



KANNUR UNIVERSITY

FOUR YEAR UNDERGRADUATE PROGRAMME

SYLLABUS

**BACHELOR OF BUSINESS ADMINISTRATION
(AVIATION AND AIRPORT MANAGEMENT)**

BBA (AAM)

(2024 Admission onwards)

Board of Studies: Travel and Tourism (Cd)

PREFACE

Tourism is a fundamental human activity that involves people traveling to destinations outside their usual environment for various purposes. It may include leisure and recreation, business and professional activities, cultural exchange, or simply the desire to explore new places and gain enriching experiences. The tourism industry not only satisfies this inherent human wanderlust but also stimulates economic growth, generates employment opportunities, and fosters cultural understanding and appreciation. The tourism and hospitality industry is a dynamic and multifaceted sector that plays a crucial role in the global economy. It encompasses a wide range of businesses and services that cater to the needs of travelers, tourists, and visitors. From hotels and restaurants to tour operators, airlines, and cruise lines, the industry offers a diverse array of experiences and opportunities for both leisure and business travelers.

Hospitality, on the other hand, forms an integral part of the tourism industry, focusing on the provision of services and amenities to ensure a pleasant and comfortable experience for travellers. It encompasses a wide range of establishments, including hotels, resorts, bed and breakfasts, hostels, restaurants, cafes, bars, and other accommodation and food service providers. The industry is dedicated to creating memorable experiences for guests by delivering exceptional customer service, personalized attention, and a warm and welcoming environment.

Together, the tourism and hospitality sectors form a symbiotic relationship, as tourism drives the demand for hospitality services while the quality of hospitality directly influences the overall satisfaction of tourists. This interdependence highlights the significance of collaboration and synergy between various stakeholders, including governments, tourism boards, travel agencies, destination management organizations, and businesses within the industry.

In recent years, the industry has witnessed significant growth, driven by factors such as rising incomes, globalization, improved transportation infrastructure, and the increased accessibility of travel information through the internet and social media. As the world recovers from the pandemic, the industry identifies various opportunities in rebuilding and redefining the future of tourism and hospitality.

The tourism and hospitality industry navigates through a constantly evolving global landscape, influenced by factors such as technological advancements, changing consumer preferences, economic fluctuations, geopolitical developments, collaboration, innovations, and environmental concerns. It is a significant contribution to the global economy, generating substantial economic earnings in various forms. These earnings come from several sources, including direct spending by tourists, job creation, tax revenues, foreign exchange earnings, and investments in infrastructure development. The tourism industry is a significant contributor to

employment globally, providing numerous job opportunities across various sectors. This will multiply in the coming decade. Ironically, there is a wide gap in demand and supply of trained manpower for this, with a shortage of undergraduate as well as postgraduate programs in the state. The present total employment generated from tourism in Kerala is estimated to be 1.2 million. The peculiar dynamics of the industry require professionals to adapt and innovate continuously to meet the evolving needs and expectations of travelers while ensuring sustainability and responsible tourism practices. All these clearly show the need for quality-trained manpower for the tourism industry that can be fulfilled through the implementation of outcome-based curriculum in universities and colleges.

RATIONALE AND NATURE OF BBA(AAM) PROGRAMME

Tourism education and skill training play a crucial role in developing a qualified and competent workforce for the tourism and hospitality industry. With the rapid growth and evolving nature of industry, there is a continuous need for professionals who possess the knowledge, skills, and abilities to meet the diverse demands of travelers and tourists. Tourism education and skill training programs aim to equip individuals with the necessary expertise to excel in various roles within the industry, ranging from hotel management and tour guiding to event planning and destination marketing. The BBA (AAM) program equips students with the skills and knowledge relevant to the tourism & hospitality industry. The program aims to develop professionals for tomorrow and academicians and researchers with strong academic backgrounds.

BOARD OF STUDIES & EXPERT COMMITTEE MEMBERS

BBA (AAM) of Kannur University is a new generation course that strides towards quality postgraduate education in North Malabar, which is poised to become a major tourism destination. The Expert Committee for syllabus reconstruction has left no stone unturned in designing this program. Syllabi of several postgraduate programs in India and abroad have been referred to in drafting a new and updated syllabus for this program. Moreover, as tourism is a dynamic and multidisciplinary subject of study, all contemporary aspects have been carefully woven into designing this program. Extreme care has been taken to include as many details as possible so that students coming from various streams can easily learn and equip themselves with the fastest-growing industry through this program.

BOS CHAIRPERSON:

Dr. Sindhu Joseph, Assistant Professor and Head, PG Dept. of TTM, Govinda Pai

Memorial Government College, Manjeshwaram, Kasaragod.

BOS MEMBERS

1. Dr. Dileep M.R, Associate Professor, Department of Travel and Tourism Management, Pazhassiraja College, Pulpally, Wayanad (Director, KITTS, Trivandrum)
2. Dr. Binoy T A, Associate Professor, Central University of Kerala, Kasaragod.
3. Dr. Hafees V K, Assistant Professor, Department of Tourism and Hotel Management, Amal College of Advanced Studies, Nilambur, Malappuram
4. Dr. Shemeer Babu T, Assistant Professor, Department of Tourism and Hotel Management, Amal College of Advanced Studies, Nilambur, Malappuram
5. Dr. Joseph P. D., Assistant Professor, Department of TTM, Mangalore University, Karnataka.
6. Anujith S, Assistant Professor, Department of Tourism and Hotel Management, Amal College of Advanced Studies, Nilambur, Malappuram
7. Shelji Mathew, Assistant Professor, Department of Travel and Tourism Management, Pazhassiraja College, Pulpally, Wayanad
8. Sanoop Kumar P V, Assistant Professor, Department of Travel and Tourism Management, Pazhassiraja College, Pulpally, Wayanad
9. Prasoon John, Assistant Professor, Department of Travel and Tourism, People's Co-operative Arts & Science College, Munnad, Kasaragod.
10. Paveesh Kumar A G, Assistant Professor, Department of Tourism, M M Knowledge Arts & Science College, Karakkund, Kannur

EXPERT COMMITTEE SPECIAL INVITEES

1. Sri. Mohammad Vaseem C, Junior Research Fellow, Kannur University.
2. Agney Sai C, Assistant Professor, Govinda Pai Memorial Government College, Manjeshwaram, Kasaragod.
3. Dr. Reshma P T, Assistant Professor, Govinda Pai Memorial Government College, Manjeshwaram, Kasaragod
4. Abin K. I., Assistant Professor, Govinda Pai Memorial Government College, Manjeshwaram, Kasaragod
5. Sifad Siddique, Assistant Professor, Govinda Pai Memorial Government College, Manjeshwaram, Kasaragod

PROGRAM OUTCOMES (POs)

Program Outcomes (POs) serve as a foundational framework defining the skills, knowledge, and attributes that students at Kannur University are expected to acquire upon completion of a specific academic program. Tailored to the unique goals of each program, POs articulate the overarching learning objectives that guide curriculum design and assessment. These outcomes encompass a diverse range of competencies, including critical thinking, problem-solving, effective communication, and discipline-specific expertise. POs play a crucial role in shaping educational experiences, ensuring alignment with academic standards and industry expectations. By articulating clear and measurable expectations, POs contribute to the continuous improvement of academic programs and provide a roadmap for students to develop into well-rounded, competent professionals within their chosen fields.

PO1	Critical Thinking and Problem-Solving: Apply critical thinking skills to analyze information and develop effective problem-solving strategies for tackling complex challenges.
PO2	Effective Communication and Social Interaction: Proficiently express ideas and engage in collaborative practices, fostering effective interpersonal connections.
PO3	Holistic Understanding: Demonstrate a multidisciplinary approach by integrating knowledge across various domains for a comprehensive understanding of complex issues.
PO4	Citizenship and Leadership: Exhibit a sense of responsibility, actively contribute to the community, and showcase leadership qualities to shape a just and inclusive society.
PO5	Global Perspective: Develop a broad awareness of global issues and an understanding of diverse perspectives, preparing for active participation in a globalized world.
PO6	Ethics, Integrity and Environmental Sustainability: Uphold high ethical standards in academic and professional endeavors, demonstrating integrity and ethical decision-making. Also acquire an understanding of environmental issues and sustainable practices, promoting responsibility towards ecological well-being.

