traits required for front office personnel.

#### **Module 2 Introduction to Front Office (18 hours)**

Different basis of charging; Front office and Lobby - Staff organization - layout – job description of front office staff - equipments used in front office - duties and responsibilities of front office staff - Co-ordination of front office with other departments; Safety and security - For the hotel, and guest - Role of technology in security; Reservation: - Importance for guest and hotel - Types of reservation - Modes & sources - Process-automated and Manual - Cancellation & amendments

#### **Module 3 Front Office Operations (18 hours)**

Guest Cycle: Pre arrival - Arrival - During Stay - Departure – Post departure Activities, Reception: Importance of Registration - Receiving of Guest – Pre registration Activities - Registration Activities – Post registration Activities - Registration of a Foreigner Guest – Room Selling Techniques – over booking – forecasting reservations – occupancy percentage; Bell Desk: - Functions - Equipments and Aids used in Bell Desk - Procedures of Bell Desk; During the Stay Activities: Message Handling - Mail Handling - Key Handling - Complaint Handling; Telephone - Telephone manners and etiquette; Information and concierge: Role and importance – competencies required

#### **Module 4 Front Office Accounting and Settlement (18 hours)**

Cashier: Role of Front Office Cashier - Functions & Procedures - Equipments used by Front Office Cashier; Departure Procedure: - Step by step Process of Guest Check-out - Modes of Settlement of Guest Folio Express check out – late check out; Front Office Accounting:

Basics of Accounting - Folio and its Types - Voucher and its Types – Ledger (Guest Ledger & Non guest Ledger); - Formats used in Manual Accounting System:- Guest Weekly Bill –

Visitor's Tabular Ledger; - Introduction to Night Audit Procedure in Front Office; Role of computers - Role of PMS in Front Office Department - Front Office Reports

#### **References:**

- 1) Front Office Management & Operations: Sudhir Andrews
- 2) Front Office Operations & Management: Rakesh Puri
- 3) Hotel Front Office Operations & Management: Jatashankar R. Tiwari
- 4) Front Office Operations: Colin Dix, Chris Baird
- 5) Check-In Check-Out Managing Hotel operations: Gary K.Vallen, Jerome J.Vallen
- 6) Principles of Hotel Front-Office Operations: Sue Baker, Jeremy Huyton, Pam Bradley
- 7) Front Office Management: Sushil Kumar Bhatnagar
- 8) Hotel Front Office Training Manual: Sudhir Andrews

## SEMESTER 5

### 5B12 AH : Organizational Behaviour

No. of credits – 4

No. of contact hours – 72 hours / 4 hours per week

#### **Module 1: Fundamentals of OB (10 Hours)**

Definition, Meaning, Requirement of OB-Functions of Organization, Why study OB, Benefits of studying OB

#### **Module 2: History of OB (10 Hours)**

Classical Approach, Hawthorne Studies, Human Relations Movement, The Contingency approach,

#### **Module 3: Organizational Behaviour (14 Hours)**

Individual behavior—basic psychological process—personality, determinants of personality—personality traits—perception, factors affecting perception—learning, theories of learning—social learning. Group—concept of group dynamics—features of group—types of group behavior—formal and informal group behavior—stages of group development— group moral—group norms—group cohesiveness.

#### **Module 4 Stress Management (12 Hours)**

Stress management—meaning, types of stress—consequences of work stress—causes of stress—Conflict, types of conflicts, conflict resolution— Organisational development—meaning, need, benefits and limitations of OD—steps in OD. Organizational changes.

#### **Module 5 Perception (14 Hours)**

Perception-nature, Importance, meaning, learning & perception. Attitudes & satisfaction:- nature, dimensions of attitudes, meaning of job satisfaction. Sources & consequences of job satisfaction. Job stress – meaning, causes & effects. Group dynamics:- Nature of Groups, types- committee organization, its nature & functions. Informal Organization structure, Informal communication system.

#### **Module 6 Conflicts (12 Hours)**

Conflicts – Organizational conflicts, types of conflict, Strategies of interpersonal conflicts. Group decision making & control:- Nature and meaning of decision making, phases of decision making process, Meaning of Control, elements of control process.

#### **References:**

1. Business Organization and Management by Bhushan Y.K.
2. Business Organization by Gupta C.B
3. Organizational Behaviour by L.M. Prasad
4. Fred Luthans : Organisational behavior
5. Danial C. Fieldman and Hugh Arnold : Managing individual and group Behavior in organization
6. Henry Mintzberg : The structure of organization
7. Edwin Gerlof : Organization theory and design
8. Robin. S. P : Organizational behavior
9. Aswathappa: Organizational Behavio

**SEMESTER 5**

**5B13AH : Hotel Accounting**

**No. of credits – 4**

**No. of contact hours – 72 hours / 4 hours per week**

**Module 1 Basic Accounting (12 hours)**

Basic Accounting concepts and functions: Types of costs; Kinds of Accounts –Financial, cost and management accounts; Double Entry Book Keeping: Introduction, Accounting concepts and conventions.

**Module 2 Books and Journal (15 hours)**

Accounts –Classification of Accounts Rules for debiting and crediting Posting from Books, Purchase Book, Sales Book, Purchase return Book, Multi Columnar cash Book , Petty Cash Book, Postings from Subsidiary Books, Trial Balance

**Module 3 Final Accounts (15 hours)**

Preparation of Trading and profit and loss accounts, Balance sheets, Ingredient Costing, Hotel cost Sheet, Food cost percentage

**Module 4 Hotel Accounts (15 hours)**

Guest Ledger , Register of coupons issued, Register of Reservation, Guest Registration card bill, Arrival Departure, Daily Food cost sheets, Menu Costing, Cost Sheet,

**Module 5: Uniform system of accounts for hotels (15 hours)**

Introduction to Uniform System of accounts, Contents of the income statement, Contents of the Balance Sheet, Introduction to Internal and External Audit, Implementation and Review of Internal Audit.