PROGRAM-SPECIFIC OUTCOMES (PSOs)

The broad objective of the BBA (AAM) program is to create professional managers, leaders, and researchers in the tourism/hospitality industry. Program-specific outcomes (PSOs) include:

PSO1	Develop a comprehensive and multidisciplinary understanding of tourism concepts, principles, practices, and hospitality and aviation industry.
PSO2	Cultivate technical and interpersonal skills, including teamwork, communication, and leadership abilities, to thrive in competitive, dynamic, and diverse work environments, and adapt to various roles in multicultural contexts.
PSO3	Demonstrate proficiency in hotel, airline, and tour operations by applying management principles effectively.
PSO4	Create innovative digital strategies for hospitality and aviation industry and apply technological solutions to streamline tourism operations and thereby enhance tourist experiences and service quality
PSO5	Apply project management and entrepreneurial skills in conceptualizing, realizing, and implementing various tourism, aviation and hospitality projects.
PSO6	Leverage research-based knowledge and skills to benefit tourism and aviation industry, as well as society at large.

CAREER OPTIONS AFTER THE BBA (AAM) PROGRAMME

After successful completion of the program, the students should be competent to work in the tourism and hospitality industry, including airlines, airports, tour operation companies, travel agencies, travel departments of corporate firms, event management companies, the hospitality sector, cruise ships, transport operators, government agencies, academics, research, consultancies, NGOs, etc. Above all, the program encourages entrepreneurship also.

1) Technical Research and Development

- Social Scientists
- Research Coordinators/Project Officers/Assistants of various welfare programs of Governments/NGOs.
- Agencies of National & International Repute

2) Education

- Teaching faculty in colleges and national and state Institutes in Travel & Tourism
- Special Educators and Instructors in Vocational Higher Secondary Schools (VHSE), which offer Tourism as a Vocational Course

- Resource persons for various firms/institutes/colleges/university centers

3) Administrators

- Tourism Information Officers (TIO) in Department of Tourism (DOT)-Kerala and other state/central ministries
- Hospitality managers/Hospitality assistants in KTDC likewise
- Extension officers or officers on special duties assisting tourism projects.
- Information Assistants
- District Tourism Promotion Council (DTPC) Secretaries

4) Tour Operations and Travel Agency Business

- Senior Tour Consultant
- Junior Tour Consultant
- Information Assistant
- Marketing Executive / Sales Executive
- General Sales Agent (GSA)

5) Product Design and Development

- Product developers
- Interior/Landscape designers of firms/hotels/spas/Consultancy services
- Event Management
- Entertainment

6) Marketing and Sales

- Sales promotion personnel
- Trusted Cost Accountants (TCA) of Government's Promotional Campaigns (domestic and overseas)
- Consumer awareness campaigns

7) Hospitality/Service jobs

- Front Office Managers
- Restaurant/Bed and Breakfast Inn Managers/HR Managers
- Spa attendants/health assistants in spas/health resorts
- Professional Guides
- Service personnel in home stays/houseboats likewise.

8. Airlines/Airports

- Aviation Project Manager
- Airport Operations Manager
- Aviation Consultant
- Ground Handling/Customer Care Executive
- Cabin Crew

PEDAGOGY

The BBA (AAM) program is a blend of theoretical and practical/field components. Students and institutes must work in tandem to achieve this. The method of pedagogy includes lectures, case studies, practicums, role plays, presentations, discussions, project work, field trips, cultural exchange programs, and national/international destination visits. It is encouraged to properly engage in extracurricular activities every semester. It could include industry visits, participation in events like seminars, exhibitions, tourism fests, nature camps, organizing events, adventure camps, short treks, etc.

BBA(AAM) PROGRAMME

(From 2024 Admission Onwards)

LEARNING ACTIVITIES

1. Study Tour

- A) During the First Semester, the students shall take up a small study tour /excursion within Kerala or to the neighboring state for a period of ***not more than two days*** and the tour report should be submitted to the Head of the Department soon after the tour which will be considered for internal evaluation. The duration of the tour should not exceed the stipulated days in any case.
- B) In the 4th semester, the students of BBA (AAM) shall be required to undertake a study tour for a period of 6-9 days maximum to important tourist destinations, *national or international*, in order to gain insights into various aspects of tourism like tour planning and organizing, tour operation, experiencing travel, tourist attractions, products, destination management, and knowing the interrelationship between tourism and different industries. At least ***one leg of the journey must be by air*** to gain a primary knowledge of aviation and the airline industry, which students study in foundation, major, and minor courses. The possibility of involving different modes of transportation in the package may be utilized.

Important Note: *National tours are not exclusive to North India and can occur anywhere in the country, covering at least three important tourism destinations (not attractions). Any regions of India, including the North, West, East, and South, or interregional, may be included in the plan.*

2. Industrial Visit/Field Visit

The department should make the effort to schedule field trips/industrial visits in accordance with the syllabus, and the practical exam should be done with utmost seriousness. When analyzing industrial visit/field visit reports, extreme caution must be exercised to ensure the report's material is of high quality.

3. Case Study

Guidelines for Conducting Case Studies

1. Selecting the Case Study Topic

- **Relevance:** Choose a topic that is relevant to current trends, challenges, or innovations in the travel and tourism industry.

2. Structuring the Case Study

- **Title Page:** Include the title of the case study, your name, course details, and date of submission.
- **Introduction:** Provide background information on the topic, the purpose of the study, and the research questions or objectives.
- **Literature Review:** Review existing literature related to the topic to provide context and identify gaps your study will address.
- **Methodology:** Describe the research methods used for data collection and analysis. Specifically, the tools and techniques employed.
- **Findings:** Present the data collected, using charts, graphs, and tables where appropriate. Interpret the findings in relation to your research questions.
- **Conclusion:** Summarize the key points of your study, including recommendations for industry or future research.
- **References:** List all sources cited in the study in a consistent citation style (APA, MLA, etc.).
- **Appendices:** Include any additional material that supports your study, such as questionnaires, interview transcripts, or raw data.

3. Evaluation Criteria

- **Relevance and Originality:** The case study should be relevant to the field of travel and tourism management and offer original insights.
- **Analysis and Interpretation:** Provide a well-reasoned analysis and clear interpretation of the findings.
- **Clarity and Structure:** Ensure the study is well-organized, clearly written, and free of grammatical errors.
- **Practical Implications:** Highlight practical implications and recommendations for the travel and tourism industry.

INSTRUCTIONAL RESOURCES FACILITIES REQUIRED FOR BBA(AAM) **(NEW GENERATION PROGRAMME)**

Each industry in an economy has its own specific requirements that prospective employees in that industry should possess. These requirements are needed for the efficient functioning of the prospective employee and to make him/her more productive. However, the present hospitality/tourism programs fail to inculcate operational skills and technical skills such as housekeeping operations, front office management, marketing skills, the ability to perform front office and housekeeping operations, and other planning and management activities due to the inadequate facilities available in regular arts and science colleges. Further, there exists a wide gap between academia and the tourism industry. Bridging the gap between hospitality/tourism education and the hospitality/tourism industry, communication skills, multilingual and operational skills, and the most prominent skills needed for them to fit into the industry.

Ensuring classroom learning experiences applicable to actual management situations has been an important issue as well as a concern for higher education institutions that provide hospitality management education. To broaden students' thinking and enable them to operate outside the existing practices and paradigms, the BBA (AAM) course intends to provide some form of practicum. A practical element is not only a defined characteristic of hospitality management education but also indicates its strong connection with industry. It is essential for hospitality management institutions that aim to employ the participatory approach of providing practical training, additional workshops, motivational lectures from industry experts, academic exchange programs, and industry visits to help students to motivate them, maintain discipline, learn

professional standards, and focus on their learning goals. BBA (AAM) is a new generation course; therefore, the faculty of this program must be qualified as per the UGC guidelines and university norms and should impart training to its students through a range of in-house training facilities and outdoor activities. Professionalism, enhancement of skills, community involvement and support, entrepreneurship, research, and development are the other value additions envisaged by this course, which requires the following mandatory infrastructural facilities in the institutions.

Eligibility of Teaching Faculty.

The Board of Studies (BOS) recommends that *all core courses related to Aviation should be taught by teachers with qualifications such as MBA (AAM) or any post graduate program with aviation as a core course at the PG level.* This can be ensured prior to the start of the program for it to run effectively. In an emergency caused by the non-availability of qualified faculty, the services of experienced professionals from the airport/airline business should be temporarily utilized to ensure the students' future. If it is done so, the condition should not be prolonged, and the university should monitor the qualification of the teaching faculty of the BBA (AAM) program. Teachers with MTM, MTM, MBA (Tourism), MTHM, and MTA can teach all tourism- and hospitality related courses. However, the courses such as KU1DSCAAM103(Front Office Management), KU1MDCAAM101 (Basics of Food Production), KU3DSCAAM204 (Housekeeping Operations), KU2DSCAAM106 (Food and Beverage Service) and KU4VACAAM202 (Basics of Food Science and Nutrition) may be preferably taught by teachers with the above qualifications who have studied hotel management/operations as their specialization at either the UG or PG level for the efficient delivery of the courses.

Infrastructure for In-House Training Facilities

To ensure students' learning experiences align with industry demands, hospitality management schools must develop suitable physical facilities that offer adequate training opportunities. Institutions should provide spaces for training in housekeeping and front office operations, such as furnished housekeeping rooms and front office desks. Additionally, computer labs, language labs, and libraries are essential for supporting effective research and enabling students to undertake tourism consultancy work, projects, journal papers, and DPRs. Participatory training approaches that encourage student engagement and contributions are crucial, as they equip students with the professional knowledge, skills, and creativity needed for effective and efficient work in hospitality establishments.

1. Field Visits (FVs)

Experiential learning, an interactive method where students learn through hands-on activities, enables them to carry these experiences into future endeavors. In aviation and hospitality education, airport and airline visits are indispensable for extending learning beyond the traditional classroom. Students should be exposed to airline industry settings through field visit activities. Also, institutions should regularly organize industrial visits to expose students to current tourism and hospitality industry trends and best practices.

2. Training/Capacity Building Programs

Institutions should regularly host conferences, seminars, and workshops to exchange ideas and gain theoretical and practical knowledge, ensuring graduates are industry-ready. Acting as a nodal agency for local tourism stakeholders, departments can offer students real-world event organization experience and opportunities to earn while learning. Academic exchange programs should also be explored. Enhancing communication skills is essential for managerial tasks, including business presentations, capacity building, guest interactions, and writing business documents.

3. Community Engagement

The BBA (AAM) program should conduct interactive initiatives that enable students to engage continuously with local self-governments in designing, developing, and managing tourism projects, benefiting both students and stakeholders. This engagement can also be extended to alternative tourism models, such as women's entrepreneurial groups and farm tourism units. Additionally, the program should create opportunities for students to work closely with the tourism department, industry, and community throughout the duration of the program.

**CREDIT REQUIREMENTS FOR THE DIFFERENT PATHWAYS
IN THE BBA (AAM) PROGRAMME**

	Academic Pathway	Major	Minor	Foundation Courses AEC: 4 Courses MDC: 3 Courses SEC: 3 Courses	Internship	Total Credits
				VAC: 3 Courses		
		4 Credits for each Course		3 Credits for each Course		
1	Single Major (A)	68 17 courses	24 6 courses (1, 2, 3 semesters)	39 13 courses	2	133
2	Major (A) with multiple disciplines (B)	68 (17 courses)	12+12=24 (6 courses (1, 2, 3 semesters))	39 (13 courses)	2	133
★ 3	Major (A) with Minor (B)	68	24	39	2	133
4	Major (A) with Vocational Minor (B)	68	24	39	2	133

5	Double Major (A1, A2)	A1: 48 A2: 44	The 24 credits in the Minor stream are distributed between the two Majors. Overall, 40% of credits to be earned in the second major. 2 MDC, 2 SEC, 2 VAC and the internship should be in Major A. Total credits in Major A should be $48 + 20 = 68$ (50% of 133) 1 MDC, 1 SEC and 1 VAC should be in Major B. Total credits in Major B should be $44 + 9 = 53$ (40% of 133)	133
---	--------------------------	------------------	---	-----

PROGRAM PATHWAYS

In FYUGP, the existing UG programs are modified into five possible structures or combinations, called academic pathways. Each pathway is defined by a specific combination of discipline-specific courses (DSC). The seven pathways are the following:

1. **Single Major pathway:** This pathway may be recommended to those students who opt for an in-depth study in a particular discipline, without systematically exploring any other discipline

The students pursuing KU-FYUGP in a specific discipline shall be awarded a UG Degree in a major discipline if they secure a minimum of 68 credits in that major discipline from 17 courses (50% of the total credits of 133 required for the three-year program), out of which 10 courses should be above level 300.

Out of the remaining 26 credits required from discipline-specific courses in the first three years, the 2 credits from internship should be in the major discipline, and 24 credits can be from any 6 discipline-specific courses other than the major discipline.

If the students continue to the fourth year of KU-FYUGP, to be eligible for a UG Degree (Honours) in the major discipline, they should earn a further 32 credits in that major discipline from advanced-level courses or projects and an additional 12 credits from any discipline.

Eg: BSc Chemistry Major; BA English Major; BA Economics Major

2. **Major with Minor pathway:** This pathway may be recommended to those students who wish for an in-depth study in more than one discipline with a more focus on one discipline (Major) and relatively less focus on the other (Minor). The concept of Minor is relevant only when there is a Major discipline.

If students pursuing KU-FYUGP are awarded a Major Degree in a particular discipline, they are eligible to be awarded a Minor in another discipline of their choice, if they earn a

minimum of 24 credits in the Minor discipline at the end of third year and 32 credits at the end of fourth year, to be eligible for a UG Degree (Honors) with a Major and a Minor.

Examples: BSc (Honours) Physics Major with Chemistry Minor, BA (Honours) English Major with Psychology Minor, B. Com (Honours) Commerce Major with Economics Minor

3. **Major with multiple disciplines pathway:** This pathway is recommended for students who wish to develop core competencies in multiple disciplines of study. In this case, the credits for the minor pathway shall be distributed among the constituent disciplines/subjects.

If students pursuing KU-FYUGP are awarded a UG degree in a major discipline, they are eligible to get mentioned for their core competencies in other discipline(s) of their choice if they have earned 12 credits from the pathway courses of a particular discipline. In the first three years of KU-FYUGP, this pathway is composed of one major discipline with 68 credits from 17 courses and a maximum of two other disciplines, with 12 credits from 3 courses in each discipline. If the students continue to the fourth year of KU-FYUGP, the details of the credits in the major discipline in the fourth year are the same as given for the Single Major Pathway. In the fourth year, the students need to earn an additional 12 credits from any discipline. These 12 credits can be in the form of three discipline-specific courses in any one discipline, in which case this third discipline will be added to the multiple disciplines of this pathway.

Examples: BSc (Honours) in Physics Major with Chemistry and Mathematics, BA (Honours) in Economics Major with History and English.

4. **Double Major Pathway:** This pathway may be recommended to those students who wish for an in-depth study in two disciplines to an equal extent. It is composed of two major disciplines with a minimum of 50% credits in one major (A) and a minimum of 40% credits in another major (B) out of the total credits. In the three-year UG program, it is specified that the student should earn a minimum of 68 credits in Major A and 53 credits in Major B to qualify for a UG degree with a double major. The double major pathway is not extended to the fourth year. In the fourth year, the student can continue to earn the required credits in either Major A or Major B to qualify for a UG Degree (Honors) / UG Degree (Honors with Research) in A or B. If he/she opts to continue with Major B in the fourth year, he/she should earn an additional 15 credits of 300-399 level B through in-person or online courses.

Examples: BSc Physics and Chemistry Major, BA Economics and History Major, BCom Commerce and Management Major.

5. **Major with Vocational Minor Pathway:** This pathway may be recommended to those students who wish for exposure in a vocational discipline in addition to in-depth study in the Major discipline

Degree Major with Vocational Minor In the first three years of FYUGP, this pathway is composed of one major discipline with 68 credits from 17 courses, and when the student continues to the fourth year of FYUGP, the student will be eligible for a UG Honours Degree in a major with a vocational minor if they earn 32 credits in the chosen vocational minor discipline.