**References:**

1. Grewal, T.S; Double Entry Book Keeping
2. R.LGupta; Advanced Accounting
3. Jain & Narang; Advanced Accounting
4. S.N Maheshwary; Advanced Accounting
5. S.A. Siddiqui; Comprehensive Accountancy,
6. N.D. Kapoor; A Complete Course in Accounting Volume – I
7. R.C. Chawla and C. Juneja; Double-Entry Book-Keeping
8. T.S. Grewal; Introduction to Accountancy,
9. Earnest B. Horwath and Luis Toth; Hotel Accounting
10. Michale M. Coltman; Hospitality Management Accounting
11. Educational Institute of American Hotel & Lodging Assosiation, USA; Uniform System Accounting
12. S.P Jain and K.L Narang; Cost Accounting Principles and practice

## SEMESTER 6

### 6B14 AH : TOURISM MARKETING

No. of credits – 4

No. of contact hours – 90 hours / 5 hours per week

#### **Module 1 Scope of Marketing (15 hours)**

Marketing – meaning – scope – modern concepts of marketing –importance of tourism and hospitality marketing – Meeting human needs, wants and demands – service characteristics of Tourism and Hospitality marketing. Marketing and Marketing research – meaning – scope - process - scope of marketing research in tourism.

#### **Module 2 Determinants of Marketing (20 hours)**

Consumer buying behavior – factors affecting - cultural, social, personal and psychological factors – the buyer decision process. S-T-P Strategy - Segmentation – basis for segmenting – segmenting the Tourist Market - market targeting – market positioning. Psychological determinants of demands for tourism.

#### **Module 3 Marketing Mix (20 hours)**

Marketing Mix – importance of marketing mix – 7 P's of tourism & hospitality marketing mix (Place, Price, Promotion, Product, People, Physical Evidence, and Process) - Product: Steps of new product development – product lifecycle stages Branding (Case study of Kerala tourism). Pricing: factors influencing pricing – general pricing approaches – pricing strategies in tourism.

#### **Module 4 Distribution (15hours)**

Channels of distribution: Functions - Logistics - Channel strategies – marketing intermediaries in the tourism industry – direct marketing and its characteristics – scope of direct marketing in tourism.

#### **Module 5 Advertising and Media (20 hours)**

Marketing Communication – Integrated Marketing Communication – DAGMAR approach - Mass Communication - mass media. Advertising: definition -- objectives of advertising – advantages and disadvantages of advertising – Advertising media – Advertising media in tourism. Public relations: definition, publics, activities of PR department, PR methods and tools in tourism, qualities of a PR staff, significance of PR in hospitality and Tourism Industry. Advertising and publicity in tourism:- Brochures, Newsletters, Magazines, postures, exhibitions, trade fairs, films, radio, TV. - Marketing of Tourism. Services : Marketing of Airlines, Hotel, Resort, Travel Agencies and other tourism related services-Challenges and strategies.

#### **References:**

1. Ravi Shankar Service Marketing
2. Nimit Chaudhary – Service Marketing
3. Philip Kotler, Bowens and James Makens – Marketing for Tourism and Hospitality
4. Holloway and Robinson, Marketing for tourism, Longman publisher, London
5. SM Jha: Tourism Marketing
6. Jagmohan Negi: Marketing and Sales strategies for Hotels and Travel Trade.
7. Marketing Management: Keller& Kotler
8. Naresh Malhotra – Marketing Research
9. Kotler, Philip and Armstrong Philip, Principle of Marketing, 1999, Prentice-Hall India, 1999



## SEMESTER 6

### 6B15 AH : Human Resources Management

No. of credits – 3

No. of contact hours – 56 hours / 3 hours per week

#### Module 1 Introduction (14 hours)

Introduction to Human Resource Management—Importance--scope and objectives of HRM. Evolution of the concept of HRM- Approaches to HRM- Personal management Vs Human Resource Management-HRM and competitive advantage- Traditional Vs Strategic human resource management.

#### Module 2 HR Planning (14 hours)

Human resource planning, Recruitment and selection—Job analysis---process of job analysis-job discretion-job specification-- methods of job analysis-- Conventional Vs strategic planning—job evaluation— Recruitment--source of recruitment-methods.

#### Module 3 Placement and Training (14 hours)

Placement, Induction and Internal mobility of human resource. Training of employees—need for training-objectives- approaches --methods-training environment- areas of training- Training evaluation, Performance Appraisal, Concept of Career, Planning, Compensation, Compensation and grievance redressal, Grievance redressal, punishment, essentials of a good discipline system. Labor participation in management.

#### Module 4 Human Resource Development For Aviation and Hospitality (14 hours)

Introduction of HRD meaning, Concept and Significance, HRD systems, models and Practices, Manpower Strategies, Training and Development, HRD problems and issues in Industry.

#### References:

1. Human Resource Management- Text and Cases-- VSP Rao
2. Human Resource Management—Snell, Bohlander
3. Personal Management and Human Resources—Venkata Ratnam .Srivasthava.
4. A Hand Book of Personnel Management Practice—Dale Yolder.
5. HRM in Tourism and Hospitality by Dareen E Ross
6. HRM in Tourism and Hospitality Industry – Michael Riley

## SEMESTER 6

### 6B16 AH : HOUSEKEEPING OPERATIONS

**No. of credits: 3**

**No. of contact hours: 72 (4 hours per week)**

#### **Module 1: Introduction to Housekeeping (12 Hours)**

Introduction to housekeeping- importance and functions of housekeeping - guest satisfaction and repeat business-House keeping areas —Front-of-the-house and back-of —the house areas, guest rooms public areas , maids rooms, indoor and outdoor areas Co-ordination with other departments.

#### **Module 2: Functions of H/K ( 15 Hours)**

Functions of Housekeeping department- Staff scheduling & Briefing - knowledge of rooms-Rules on a guest floor-Maids cart-Room cleaning, Bathroom cleaning-Bed making procedure-Room maintenance procedure-Desk control Security-Types and control of key-Budgeting of Housekeeping department-Lost and found procedure.