Examples: BSc Physics Major with Data Analysis Minor, BA English Major with Translation Minor, BCom Commerce Major with Company Secretaryship Minor

6. **Multi-disciplinary Major pathway:** The program offered by this pathway is of a multidisciplinary nature with credits distributed among the broad disciplines. For multidisciplinary major pathway, the credits for the major and minor pathways will be distributed among the broad disciplines.

The overall fraction of major and minor constituent disciplines or broad disciplines should be 70 % of the total credits. For a 3-year program, the credit requirements in the constituent discipline should be 94 credits, and for a 4-year honors program, they should be 124 credits, including the project.

Examples: Life Science, Data Science, Nano Science

7. **Interdisciplinary Major Pathway:** This pathway program is offered jointly by two or three disciplines with credits distributed among the constituent disciplines/subjects to get core competency in the interdisciplinary areas distributed among the constituent disciplines/subjects.

The overall fraction of major and minor constituent disciplines should be 70 %. For a 3-year program, the credit requirements in the constituent discipline should be 94 credits and for a 4-year honors program, they should be 124 credits, including the project.

Example: Econometrics, Global Studies, Biostatistics.

Note: BBA (AAM) students can choose minor courses from any discipline other than their own discipline.

Course and Credit Structure for Different Pathways

Course Distribution for Students in Semesters I – VI

- (1) Single Major: The 6 courses together in B and C can be in different disciplines.
- (2) Major with Multiple Disciplines: B and C represent two different disciplines.
- (3) Major with Minor: B and C represent the same minor discipline.
- (4) Major with Vocational Minor: B and C represent the same Vocational Minor discipline

Ability Enhancement Courses (AEC): AEC shall be offered by language disciplines only. (AEC 1 and AEC 3 shall be offered by English discipline and AEC 2 and AEC 4 shall be offered by other languages

Multi-disciplinary Courses (MDC) : MDC 1 and MDC 2 shall be offered by all disciplines, and MDC 3 in Kerala-specific content shall be offered by language disciplines only.

Value-Added Courses (VAC): Value-added courses shall be offered by all disciplines, and preference for offering value-added courses in a college will be given to language or other disciplines depending upon the available workload of the respective disciplines in the college.

Skill Enhancement Courses (SEC): Skill Enhancement Courses shall also be offered by all disciplines, and preference of offering these courses in a college will be given to disciplines depending upon the available workload of the respective disciplines in the college.

Overall, 20% of courses shall be designed by individual faculty, and the evaluation of these courses shall be internal. Courses developed by individual faculty members shall be approved by the respective Board of Studies.

Evaluation

- Students shall secure a minimum of 30% for the end-semester evaluation and an aggregate of 35% for successful completion of each course.
- Regarding evaluation, a one-credit course may be evaluated as 25 marks, two credits for 50 marks, three credits for 75 marks, and four credits for 100 marks.
- In the evaluation of a 4-credit theory course of 100 marks, 30 marks will be by continuous comprehensive assessment and 70 marks will be by end semester evaluation. The duration for the end-semester evaluation of theory courses of 70 marks shall be two hours. The

duration for the end-semester practical examination shall be fixed by the respective BoS.

For the evaluation of courses with both theory and practicum components, the marks for ESE and CCA may be fixed by ensuring the credit-mark relation (one credit corresponds to 25 marks).

- In the evaluation of a 3-credit theory course of 75 marks, 25 marks will be by continuous comprehensive assessment and 50 marks will be by end semester evaluation. The duration for the end semester evaluation of theory courses of 50 marks/below 50 marks shall be of one and a half hours (1.5 hr)
- The duration for the end-semester practical examination shall be fixed by the respective BoS. For the evaluation of courses with both theory and practicum components, the marks for ESE and CCA may be fixed by ensuring the credit-mark relation (one credit corresponds to 25 marks).
- In the case of courses with both theory and practicums, for course components (Theory or Practicum) with even credits, the ratio of continuous comprehensive assessment (CCA) to End semester examination (ESE) is 30:70 for theory/lecture and 40:60 for practical/practicum. However, for course components with odd credits the marks are calculated following same proportion and are rounded to convenient whole numbers wherever necessary.

Attendance and Progress

- The minimum attendance required for each course shall be 75 % of the total number of classes conducted for that semester. Those who secure the minimum attendance in a semester alone will be allowed to register for the End Semester Examination.
- Condonation of a shortage of attendance for a maximum of 10 days in a semester, subject to a maximum of two spells for Semesters I to VI and 10 days in a semester, subject to a maximum of two spells for Semesters VII to VIII separately, will be granted by the vice chancellor as per the existing rules.

Time limit for the completion of the program

- The maximum time limit to complete the program for a candidate taking exit on completion of 6 semesters shall be 6 years after joining the program.
- The maximum time limit to complete the program for the FYUGP shall not exceed 8 years after joining the program.

- Notwithstanding anything contained in these regulations, the vice chancellor shall, for a period of one year (may be revised) from the date of coming into force of these regulations, have the power to provide by order that these regulations shall be applied to any program with such modifications as may be necessary.
- Notwithstanding anything contained in these regulations, any amendments or modifications issued or notified by the UGC or state government, from time to time, shall be deemed to have been incorporated into these regulations and shall constitute an integral part thereof.
- These regulations or modifications mentioned above will be applicable to the admission of students to a one-year postgraduate program (after completion of a 4-year undergraduate program) or a two-year postgraduate program after completion of a three-year degree program satisfying the credits as per the National Credit Framework and UGC regulations for the Four-Year Undergraduate Program.

CREDIT DISTRIBUTION

BBA(AAM) PROGRAMME

From 2024 Admission Onwards

BBA(AAM)	Sem	DSC Major	DSC- Minor	MDC	AEC	SEC	VAC	INT	PRJ	Total Credits
	I	4	4+4	3	3+3	21
	II	4	4+4	3	3+3	21
	III	4+4	4+4	3	3	22
	IV	4+4+4	3	3+3	21
	V	4+4+4+4+4	3	23
	VI	4+4+4+4+4	3	25
	3 Year UG	68	24	39				2		133
	VII	4+4+4+4+4	20
	VIII	4+4+4	4+4+4	★12	24
Four Years UG Program		88 + 12 = 100	36	39				2		177
★ 12 credits Project can be taken instead of three Major courses										

BBA (AAM) FOUR YEAR UG PROGRAMME

COURSE STRUCTURE

=

SPECIFIC COURSES OF BBA (AAM)
(DSC, MDC, VAC, SEC)

Sem	Course Code	Type - Course	Course Name	CCA	ESE	Total	Exam	Credits	Hrs	Total credits
		AEC-1								21
		AEC-2								
S1	KU1DSCAAM101	DSC-A1	Business of Tourism and Aviation	30	70	100	2 Hrs	4	4	
	KU1DSCAAM102	DSC -B1	Travel Geography	30	70	100	2 Hrs	4	4	
	KU1DSCAAM103	DSC-C1	Front Office Management	30	70	100	2 Hrs	4	4	
	KU1MDCAAM101	MDC-1	Basics of Food Production	25	50	75	1½Hrs	3	3	
		AEC-1								21
		AEC-2								
S2	KU2DSCAAM104	DSC A2	Airline Industry	30	70	100	2 Hrs	4	4	
	KU2DSCAAM105	DSC-B2	Cultural Heritage and Hospitality	30	70	100	2 Hrs	4	4	
	KU2DSCAAM106	DSC-C2	Food and Beverage service	30	70	100	2 Hrs	4	4	
	KU2MDCAAM102	MDC-2	Special Interest Tourism	25	50	75	1½Hrs	3	3	

S3	KU3DSCAAM201	DSC A3	Tourism Products and Resources	30	70	100	2Hrs	4	4	22
	KU3DSCAAM202	DSC-A4	Tour Designing	30	70	100	2 Hrs	4	4	
	KU3DSCAAM203	DSC-B3	Tourism Destination Mapping	30	70	100	2 Hrs	4	4	
	KU3DSCAAM204	DSC-C3	Housekeeping Operations	30	70	100	2 Hrs	4	4	
	KU3MDCAAM201	MDC-3	KS	25	50	75	1 ½ Hrs	3	3	
	KU3VACAAM 201	VAC-1	Customer Relationship Management	25	50	75	1 ½ Hrs	3	3	
S4	KU4DSCAAM205	DSC-A5	Airline Management	30	70	100	2 Hrs.	4	4	21
	KU4DSCAAM206	DSC-A6	Tourism Law and Administration	30	70	100	2 Hrs.	4	4	
	KU4DSCAAM207	DSC-A7	Tour Leadership and Study Tour	30	70	100	2 Hrs.	4	5	
	KU4SECAAM201	SEC-1	Business Communication	25	50	75	1 ½ Hrs	3	3	
	KU4VACAAM202	VAC-2	Basics of Food Science and Nutrition	25	50	75	1 ½ Hrs	3	3	
	KU4VACAAM203	VAC-3	Event Management and Hospitality	25	50	75	1 ½ Hrs	3	3	

Sem	Course Code	Minor Course	Course Name
SEM 1	KU1DSCAAM102	DSC -B1	
SEM 1	KU1DSCAAM103	DSC-C1	
SEM 2	KU2DSCAAM105	DSC-B2	Cultural Heritage and Hospitality
SEM 2	KU2DSCAAM106	DSC-C2	Food and Beverage Service
SEM 3	KU3DSCAAM203	DSC-B3	Tourism Destination Mapping
SEM 3	KU3DSCAAM204	DSC-C3	Housekeeping Operations

DETAILED SYLLABUS-BBA (AAM)

SEMESTER 1

SEMESTER 1	KU1DSCAAM101	BUSINESS OF TOURISM AND AVIATION			
-------------------	---------------------	---	--	--	--

Program	BBA(AAM)				
Course Code	KU1DSCAAM101				
Course Title	BUSINESS OF TOURISM AND AVIATION				
Type of Course	DSC A1				
Semester	1				
Academic Level	100 – 199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4			60
Course Summary	This course is expected to deliver an understanding of the basics of tourism, hotel and aviation industries. Students will be able to obtain the basic knowledge of airline operations and management; understand both the technical side and business side of airline industry; and develop skills for majority of tasks in airline management.				

Course Outcomes (COs):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand the concepts of tourism and Hospitality and the historical background of tourism and hospitality industry	R	C	Quiz/ Practical Assignment /Observation of Practical Skills/ Seminar Presentation / Technology-based assessment
CO2	Identify the components and elements and travel motivational factors of Tourism	U	P	
CO3	Get an understanding of air transport and its management and regarding the technical terms and codes associated with airline operations.	E	P	
CO4	Familiarize with airport and airline operations.	An	P	
CO5	Understanding various rules, regulations, and procedures of airport handling and airline management.			
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

DETAILED SYLLABUS:

Module	Unit	Content
I	Basic concepts of tourism	
	1.	History and evolution of tourism (Brief): Roman early travel, trade routes, Empire and concept of annual holiday, social(paid)Tourism; Grand Tour, dark age, renaissance in Tourism;
	2.	Thomas cook & early organized travel – Introduction of Air, rail and water Transport-
	3.	Modern tourism - Travel and tourism in medieval Europe: Feudalism, Crusades, Renaissance, Exploration (in brief)- Industrial Revolution, Transport Revolution (Advent of Jet and High-speed trains)
	4.	Definition and Basic concepts of Tourism-Meaning, Nature, Scope, and Importance of Tourism, Definition and Distinction between Travelers, Visitors, Excursionist, Tourist, Transit visitor, Leisure and Recreation
	5.	Components and elements of tourism-7A of Tourism- Attraction, Accessibility, Accommodation, Amenities, Activities, Ancillary Services, and Awareness. - Tourism system and its components
	6.	Travel motivational factors- Wanderlust and Sunlust- Push and Pull Factors of Tourism.
	7.	Determinants of travel behavior -Basics of Tourism demand, Net travel propensity, Gross travel propensity.
II	8. Typology of tourism	
	8	Travel motivational factors- Wanderlust and Sunlust- Push and Pull Factors of Tourism- Maslow's theory
	9.	Determinants of travel behaviors -Basics of Tourism demand, Net travel propensity, Gross travel propensity
	10.	Types of Tourist Statistics (Volume, Value, Visitor Profiles)- Contemporary trends in Indian Tourism-Travel formalities to India
	11.	Major service Providers: Hotels, Airline Industry, Cruises- Rent A car-MICE.
III	12. Aviation Industry	
	12	History of aviation Origin of civil aviation - History of Civil Aviation in India
	13.	Role of IATA, ICAO, Airport Authority of India (AAI), DGCA
	14.	Airline Terminology -Air Transport regulations: Bilateral Regulations-Freedoms of Air-Multilateral regulations- Warsaw and Chicago conventions - Open Sky policy
	15.	Types of Airlines- Classes of Service and aircraft configuration
	16.	Job Opportunities in airlines- Cabin Crew - Services- Job Specifications and Qualifications
IV	17. Introduction to Hotel Operations	
	17	Overview of the hospitality industry-Origin of the hotel industry- Importance of hotel operations in the hospitality industry
	18.	Types of hotels and their classifications

	19	Organization Structure of hotel
	20	Different departments in a hotel- Career aspects of hotel industry
V	Teacher Specific Content (12 Hrs)	

References:

- Cooper, C., Fletcher, J., Fyall, A., Gilbert, D., & Wanhill, S. (2008). *Tourism: Principles and Practice*. Pearson.
- "Hotel Management and Operations" by Michael J. O'Fallon and Denney G. Rutherford (Wiley, 2018)
- Riginos, M. (2012). *The making of modern tourism: The cultural history of the British experience, 1600-2000*. Palgrave Macmillan.
- Bhatia, A. K. (2002). *Tourism development: Principles and practices*. Sterling Publishers Pvt. Ltd.
- Prokopis A. Christou, (2022) *The History and Evolution of Tourism*, CABI, Oxfordshire, UK
- Eric Zuelow, (2015) *A History of Modern Tourism*, Palgrave Macmillan Publishers, UK
- Towner, J., & Wall, G. (Eds.). (2015). *History of tourism: Structures on the path to modernity*. Routledge
- Dileep, M. R. (2018). *Tourism: Concepts, theory, and practice*. IK International Pvt Ltd.
- Walker, J. R., & Walker, J. T. (2011). *Tourism: concepts and practices*. Pearson Education India.
- Dogaris, R., Gr AAMam, A., & Lobbemberg, A. (1994). *The Airport Business*. London: Routledge Publishing.
- Negi. J. (2005). *Air travel Ticketing and Fare construction*. New Delhi: Kanishka Publications
- Wensveen, J. G., & Wells. A. T. (2007). *Air Transportation: A management perspective*. Aldershot, England: Ashgate.
- Wells, A. T. (2012). *Air transportation: A management perspective*. Behnont, CA: Thomson/Brooks/Cole.
- Doganis, R. (2010). *Flying Off Course: Airline Economics and Marketing*. Routledge.

CO-PSO Mapping:

CO's	Programme Outcomes (PO's)					
	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	1	1	1	2	-	1
CO2	1	2	1	2	-	-
CO3	1	1	1	2	-	-
CO4	2	3	3	1	1	1

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics

Evaluation Type	Marks
End Semester Evaluation	70
Continuous Evaluation	30
a). Case Studies	15
b) Assignments/ Seminar Presentations	5
c) Test Paper	10
Total	100

SEMESTER 1	KU1DSCAAM102	TRAVEL GEOGRAPHY
-------------------	---------------------	-------------------------

Programme	BBA(AAM)				
Course Code	KU1DSCAAM102				
Course Title	Travel Geography				
Type of Course	Minor-B1				
Semester	1				
Academic Level	100 – 199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4			60
Course Summary	This course explores India's travel geography, focusing on its diverse features, cultural landscapes, and tourism development, aiming to understand comprehensively how geography shapes travel experiences.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand the concept of travel Geography and familiarize with geographical diversity features of India	U	C	Quiz/ Practical Assignment /Observation of Practical Skills/ Seminar Presentation /
CO2	Analyze and describe the Geographic resources of tourism in India	An	P	
CO3	Analyze and describe the physical features of Kerala, examining its impact on travel patterns and tourism experiences.	E	P	
CO4	Develop practical map reading, interpretation, and analysis skills to plan travel routes, identify geographical features and evaluate destination suitability for tourism development.	Ap	P	
CO5	Apply geographical concepts and principles to analyze the impact of geography on tourism development	Ap	P	