#### **Module 3: Management of H/K (15 Hours)**

Management of Linen and Uniforms-Linen Room-Storage of linen-floor linen room- par stocks and inventory control-stocking, efficiency and quality control of linen.

#### **Module 4: Cleaning in H/K (15 Hours)**

Cleaning-public area-cleaning methods-cleaning agents-cleaning equipments and standards-pests, pest control and waste disposal-laundry, dry cleaning and stain removal contract cleaning.

#### **Module 5: Safety and Security in H/K (15 Hours)**

Health and safety Management- health and Safety-Prevention of fire and First aid. Room Interiors-Ceramics, Glass, Metals and Sanitary- Textile and Floral arts- Interior decoration- Lighting, Heating, Ventilation and Flowers.

#### **References:**

1. House keeping training manual —Sudhir Andrews
2. Hotel, hostel and hospital housekeeping — Brenscon and Lanox

## SEMESTER 6

### 6B17 AH : INTERNATIONAL BUSINESS RELATIONS FOR TOURISM

**No. of credits – 3**

**No. of contact hours – 72 hours / 4 hours per week**

#### **Module 1 Introduction to International Relations (18 hours)**

Scope of International Relations; Realism, Neo realism, Liberal Internationalism, Post Positivism, Imperialism, Neocolonialism, Dependency, Liberalization, Globalization; Major International Organizations – UN and its major organizations; World Bank, IMF, World Trade Organization; EU, ASEAN, SAARC

#### **Module 2 Foreign Policy (18 hours)**

National interest and Foreign Policy; determinants of foreign policy, Diplomacy – types and practices; Foreign policy of India; Passport and Visa regulations; Regulations for foreigners for visiting India - Laws related to Tourist Entry, Stay, Departure, Foreigners Act; Foreigners registration act, Customs act, Passport Act, Foreign Exchange Management Act; India's liberalization and globalization policies in Travel and Hospitality sector; Disinvestment and Foreign Direct Investments

#### **Module 3 Issues in International Relations (18 hours)**

Energy, Environment and Green Politics, Concerns of pollution, climate change and bio diversity, poverty, food crisis and politics of aid, ethnicity, religious fundamentalism and terrorism

#### **Module 4 International Relations and Tourism (18 hours)**

Factors that affect International Tourism – Economic, Demographic, Climatic, Infrastructural, Political and Risks associated with tourism; Major regulations and permits required for visiting major countries; Case studies like Schengen Visa, Eurail and Euro – helping promotion of tourism

#### **References:**

1. Bajpai, K. and Siddharth M. (eds.) (2005): International Relations in India: Bringing Theory Back Home, New Delhi: Orient Longman.
2. Baylis, Smith & Owen (2008): Globalisation of World Politics: Introduction to International Relations, Oxford: Oxford University Press.
3. Chatterjee, Aneek (2010): International Relations Today: Concepts and Applications, New Delhi: Pearson Education.
4. Karns, Margaret P., Karen A. Mingst (2010): International Organizations: Politics and Processes of Global Governance, New Delhi: Viva Books.
5. Viotti, Paul R., Mark V. Kauppi (2007): International Relations and World Politics, New Delhi: Pearson Education
6. Francis Cherunilam; International Business
7. Sundaram and Black; International Business Environment
8. Bhalla and Raju; International Business Environment
9. P.G. Apte; International Financial Management
10. Justin Paul; International Business

## SEMESTER 6

### 6B18 AH : Event Management

No. of credits – 4

No. of contact hours – 72 hours / 4 hrs per week

#### **Module 1 : History of Event Management (12 Hours)**

Historical Perspective, – definition – event – types – cultural – festivals – religious - business Activities - MICE – meeting – incentives – conference – convention – exhibition –trade shows and fairs, leisure events, sports events – organizers – sponsorship – event management as a profession - event as a marketing tool - role of events in promotion of tourism.

#### **Module 2 : Event Designing (12 Hours)**

Conceptualizing and designing events - Aim of event, Develop a mission , Establish Objectives - Preparing event proposal, – event planning, -, Protocols, Dress codes, staging, staffing, - Leadership, Traits and characteristics- five Cs of events

#### **Module 3 : Code of Conduct (12 Hours)**

Event Team, Code of ethics, Principles of event Management, concept & designing. Analysis of concept, Logistics of concept. Feasibility, Keys to success, SWOT Analysis -

#### **Module 4 : Event Safety and Security (12 Hours)**

Security, Occupational safety, Crowded management Major risks and emergency planning, Incident reporting, emergency procedures

#### **Module 5: Event marketing and advertising (12 Hours)**

Nature of Marketing, Process of marketing Marketing mix, Sponsorship, Image Building, Image, Branding, Advertising, Publicity and Public relations

#### **Module 6: Event accounting (12 Hours)**

Budget, breakeven point, cash flow analysis, Profit & loss statement, balance sheet, financial payments, financial control system

#### **References:**

1. Event Management By Lynn Van D er Wagen & Brenda R Carlos.
2. Successful Event Management By Anton Shone & Bryn Parry
3. Computer fundamental –P.K. Sinha
4. Fundamental of computer and IT -D.P. sharma, Amit Choudhary
5. S.N. Maheshwari, Cost Accounting
6. Khan & jain, Cost Accounting
7. B.M. Lal, Cost Accounting

## Semester 06

### 6B19 AH : HOSPITALITY PRACTICUM AND VIVA VOCE

No. of credits: 3

No. of contact hours: 54 (3 hours per week)

The Hospitality Practicum and Viva Voce covers areas from the courses that the students learn during their Semester V and Semester VI.

The students shall be required to undergo 30 to 45 days practical training in hotels/resorts to familiarise hospitality operations covered in the curriculum, during the 5th or 6th semester. The students have to submit a report of about 25-30 pages based on the Hotel Training along with the report of practical work done in typed and hard bound format during the practical examination for external evaluation (Specifications for report same as project). The report should include copy of the training certificate issued by the hotel/resort.

The practical work conducted in the college should include the following :

1. Service etiquettes
2. Visit to Hotels / Resorts
3. Practical aspects of Front Office Operations, F&B Service, Housekeeping:

#### Front Office Management

Role play and demonstration of personality traits required for front office personnel through role play ; grooming standards of hospitality professionals like:

1. Role play of welcoming and receiving a guest at main porch, receiving a guest at
2. reception guest; Role play on filling up of forms and formats; vouchers
3. Role play on visit of a foreign tourist and related formalities
4. Role play on handling reservation and various situations
5. Role play on co-ordination of front office with the departments
6. Role play on luggage handling, complaint handling, message, mail and telephone handling.
7. Role- play of check –out procedure: By cash/ credit, Bill to Company, Foreign Currency, Travelers Cheque

#### F&B Service

1. Identification of equipments.
2. Laying and re-laying of table cloth.
3. Napkin folding.
4. Carrying a salver/tray.
5. Carrying plates, glasses and other equipments.
6. Taking an order – food and making a KOT
7. Points to be remembered while setting a cover and during services
8. Service of foods (A la carte & Table d’hote)
9. Service of hot and cold non-alcoholic beverages
10. Exercise of planning different menus.

#### House Keeping

1. Practical aspects of Bed making

**Semester 06**

**6B20 AH : PROJECT AND COMPREHENSIVE VIVA VOCE**

**No. of credits – 2**

**No. of contact hours – 36 hours / 2 hours per week**

Every student of a UG Programme shall have to work on a 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 VI<sup>th</sup> semester. Belated and incomplete projects will not be entertained. 20 % of marks are awarded through internal assessment.

**Project Evaluation:**

1. Evaluation of the Project Report shall be done under Mark System.
2. The evaluation of the project will be done at two stages:
  - a) Internal Assessment (supervising teachers will assess the project and award internal Marks)
  - b) External evaluation (external examiner appointed by the University)

Marks secured for the project will be awarded to candidates, combining the internal and external Marks

1. The internal to external components is to be taken in the ratio 1:4. Assessment of different components may be taken as below.
2. External Examiners will be appointed by the University from the list of VI semester Board of Examiners in consultation with the Chairperson of the Board
3. The chairman of the VI semester examination should form and coordinate the evaluation teams and their work.
4. Internal Assessment should be completed 2 weeks before the last working day of VI<sup>th</sup> semester.
5. Internal Assessment marks should be published in the department.
6. In the Case of Courses with practical exam, project evaluation shall be done along with practical exams.
7. 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.

Internal(20% of total)			External( 80% of Total)	
Components	% of internal Marks		Components	%of external Marks
Punctuality	20		Relevance of the Topic, Statement of Objectives, Methodology (Reference/ Bibliography) Presentation, Quality of Analysis/Use of Statistical tools, Findings and recommendations	20
Use of Data	20			30
Scheme/Organization of Report	30		Viva-Voce	50
Viva-Voce	30			

**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. There shall be no improvement chance for the Marks obtained in the Project Report.
4. In an instance of inability of obtaining a minimum of 40% marks, the project work may be re- done and the report may be re-submitted along with subsequent exams through parent department.

**Structure of the Dissertation Project Report:**

*Selection of the Topic:*

Students in consultation with faculty can select any topic in connection with the curriculum. At least one statistical tool must be used. 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. References are to be made as endnotes, following any one citation style. The project should be arranged as follows:

1. Cover page and Title page
2. Bonafide certificates
3. Declaration by the student

4. Acknowledgement
5. Table of contents
6. List of Tables
7. List of Figures
8. List of Symbols, Abbreviations and Nomenclature
9. Chapters
10. Appendices
11. References

**Guidelines for structuring and formatting of the project report:**

**Font**

1. Chapter Names - 16 TIMES NEW ROMAN (bold) all caps
2. Headings - 14 TIMES NEW ROMAN (bold) all caps
3. Subheadings - 14 TIMES NEW ROMAN (bold) Title case
4. Sub – sub headings - 12 TIMES NEW ROMAN (bold) Title case
5. Body of Project - 12 TIMES NEW ROMAN
6. Text in Diagrams - 12 TIMES NEW ROMAN (all lower case)
7. Diagrams / Table headings / Fig. Headings - 12 TIMES NEW ROMAN Title case

**Spacing:** Two (2) line spacing between heading and body text; 1.5 line spacing in body text; New paragraphs start with single tab and paragraph spacing at 1.25”

**Margins:** Left 1.5’ Right 1.0’; Top 1.0’ Bottom 1.0’

**Page numbers:** Position : Bottom, Middle

1. Front Pages : Small Roman Numbers (Excluding title page, Certificate page, Acknowledgement page)
2. Body pages : 1,2,3 .....
3. Annexure : 1,2,3..... (Separate for each Annexure)

**Pages**

Size : A4 paper ;

Colour: White

Documentation : Hard binding



## GENERAL COURSES

### SEMESTER 3

3A11 AH /TTM

DISASTER MANAGEMENT

No. of credits – 4

No. of contact hours – 72 hours / 4 hours per week

#### Module 1 Hazards and Disasters (18 hours)

Environmental Hazards, Environmental Disasters and Environmental Stress; Meaning- Different types and classes of environmental hazards and disasters; difference between hazards and disasters; cause and reasons

#### Module 2 Classification of Hazards and Disasters (18 hours)

Natural 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; brief overview on these

#### Module 3 Approaches and Phases of Disaster Management (18 hours)

Pre-disaster stage – Preparedness; Pre-disaster stage – mitigation; Emergency stage; immediate relief – Assessment surveys; Post Disaster stage – Rehabilitation: Political, administrative, social, environmental and economic aspects