				Technology-based assessment
* - Remember (R), Understand (U), Apply (Ap), Analyze (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

DETAILED SYLLABUS:

Module	Unit	Content
I	Introduction to Travel Geography	
	1	Definition and scope of travel geography, Geographical Factors impacting tourism: latitude, longitude, and altitude,
	2	Overview of key geographical concepts – continents, country, regions, transportation, economic activities
	3	Study of India's diverse topography: Northern mountains or Himalayas, Northern Plains, Peninsular Plateau, Great Indian Desert, Coastal Plains, Islands
	4	Climatic regions- climatic classification by Koeppen
	5	Drainage System – Himalayan and Peninsular Rivers
	6	Natural Vegetation and soil types
II	Geographic Resources of India	
	7	Major Hill Stations, Mountains, Glaciers, Caves, Valleys, Lakes, Beaches
	8	Other Geographic formations with tourism potential in India – National Parks, Wildlife Sanctuaries, Biosphere Reserves
	9	IUCN Protected Area categories
	10	Impact of physical geography on tourism destinations in India
III	Geographical Features of Kerala	
	11	Physiographic features of Kerala – Highland, Midland, Lowland
	12	Popular tourist destinations and attractions in Kerala
	13	Exploration of Kerala's backwaters and their significance
	14	Western Ghats – Drainage - Rivers
	15	Climate of Kerala – Monsoon in Kerala
	16	Impact of Climate on Kerala Tourism
IV	Introduction to Map Study	
	17	Maps and its use: Cartography, Definition
	18	Maps: scale, Types of maps, Online/Digital map
	19	Uses of Maps with focus on Travel and Tourism
	20	Important Digital Maps or Apps.
	21	Toposheets – Signs and Symbols
	22	Use of GIS, GPS, Remote Sensing, 3 D Mapping
V	Teacher Specific Content (12 Hrs)	
	Recommended Frameworks. Case studies on how natural features attract tourists	

Note: Recommended Learning Activity:

Prepare a field visit report on a chosen destination in Kerala analyzing its geographical features (excursion-1 day).

References

- Husain, Majid, World geography, Rawat Publications, Jaipur, 2016
- Ashok K, Ghosh, physical geography – A landscape Appreciation, PHI Learning Private Limited, M-97, Connaught Circus, New Delhi-11001,2011
- Anon, World geography, Houghton Mifflin Harcourt Publishing company, Orlando, Florida, 2016
- Hudman, E Lloyd and Jackson H Richard, Geography of Travel and Tourism, Delmar Cengage Learning, USA, 2003
- S.A Qazi, Principles of Physical Geography, APH Publishing,2009
- Richard H. Bryant , Physical Geography Made Simple , Elsevier Science · 2013
- R.B. Bunnett, Seema Mehra Parihar, , Pearson Education India, ISBN 9789353940614, 9353940613
- World Health Organization, United Nations Environment Programme, World Health Organization, 1991, ISBN 9789241544160, 9241544163
- Robert Broadbent Matkin, Dalesman, 1997, ISBN:9781855680968, 1855680963

Mapping of COs with PSOs

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO 1	3	-	-	-	-	-
CO 2	2	1	-	2	-	1
CO 3	2	2	-	2	-	1
CO 4	2	2	-	1	-	-
CO 5	-	-	-	2	1	1

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		70
Continuous Evaluation		30
a)	Test Paper- 1	10
b)	Field Report (IV)	20
OR		
a)	Test Paper- 1	10

Correlation Levels:

b)	Case Study	15
c)	Seminar/ Assignment	5
Total		100

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

SEMESTER 1	KU1DSCAAM103	FRONT OFFICE MANAGEMENT
-------------------	---------------------	--------------------------------

Program	BBA(AAM)				
Course Code	KU1DSCAAM103				
Course Title	FRONT OFFICE MANAGEMENT				
Type of Course	Minor C1				
Semester	1				
Academic Level	100 – 199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites					
Course Summary	Students will be equipped with the knowledge, skills, and attitudes necessary to effectively manage front office operations and contribute to the success of hospitality establishments in providing exceptional guest experiences.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand the various types of hotels and their features.	U	C	Quiz/ Practical Assignment /Observation of Practical Skills/ Seminar Presentation / Technology-based assessment
CO2	Explain the structure of the Front Office Department.	U	P	
CO3	Handle Reservation activities.	Ap	P	
CO4	Deal effectively with Guests & Colleagues.	Ap	P	
CO5	Maintain Personal Care & Safety at accommodations.	Ap	P	
* - Remember (R), Understand (U), Apply (Ap), Analyze (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

DETAILED SYLLABUS:

Module	Unit	Content
I	Structure of Front Office Department	
	1.	Functional Organization of Front office- Front Desk Layout and Equipment
	2.	Accommodation Concept: Types of Hotels-Front office functions- Personnels.
	3.	Reservation Activities: Processing of reservation request, Systems & Tools used
	4.	On Arrival Procedures: Receiving, Greeting, Welcoming A Guest, Assessing Guest Requirements, Registration & Rooming Procedure, Room Change
	5.	Important Concepts: Over Booking, Scanty Baggage, Room Position, Cancellation, Amendment, Walk-in Guest, walking a Guest, Blacklisted Guest.
II	Handling Guest	
	6.	Attend to guest queries: Handling Guest Requests
	7.	Message Handling Procedure: Importance, Procedure, Method of Receiving and Transmitting Messages for Guest, Location Form, Paging Procedure
	8.	Checkout & Settlement: Procedures at Reception, Cash Section, Bell Desk
	9.	Reduction of Late Charges: Effective Billing & Collection.
III	Standard Operating Procedures (SOP) -Check-In & Check-Out	
	10.	Check-In & Check-Out Process: Front office Communication, Importance of inter-departmental Communication, Types & Methods of Communication
	11.	Handling of Special Situations: DNS, DNA, RNA, NI (No information, Scanty Baggage Guest, Refusing Accommodation, Blacklisted Guest, Walking A Guest)
	12.	Assist guest in check-in and checkout process: – ‘Express Check-Out’& ‘Self-Check-Out’
	13.	Handling guest complaints- Standard Operating Procedures (SOP)
	14.	Staff Organization, Duty Rotas & Work Schedule.
IV	Front Office Supervisory Skills:	
	15.	Front Office Supervisory Skills: Communicating with Guests, Handling Guest Requests
	16.	Importance of Handling Mail without Delay, Sorting of Mail
	17.	Manual Key Control Procedure, Left Luggage Procedures, Handling of Special Situations Like – VIP / Spat / DG Guests FIT, VIP, Group, Foreigner.
	18.	Hotel / Front Office Security System: Methods, Equipment Used, Card Key Control, Emergency Procedures, Management's Role in Security
	19.	Front office Systems: Non-Automated, Semi-Automated, Fully- Automated
V	Teacher Specific Content (12 Hrs)	

Note: Compulsory Learning Activity

1. Case studies of travel companies having the best customer service should be given to achieve CO3 and CO4.

References:

- Negi, J., & Manohar, G. (2009). *Hospitality Management*. Laxmi Publications Ltd.
- Zulfikar, Mohammed. (2009) *Introduction to Tourism and Hotel Industry: With Special Focus on Front Office Management*. New Delhi, Vikas Publishing House

- Bhakta, A. (2012). *Professional Hotel Front Office Management*. Tata McGraw Hill Education Private Limited.
- Andrews, S. (2013). *Hotel front office: A training manual*. Tata McGraw-Hill Education.
- Negi, J. M. S. (2002). *Professional hotel management*, S. Chand Publishing.
- Baker, Sue (2011). *Principles of Hotel Front Office Operations*. Hampshire, Cengage Learning
- Bardi, James A. (2011) *Hotel Front Office Management*. Hoboken, N.J., John Wiley & Sons,
- Dr. B.K. Chakravarti. (2010) *Hotel Front Office Training Manual*.
- Foster, Dennis L. (1992) *Rooms at the Inn*. Simon & Schuster Books for Young Readers,
- Zulfikar, Mohammed. (2009) *Introduction to Tourism and Hotel Industry: With Special Focus on Front Office Management*. New Delhi, Vikas Publishing House