#### Module 4 Institutional Frame work in Disaster Reduction and Management (18 hours)

Provision of immediate relief measures to disaster affected people; Prediction of hazards and disasters- measures of adjustment to natural hazards; Disaster Mitigation Institutions; Integrated Planning- Contingency management preparedness – Education on disasters – Community involvement – The adjustment of human population to natural hazards & disasters in the context of India and Kerala; Role of Media

#### References:

1. R.B Singh(Ed); Disaster Management, Rawat Publications, New Delhi
2. H.K Gupta(Ed); Disaster Management, Universiters Press, India:
3. R.B Singh; Space Technology for Disaster Mitigation in India (INCED), University of Tokyo
4. Dr. Satender; Disaster Management in Hills, Concept Publishing Co., New Delhi
5. M.C Gupta; Manuals on Natural Disaster Management in India, National Centre for Disaster Management, IIPA, New Delhi
6. R.K Bhandani; An Overview on Natural and Manmade Disaster & their 44 Reduction, CSIR, New Delhi.
7. Kates B.I & White G.F; The Environment as Hazards, Oxfords, New York

8. Savinder Singh; Environmental Geography, Prayag Pustak Bhavan
9. R.B Singh(Ed); Environmental Geography, Heritage Publishers, New Delhi
10. Goel S.L.; Encyclopedia of Disaster Management (Set in 3 volumes)
11. Wolfensterin,M; Disaster: A Psychological Essay
12. Haff,A; People in Crisis, understanding and helping
13. Social Work; Management of Disaster
14. Govt. of India resources on Disaster Management – [www.nidm.gov.in](http://www.nidm.gov.in)

### SEMESTER 3

#### 3A12 AH: BUSINESS COMMUNICATION AND SKILL DEVELOPMENT

**No. of credits – 4**

**No. of contact hours – 72 hours / 4 hours per week**

##### **Module 1 Basics of Communication (18 hours)**

Introduction to Business Communication, Basic Forms of Communication, Process of Communication, 7 C's of communication; Barriers and Facilitators to Communication, Effective Listening, Perception and Reality, Role of Opinion, Attitudes and Beliefs, Mal-functions of communication, Business Etiquette, Technology of Business Communication; Conflict Management

##### **Module 2 Skills for Project Management (18 hours)**

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; soft skill development; contents of project report; PERT, CPM brief overview; project review

##### **Module 3 Entrepreneurship Development (18 hours)**

Concept of Entrepreneurship; importance, definition of entrepreneur, role and characteristics of entrepreneurship; functions and skills needed for a successful entrepreneur; Women entrepreneurship, rural entrepreneurship, medium and small scale businesses; problems faced by entrepreneurs and their solutions

##### **Module 4 Pro Social Behaviour (18 hours)**

Social behavior: features and factors; Non-verbal communication: Facial expressions, gazes, stare; Body language, touching; Micro expressions, cognitive factors. Attribution; Personality – traits and characteristics; perception, altruism, prejudice; formation of self concept; self control, self esteem and pride; Group behavior; leadership in a group; interpersonal relations

##### **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. Vasant Desai; Dynamics of Entrepreneurship Development
6. David H. Holt; Entrepreneurship: New Venture Creation
7. Satish Taneja, S.L.Gupta; Entrepreneurship Development New Venture Creation
8. K. Nagarajan; Project Management
9. Marc J. Dollinger; Entrepreneurship: Strategies and Resources

10. S P Chambe Neelkumar; Social Psychology
11. Haseen Taj; An introduction to Social Psychology; Neel Kamal Publications, New Delhi
12. Robert Baron A & Donn Byrne (2002); Social Psychology; Pearson Edu & Prentice Hall India, New Delhi
13. Robert S Feldman (1998); Social Psychology; Prentice Hall India
14. David G Myers; Social Psychology; Mcgrow Hill Inc.

**Semester 04**

**4A13AH ENTREPRENEURSHIP DEVELOPMENT AND PROJECT MANAGEMENT**

**No. of credits – 4**

**No. of contact hours – 72 hours / 4 hours per week**

**Module 1 Introduction to Entrepreneurship (12 Hours)**

Meaning of Entrepreneurship - characteristics, functions and types of entrepreneurship - Intrapreneur - Role of entrepreneurship in economic development.

**Module 2 Entrepreneurship Development Programmes (15 Hours)**

Factors affecting entrepreneur growth - economic – non-economic. Entrepreneurship development programmes - need - objectives – course contents - phases - evaluation. Institutional support to entrepreneurs.

**Module 3 Project Management (15 Hours)**

Project Management: Meaning of project - concepts -categories - project life cycle, phases - characteristics of a project – project manager - role and responsibilities of project manager.

**Module 4 Project Identification (15 Hours)**

Project identification - selection - project formulation – contents of a project report - planning commission guidelines for formulating a project - specimen of a project report.

**Module 5 Project Finance (15 Hours)**

Source of finance for a project - Institutional finance supporting projects project evaluation - objectives - types - methods.

**References:**

1. Dynamics of Entrepreneurship Development – Vasant Desai.
2. Entrepreneurship: New Venture Creation – David H. Holt
3. Entrepreneurship Development New Venture Creation – Satish Taneja, S.L.Gupta
4. Project management – K. Nagarajan.
5. Entrepreneurship: Strategies and Resources – Marc J . Dollinger
6. The Culture of Entrepreneurship – Brigitte Berger.
7. Innovation and Entrepreneurship – Peter F. Drucker
8. Entrepreneurship – Robert D. Hisrich, Michael P. Peters, Dean A. Shepherd
9. Entrepreneurship As Strategy – G. Dale Meyer, Kurt A. Heppard
10. New Vistas of Entrepreneurship: Challenges & Opportunities – A. Sahay, M.S.Chhikara
11. Entrepreneurship and Small Business Management – Siropolis

**SEMESTER 4**

**4A14AH CUSTOMER RELATIONS MANAGEMENT (CRM)**

**No. of credits – 4**

**No. of contact hours – 72 hours / 4 hours per week**

**Module 1 Customer Relationship Management (18 Hours)**

Introduction, Customer Loyalty, Success Factors, Three Levels of Service, Service-Level Agreements, Evaluation of CRM, Schools of thought in CRM, Benefits of CRM CRM – Meaning & Definition - Dimensions of CRM - Nature of CRM - Goals of CRM - Advantages of CRM

**Module 2 Implementation of CRM (18 Hours)**

CRM Implementation - 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.

**Module 3 CRM in marketing (18 Hours)**

CRM in Marketing - One-to-one Relationship Marketing - Cross Selling & Up Selling - Customer Retention, Behaviour Prediction - Customer Profitability & Value Modeling, - Channel Optimization - Event-based marketing. - CRM and Customer Service - The Call Centre, Call Scripting - Customer Satisfaction Measurement.

**Module 4 CRM links with e-business (18 Hours)**

Sales Force Automation - Sales Process, Activity, Contact- Lead and Knowledge Management - Field Force Automation. - CRM links in e-Business - E-Commerce and Customer Relationships on the Internet - Enterprise Resource Planning (ERP), - Supply Chain Management (SCM), - Supplier Relationship Management (SRM), - Partner relationship Management (PRM). Managing and sharing customer data - Customer information databases - Ethics and legalities of data use - Data Warehousing and Data Mining concepts - Data analysis - Market Basket Analysis (MBA), Click stream Analysis, Personalization and Collaborative Filtering.

**Reference:**

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. Jagdish Seth, et al, CUSTOMER RELATIONSHIP MANAGEMENT
5. V. Kumar & Werner J., CUSTOMER RELATIONSHIP MANAGEMENT, Willey India, 2008

**COMPLEMENTARY COURSES**

**SEMESTER 1**

**1C01 AH GEOGRAPHY OF TRAVEL AND TOURISM**

**No. of credits – 4**

**No. of contact hours – 108 hours / 6 per week**

**Module 1 Basics of World Geography (24 hours)**

Earth; Latitude and Longitude- Earth Movements – Rotation, Revolution; Day and Night; Seasons; Atmosphere, Lithosphere, Hydrosphere, Biosphere; Weather and Climate; Elements and importance of climate; Major land forms – Mountains, Plains, Plateaus; Natural regions of the World

**Module 2 Maps and its use (24 hours)**

Maps; Types of maps; Scale; Topo sheets; Signs and symbols; construction of statistical diagrams; Use of GIS, GPS and Remote Sensing; Famous geographical attraction of the world- beaches- hill station- beaches- mountains; Continents of the World; Modern wonders of the World

**Module 3 World Destinations I (30 hours)**

Major destinations – Asia – South East – Thailand, Indonesia, Malaysia and Singapore; Far East – China and Japan; Middle East – UAE, Saudi Arabia – Hajj and Umrah; Jordan – Petra; Israel – The Holy Land; Indian Ocean Islands – Sri Lanka and Maldives; Africa – Egypt, South Africa, Wildlife in Kenya and Tanzania, Islands

**Module 4 World Destinations II (30 hours)**

Europe – UK, France, Italy, Spain, Switzerland, Germany, Russia; Americas – US, Canada, Mexico, Brazil, Caribbean Islands; Australia and New Zealand; World Tourism Projections – Growth of World Tourism in major continents

**References:**

1. Christopher P Cooper; Geography of Travel and Tourism
2. B Bonifce and C Cooper; World Wide Destinations
3. Williams S; Tourism Geography
4. L E Hudman & R H Jackson, Geography of Travel & Tourism
5. Philip G Davidoff; Geography of Tourism

6. N. Lande, The top ten of everything, National Geographic
7. Tour itineraries of leading operators like Thomas Cook, Cox and Kings and SOTC
8. <http://www.unwto.org>
9. <http://travel.nationalgeographic.com>
10. [www.lonelyplanet.com](http://www.lonelyplanet.com)
11. [www.wikitravel.org](http://www.wikitravel.org)



**SEMESTER 2**

**2C02 AH AIRLINE GEOGRAPHY**

**No. of credits – 4**

**No. of contact hours – 108 hours / 6 per week**

**MODULE 1: Introduction to Airline Industry (24 hours)**

World Geography, Overviews of Airline Industry- Important Domestic and International Airlines- Types of airlines-major airline codes-Different Airport of the World- major airport codes- Indian airports- codes - types of airports- IATA Areas- sub areas-three letter city codes- countries and their capitals

**Module 2: Time Zones (24 hours)**

Time zones- international dateline- time differences- GMT and IST- day light saving time-Time differences- time calculation- elapsed flying time - ,Aviation Abbreviations (Special emphasis on IATA)- Planning itineraries by air-transfer-stopovers-PAT, OAG, TIM

**Module 3: Climate (30 hours)**

The importance of climate - climatic variables affecting tourism, - Brief introduction of continents & oceans. Elements of weather & climate. Climatic zones of the world. Natural vegetation of the world. Main tourist activities in different climatic zones.

**MODULE 4: Airline Industry (30 hours)**

History of Indian Airline Industry -Brief account of major carriers of the world ( Air India, Air India Express, Jet Airways, Air Asia, British Airways, Emirates, Etihad, Malaysian airways, Cathay Pacific, Qatar Airways, Singapore Airways)

References:

- 1 Fundamentals of Airline & Airport management, PS Senguttavan, Excell Books
2. Airport systems : Planning, designing and management , Richard De Neufville, McGraw Hill 2007
3. Principles of Airline and Airport Management, Alexander T. Wells, Seth Young

**Semester 03**

**3C03 AH: BUSINESS INFORMATICS**

**No. of credits: 3**

**No. of contact hours: 72 (4 hours per week)**

**Module 1: Introduction (18 Hours)**

Introduction – Defining Computers, features, History, Generations, - Components - classification of computers, - input-output devices, - Types of computer memory, - introduction to Hardware and Software.- Operating System – Meaning, functions, & elementary idea of the operating system.