Mapping of COs with PSOs

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO 1	1	-	-	-	-	-
CO 2	1	1	-	-	-	1
CO 3	2	2	2	-	-	1
CO 4	1	2	2	-	-	2
CO 5	1	1	-	-	-	2

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		70
Continuous Evaluation		30
a)	Test Paper- 1	10
b)	Case study	15
c)	Seminar	5
Total		100

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

SEMESTER 1	KU1MDCAAM101	BASICS OF FOOD PRODUCTION
-------------------	---------------------	----------------------------------

Program	BBA(AAM)				
Course Code	KU1MDCAAM101				
Course Title	BASICS OF FOOD PRODUCTION				
Type of Course	MDC-1				
Semester	1				
Academic Level	100 – 199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	3	3			45
Pre-requisites	Basic Knowledge about Hotel organization				
Course Summary	This course prepares the student to understand the basic theory of food production				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	K. Cat.	Evaluation Tools used
CO1	Understand the fundamental principles of food production.	U	F	Instructor-created exams / Quiz
CO2	Gain knowledge of various cooking methods and techniques	An	C	Practical Assignment / Observation of Practical Skills
CO3	Learn about kitchen organization, equipment, and safety practices.	An	P	Instructor-created exams / Home Assignments
CO4	Develop skills in menu planning, food costing, and presentation	An	M	Instructor-created exams / Quiz
* - Remember (R), Understand (U), Apply (Ap), Analyze (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

DETAILED SYLLABUS:

Module	Unit	Content
I	Introduction to Food Production	
	1	Overview of the food production industry- History and evolution of cooking(brief)
	2	Basic culinary terms and definitions
	3	The role of chef and kitchen hierarchy: Kitchen layout and workflow- Food safety and hygiene practices- Hierarchy area of department and kitchen-types of kitchens. Layout of Receiving Areas. Lay out of storage Area. Lay out of service and wash-up, Kitchen Stewarding- safety protocols and emergency procedures
	4	Kitchen Equipment and Cooking Fuels —Sources of Energy –Rules for Reheating of food/ réchauffé cooking- Waste management and sustainability practices
II	Cooking Methods and Techniques	
	5	Food constituents -Methods of cooking food

	6	Dry-heat cooking methods (e.g., roasting, baking, grilling), Moist-heat cooking methods (e.g., boiling, steaming, poaching), Combination cooking methods (e.g., braising, stewing)
	7	Basic preparation techniques (e.g., chopping, slicing, dicing)- Foundation Ingredients-Fats& oils-Salt –Raising Agents-Liquids- Flavorings and seasonings – Sweetening – Thickenings- Principles of seasoning and flavoring
	8	Stocks -Definition, components, Types, and uses of stock—Sauces-importance of sauces-thickening agent used in sauces, Classification of sauces.
	9	Soups– types of soup- preparation of soup- garnishing for soup. Accompaniment and garnishes
III	Cooking Materials	
	10	Herbs: Uses and Varieties of Herbs- Preserving Fresh Herbs
	11	Spices: uses and Varieties -Uses of Spices. Condiments: Uses and Varieties of Condiments
	12	Salads -- types of salad – salad dressing
		Processing of Milk-Pasteurization– Homogenization-Types of Milk. Yoghurts – Varieties of Yoghurts-Creams-Types of Cream- Storage of Cream.
	13	Cheese: Types of Cheese-Basics of Cheese Making- Storage of Cheese.
	14	Butter-Introduction- -Types of Butter.
	15	Beverages– classification Alcoholic Beverages- Non-Alcoholic Beverages
IV	Menu Planning, Food Costing, and Presentation	
	16	Principles of menu planning and design Nutritional considerations in menu planning
	17	Basic plating and presentation techniques (Practical)
	18	Trends in food presentation and gastronomy (Practical)
V	Teacher Specific Content (12 Hrs)	

Compulsory Learning Activity: *Visit to Professional Food Production Institutes and reporting (Based on Unit IV) to achieve COs 2, 3, and 4.*

References

- Labensky, S. R., Hause, A. M., & Martel, P. A. (2014). *On Cooking: A Textbook of Culinary Fundamentals*. Pearson.
- Escoffier, A. (2011). *The Escoffier Cookbook: A Guide to the Fine Art of Cookery*. Crown Publishing.
- McGee, H. (2004). *On Food and Cooking: The Science and Lore of the Kitchen*. Scribner.
- Gisslen, W. (2018). *Professional Cooking*. Wiley.
- Davis, B., Lockwood, A., Alcott, P., & Pantelidis, I. (2018). *Food and Beverage Management*. Routledge.
- Allen, M., & Albala, K. (2011). *The Business of Food: Encyclopedia of the Food and Drink Industries*. ABC-CLIO.
- National Restaurant Association. (2017). *ServSafe Manager*. NRA.
- Cousins, J., Lillicrap, D., & Weekes, S. (2014). *Food and Beverage Service*. Hodder Education.

Mapping of COs with PSOs

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO 1	2	-	-	-	-	-
CO 2	2	1	-	-	-	1
CO 3	2	-	-	2	-	-
CO 4	2	-	-	3	-	-

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		50
Continuous Evaluation		25
a)	Field Report	15
b)	Practicum (Module 4)	10
Practicum must be conducted by the teacher at the end of the semester.		
Total		75

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

SEMESTER 2

SEMESTER 2	KU2DSCAAM104	AIRLINE INDUSTRY
-------------------	---------------------	-------------------------

Programme	BBA(AAM)				
Course Code	KU2DSCAAM104				
Course Title	Airline Industry				
Type of Course	DSC-A2				
Semester	II				
Academic Level	100 – 199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4			60
Pre-requisites					

Course Summary	This course is expected to deliver an understanding of airline operations and airport management. Students will be able to obtain the basic knowledge of airline operations and management; understand both the technical side and business side of airline industry.
----------------	---

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	To get an understanding of air transport and its management	U	C	Quiz/ Practical Assignment /Observation of Practical Skills/ Seminar Presentation / Technology-based assessment
CO2	Understand the significance of airport handling procedures and protocols.	U	P	
CO3	Understand with airport and airline operations	An	P	
CO4	Understanding various rules, regulations, and procedures of airport handling and airline Management.	A	P	
* - Remember I, understand (U), Apply (Ap), Analyse (An), Evaluate I, Create I # - Factual Knowledge(F) Conceptual Knowledge I Procedural Knowledge (P) Metacognitive Knowledge (M)				

DETAILED SYLLABUS:

Module	Unit	Content
I	Introduction to Airport	
	1	IATA areas, sub areas, sub regions. Time calculation- Aviation Organizations: IATA and ICAO
	2	GMT variation, concept of DST- Time Difference Calculation- Calculation of elapsed flying time
	3	Types of airlines-Low-Cost Carriers-Classes of Service and aircraft configuration.
	4	Aircrafts and aircraft manufacturers-Types of Aircrafts-
II	Airports	
	5	Concept of Airport – Airport and Air transport –Structure of the Airport – The Airside – Major Airports – Classification of Airport – Modern Airports – Airport standards and certification – Traditional Airport ownership and management – Moves towards commercialization
	6	Privatization – Types of Privatizations
	7	Airport Operators and Investors
III	Airlines Management	
	8	-2 letter Codes of Airlines -3letter city codes of major airports.