**Module 2: Basics of Web designing (18 Hours)**

Introduction to HTML – Applying Bold, Italic, underline, Strikethrough, overlie, marquee, images, Hyperlinks, Textbooks, Buttons, Checkboxes, Radio Buttons, ordered and Unordered List, Tables, FRAMESET, LEGEND.

**Module 3: Word Basics (18 Hours)**

**Introduction to MS Word:** Creation of Simple document, editing text working with table and graphic. Formatting document use of tools like spell-check, hyphenation, mail-merge printing of document, envelopes and labels. **Introduction of MS Excel:** Meaning of workbook opening of excel sheet and workbooks. Formulating and printing Workbooks/sheet s. Formulas and functions, graphs and chart. **Basics of Power Point presentations:** Slides, Fonts, Drawing, Editing; Inserting: Tables, Images, texts, Symbols, Media; Design; Transition; Animation; and Slideshow. – Features a good Powerpoint presentation.

**Module 4: E Commerce (18 Hours)**

Ttypes of E-Commerce, e-commerce business models - Technology used in E-commerce - Online Business Transactions - E-payment System - Security and Encryption - security threats in the E-commerce environment

**References**

1. Kenneth C. Laudon and Carlo Guercio Traver, E-Commerce, Pearson Education.
2. David Whiteley, E-commerce: Strategy, Technology and Applications , McGraw Hill Education
3. Bharat Bhaskar, Electronic Commerce: Framework, Technology and Application, 4 th Ed., McGraw Hill Education
4. PT Joseph, E-Commerce: An Indian Perspective, PHI Learning
5. KK Bajaj and Debjani Nag, E-commerce, McGraw Hill Education
6. TN Chhabra, E-Commerce, Dhanpat Rai & Co.
7. Sushila Madan, E-Commerce, Taxmann
8. TN Chhabra, Hem Chand Jain, & Aruna Jain, An Introduction to HTML, Dhanpat Rai & Co

**Semester 04**

**4C04 AH Business Economics**

**No. of credits: 3;**

**No. of contact hours: 72 (4 hours per week)**

**Module 1 Concept of Economics (12 Hours)**

Concepts of economics – Nature; scope; characteristics and application of managerial economics; wealth oriented view; welfare oriented view; scarcity view; development view.

**Module 2 Consumer Behaviour (15 Hours)**

Consumer Analysis – Measurement of consumer behavior; law of diminishing marginal utility; law of equi-marginal utility; consumer's equilibrium; price effect; income effect and law of substitution & consumer surplus.

**Module 3 Demand Analysis (15 Hours)**

Demand analysis – Meaning of demand; law of demand; determinants of demand; measurement of demand; elasticity of demand; demand forecasting and its methods.

**Module 4 Product Analysis (15 Hours)**

Production analysis – Law of supply; Determinant of supply; Elasticity of supply; Methods of measuring elasticity of supply; Return to scale; law of returns and production function.

**Module 5 Price Determination (15 Hours)**

Price determination – Meaning and main features of price determination of a firm; Different theory of pricing. Factors and methods of pricing; price determination under perfect, imperfect, monopoly and oligopoly situations. Profit : kind of profit role of profit theory of profit; break-even analysis; Determinant of break-even points.

**References**

1. Maheshwari Y, (2012) Managerial Economics, 3rd Ed. Prentice Hall India Pvt. Ltd., New Delhi
2. Singh, Ramesh (2015). Indian Economy (7/e). New Delhi: Tata McGraw Hill.
3. Tribe, John (2004). The Economics of Recreation, Leisure and Tourism (4/e). Burlington: Elsevier
4. Maier, M.H. and Nelson, J.A. (2007). Introducing Economics- A Critical Guide for Teaching. New York: M.E. Sharpe Inc.

**OPEN COURSE - Semester 05**

**OPEN COURSE 1**

**5D01 AH TOURISM BUSINESS**

**No. of Credits - 2**

**No. of Contact Hrs - 36 hrs / 2 hrs per week**

**Module 1 - Introduction to Tourism (9 hours)**

Travel through Ages (India and world); Significance of Tourism, Career opportunities in Travel & tourism Industry; Definition of Travel, Traveller, Visitor, Tourist, Excursion, Picnic. International Tourism - domestic tourism; Tourist arrivals and trends

**Module 2 - Components of Tourism (9 hours)**

Components of Tourism - 5As of tourism; Elements of tourism; Accommodation - Catering: Types of accommodation; functional departments; Accessibility: Modes of tourist transportation. Attractions: Manmade & Natural attractions, Pieter's inventory of tourist Attractions - Tourism products - features.

**Module 3 - Tourism Industry (9 hours)**

Stake holders in tourism: Tourism suppliers; Role of Travel Agents & Tour Operators - types - functions - departments - setting up - tour packages - marketing; Travel Documents - types of Passport - Visa and types - Health certificates - Travel insurance.

**Module 4 - Typology of Tourism (9 hours)**

Brief account of various forms of Tourism: - Cultural Tourism, Health Tourism, Ecotourism, Farm tourism, Beach tourism, Adventure tourism, Business tourism (MICE), - Sports tourism - Village Tourism - Cruise tourism - Pilgrimage tourism; Major organizations in Tourism - WTO, IATA, NTO, STO, ITDC, KTDC, DTPC etc.

**References:**

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

## **OPEN COURSE 2**

### **5D02 AH TRAVEL JOURNALISM**

**No. of Credits – 2**

**No. of Contact Hours – 36 hours / 2 hours per week**

#### **Module 1 – Introduction to Travel Writing (9 Hours)**

Travel Writing: Articles and Short Pieces, Magazines, Travel Newsletters, Short Pieces for Books - The Internet - Researching and Approaching Markets; Travel Books - Guides- Business Travel - Coffee Table Books, Autobiographical Tales – Anthologies

#### **Module 2 – Use of Electronic Media (9 Hours)**

Electronic Media in documenting destinations, travel and transport, hospitality and tourism resources - Nature of media coverage: webcast and telecast - Script writing - Identifying points for visual support - Conducting interviews - Virtual tourism

#### **Module 3 – Travel Writing Process (9 Hours)**

Sources - Research on the Internet and on the spot - Organizing; Developing Ideas for Travel Articles – Journey, Activity, and Special Interest Pieces - Side-trips – Reviews - Ideas from own travel experiences and other sources

#### **Module 4 – Travel Writing Techniques (9 Hours)**

Portraying the experiences: Practical tips- Choosing the right words; Illustrations - taking photographs, Non photographic illustrations; Travel Photography; Visual Media in Tourism

#### **References:**

1. Janet Macdonald (2000), *Travel Writing*, Robert Hale, London.
2. Brunt.P. (1997), *Market Research in Travel & Tourism*, Butterworth & Heinemann, UK.
3. Clark, Riley,M., Wood,R.C. (1998), *Researching and Writing Dissertations in Hospitality and Tourism*, UK.
4. Neilson C. (2001), *Tourism and the Media: Tourist Decision Making, Information and Communication*, Hospitality Press, Melbourne
5. Arvaham E. & Ketter E. (2008), *Media Strategies for Marketing Places in Crisis*, Elsevier, UK.

**OPEN COURSE 3**

**5D03 AH TOUR GUIDING AND ESCORTING**

**No. of Credits – 2**

**No. of Contact Hours – 36 hours / 2 hours per week**

**Module 1 – Introduction to Guiding and Escorting (9 hours)**

Meaning; concept and types of guide; duties and responsibilities; Qualities of a good guide; Golden Rules of Guiding

**Module 2 – Conducting Tours (9 hours)**

Conducting tours; conducting various types of tour- understanding client's need- establishing good service security measures; points to remember while guiding or escorting a tour

**Module 3 – Guiding Skills (9 hours)**

Skills; standard of dress and personal grooming; Greeting participant and introducing self- leading the participants; skill in leading group; Communication skills required guiding

**Module 4 – Professional Development and Negotiation Skills (9 hours)**

Professional development; Interpretative planning; Training staff for interpretation ; Evaluation techniques; Sources of professional assistance; Negotiation skills ; Types of negotiation techniques , negotiating a business deal.

**References:**

1. Pond K.L; The professional guide : Dynamics of Tour Guiding, 1993
2. Pran Seth; Successful tourism Management (Vol. 1 & 2)
3. P.N. Seth; Successful Tourism Development Vol.1 and 2, Sterling Publishers
4. A.K Bhatia; International Tourism
5. A.K Bhatia; Tourism Management & Marketing.

# **QUESTION PAPER PATTERN**

**Question Paper Pattern: Core/Complementary/Common General Courses**

**Time : 3 Hours**

**Maximum Marks : 40**

**SECTION A**

Answer the following questions in a word or one or two sentences (One mark each)

1. ....?
2. ....?
3. ....?
4. ....?

4 x 1 =4 marks

**SECTION B**

Answer any seven questions in a paragraph (Two marks each)

5. ....?
6. ....?
7. ....?
8. ....?
9. ....?
10. ....?
11. ....?
12. ....?
13. ....?
14. ....?

7 x 2 =14 marks

**SECTION C**

Answer any four questions in about 100 words (Three marks each)

15. ....?
16. ....?
17. ....?
18. ....?
19. ....?
20. ....?

4 x 3 =12 marks

**SECTION D**

Answer any two question in about 500 words (Five marks)

21. ....?
22. ....?
23. ....?
24. ....?

2x 5 =10 marks



Guideline for preparation of Practical QP for Practical Examiners and distribution of marks

### 4B08 AH AVIATION PRACTICUM AND VIVA VOCE

#### Internal Assessment : (Max 10 Marks)

Attendance	:2.5 marks
Internal viva voce	:2.5 marks
Internal Practical Exam	:5 marks
<b>Total</b>	<b>:10 Marks</b>

#### External Evaluation (Max 40 Marks)

Viva Voce	: 10 marks
Report	:10 marks
Practical *	: 20 marks

#### \*Practical:

1. Any one Roleplay situation from the practicum curriculum (8 marks) max: 10 minutes
2. Microsoft word/Excel/html task (4 marks) Max: 20 minutes
3. Power point slide preparation (4 marks). Max: 20 minutes
  - a. The examiner should assign a topic related to the curriculum.
  - b. There should be 10-15 slides in the presentation
  - c. Students can use internet for information, images/videos.
  - d. Downloading of presentation slides in any formats is not allowed.
4. Presentation of the prepared slide using projector (4 marks) max: 10 minutes

Guideline for preparation of Practical QP for Practical Examiners and distribution of marks

**6B19 AH HOSPITALITY PRACTICUM AND VIVA VOCE**

**Internal Assessment : (Max 10 Marks)**

<i>Attendance</i>	:2.5 marks
<i>Internal viva voce</i>	:2.5 marks
Internal Practical Exam	:5 marks
<b>Total</b>	<b>:10 Marks</b>

**External Evaluation (Max 40 Marks)**

Viva Voce	: 10 marks
Report	:10 marks
Practical *	: 20 marks

**\*Practical:**

1. Any two questions (role play/tasks) from Front Office Operations, F&B Service Operations, or House Keeping Operations, as in the practicum syllabus.

(2x10 = 20 marks)

**PREPARED BY:**

**Expert Committee constituted by the recommendation of the Board of Studies in Travel & Tourism (cd) of Kannur University vide, UO no:..... dated .....**

**Convenor:**

Dr. Sindhu R Babu, Asst.Professor, Dept. of TTM, GPM Govt. College, Manjeshwaram

Ph: 9496709834; E – mail: [sindhurbabu@gmail.com](mailto:sindhurbabu@gmail.com)

**MEMBERS:**

1. Dr. Deleep D, Asst.Professor, Dept. of TTM, GPM Govt. College, Manjeshwaram
2. Smt. Sindhu Joseph, Asst.Professor, Dept. of TTM, GPM Govt. College, Manjeshwaram

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Thank you!