		Types of journeys (OW, CT, RT, OJ, RTW)- \
		Types of fare: Normal Fare - Special Fares - Discounted Fares- ticket validity-refund-cancellation
	9	E-tickets & its advantages-international Sale Indicators – Global Indicators-Types of fare-ticket validity-refund-cancellation
	10	Baggage and Excess baggage – Checked and unchecked baggage piece and weight concept – pooling of baggage
	11	carry-on items – carriage of live animals – classification of dangerous goods-
	12	hub and spoke systems – Code sharing- Frequent Flyer programmes(FFPs)
	13	Emergency equipment for disembarkation -Minimum connecting time - insurance coverage-types of insurance for travel-
IV	Ground Handling	
	14	– Importance of ground operations in Airport – Overview of ground handling – Passenger handling – Ramp Handling – Aircraft ramp servicing – Fault servicing – Fueling – Wheels and Tires – Ground power supply – Dicing and washing – cooling and heating
	15	Airport Terminals- Airport facilities- formalities for arriving, transiting, and departing passengers- Passengers requiring special handling- Passengers' In-flight services
	16	On board servicing – ramp layout – departure control – division of ground handling responsibilities- control of ground handling efficiency – cabin service – catering – field operation service
	17	Safety challenges – safety initiatives
V	Teacher Specific Content	

References

- Ashford, N. J. (2013). *Airport operations*. McGraw-Hill Companies, Inc.
- Dileep, M. R., & Kurien, A. (2021). *Air Transport and Tourism*. Routledge.
- Budd, L., & Ison, S. (2017). *Air Transport Management: An International Perspective*. Routledge, Taylor & Francis Group.
- GrAAMam, A. (2014). *Managing Airports: An International Perspective*. Routledge.
- Ashford, N. J. (2013). *Airport Operations*. McGraw-Hill Companies, Inc.

Mapping of COs with PSOs

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO 1	1	-	-	-	-	-
CO 2	1	-	-	-	-	-
CO 3	2	-	-	-	-	-
CO 4	2	-	-	-	-	-

Assessment Rubrics: Correlation Levels:

Evaluation Type		Marks
End Semester Evaluation		70
Continuous Evaluation		30
a)	Test Paper- 1	10
c)	Assignment	10
d)	Case study	10
Total		100

SEMESTER 2	KU2DSCAAM105	CULTURAL HERITAGE AND HOSPITALITY
------------	--------------	-----------------------------------

Programme	BBA(AAM)				
Course Code	KU2DSCAAM105				
Course Title	CULTURAL HERITAGE AND HOSPITALITY				
Type of Course	Minor B2				
Semester	2				
Academic Level	100 – 199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4			60
Pre-requisites					
Course Summary	This course will introduce students to the rich and diverse cultural heritage of India, and they will learn about the various aspects of Indian culture, such as its languages, religions, art, architecture, music, dance, cuisine, and customs. It would also explore the history, geography, and diversity of India, and how its culture has been shaped by various internal and external influences over the millennia. Students will also examine the challenges and opportunities for preserving and promoting India's cultural heritage in the modern world.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	K. Cat.	Evaluation Tools used
CO1	Introduce the students to the diversity and richness of Indian culture and heritage.	U	F	Instructor-created exams / Quiz
CO2	Explore the various aspects of Indian culture and heritage, such as art, literature, philosophy, religion, architecture, music, dance, and theatre.	An	C	Practical Assignment / Observation of Practical Skills
CO3	Recognize and analyze the historical and contemporary influences on Indian culture and heritage	An	P	Instructor-created exams / Home Assignments

CO4	Develop a critical and analytical understanding of the contemporary issues and challenges faced by Indian culture and heritage.	An	M	Instructor-created exams / Quiz
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

DETAILED SYLLABUS:

Module	Unit	Content
I	Introduction to Indian culture and heritage	
	1	Definition and concept of culture and heritage
	2	Features and characteristics of Indian culture and heritage, Unity, and diversity in India
	3	Relationship between tourism and cultural heritage
	4	Society in India through ages- ancient period- Varna and Jati, family and marriage in India, caste system, Position of women in Ancient India
	5	Very Brief introduction to the History of India (Ancient, Medieval and Modern period)
II	Art and literature of India	
	6	Development and evolution of Indian art (Brief)
	7	Major forms and styles of Indian art: Sculpture: Gandhara School and Mathura School of Art, Dance, Music, customs, Folk dance and music (popular forms only), Handicraft etc.
	8	Indian Cuisine and its regional variations- Indian cuisines and hotel industry-regional variations- gastronomy and tourism
III	Philosophy and religion of India	
	9	Major schools and systems of Indian philosophy and religion, Concepts and doctrines of Indian philosophy and religion
	10	Religions of India, Hinduism, Buddhism, Jainism, Sikhism, Islam, Christianity
	11	Pilgrimage destinations of important religions and faiths, Important Religious Festivals
IV	Architecture of India	
	12	Features and elements of Indian architecture
	13	Types of Indian architecture, Hindu Temple Architecture, Buddhist Architecture, Medieval Architecture, Colonial Architecture etc.- Important tourism monuments of these styles.
	14	Impact of globalization and modernization on Indian culture and heritage
	15	Threats and risks to Indian culture and heritage
	16	Preservation and promotion of Indian culture and heritage
V	Teacher Specific Content (12 Hrs)	

Note: Compulsory Learning activity:

1. Field Trip to a local heritage destination and reporting (Preferably Excursion)

References

- Upinder Singh, A History of Ancient and Early Medieval India: From the Stone Age to the 12th Century, Pearson
- Harle, J.C. (1994). The Art and Architecture of the Indian Subcontinent. Pelican History of Art (2nd ed.). Yale University Press.
- Michell, George, (1977) The Hindu Temple: An Introduction to its Meaning and Forms, 1977, University of Chicago Press
- Michell, George (1990), The Penguin Guide to the Monuments of India, Volume 1: Buddhist, Jain, Hindu, 1990, Penguin Books
- Nilsson, Sten (1968). European Architecture in India 1750–1850. London: Faber and Faber.
- Rowland, Benjamin, The Art, and Architecture of India: Buddhist, Hindu, Jain, 1967 (3rd edn.), Pelican History of Art, Penguin
- Satish Chandra, Medieval India: From Sultanat to the Mughals- Mughal Empire, -
- RS Sharma, India's Ancient Past
- Neeraj Agarwal, Tourism and Cultural Heritage of India
- SP Gupta and Lal Krishna, Cultural tourism in India - Museums, Monuments and Art

Mapping of COs with PSOs

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO 1	2	-	-	-	-	-
CO 2	2	1	-	-	-	1
CO 3	2	-	-	2	-	-
CO 4	2	-	-	3	-	-

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		70
Continuous Evaluation		30
a)	Test Paper- 1	10
b)	Field Trip Report	20
Total		100

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

SEMESTER 2	KU2DSCAAM106	FOOD AND BEVERAGE SERVICE
-------------------	---------------------	----------------------------------

Programme	BBA(AAM)
Course Code	KU2DSCAAM106
Course Title	Food and Beverage Service
Type of Course	Minor-C2
Semester	2

Academic Level	100 - 199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4			60
Pre-requisites	Basic knowledge of Hotel Operations				
Course Summary	This course provides students with the knowledge and skills necessary to excel in the food and beverage service sector of the hospitality and tourism industry. Topics covered include service techniques, customer relations, menu knowledge, and professionalism in the restaurants.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand the importance of food and beverage service and its various concepts	U	C	Instructor-created exams / Quiz
CO2	Develop skills in various food and beverage service techniques	Ap	P	Practical Assignment / Observation of Practical Skills
CO3	Understand and prepare different types of menus and their importance in food service.	Ap	P	Seminar Presentation / Group Tutorial Work
CO4	Demonstrate the ability of a Food and Beverage Service Personnel	Ap	P	Instructor-created exams / Home Assignments
CO5	Learn and practice professionalism and teamwork in the service Industry.	Ap	P	Viva Voce
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

DETAILED SYLLABUS:

Module	Unit	Content
I	Introduction to food and beverage service	
	1	Evolution of the Food Service industry - Sarai, Dharamshala, Dak Bungalow, Inn, Tavern, and Chalets
	2	Types of restaurants and their characteristics
	3	Sectors of Food Service Industry - (Primary and Secondary Sectors, Commercial and Welfare Sectors)
	4	Case study on one of Welfare Sectors of Food Service
	5	Current trends and innovations in the food service industry.
II	Food and beverage service organization	
	6	Organizational Hierarchy of Food and Beverage Service Department
	7	Duties and Responsibilities of Food and Beverage Service Personnel.
	8	Qualities and Attributes required for Food Service Personnel

	9	Inter-departmental relationships – front office, housekeeping, food production and other allied departments.
III	Food service operations	
	10	Styles of food service – Waiter service, Self-service, Assisted Service.
	11	Introduction to Menu - History and origin.
	12	Types of menus - À la carte, Table d'hôte, Banquet menu, Cyclic menu, Carte du jour, plat du jour.
	13	Introduction to Menu Planning
	14	Points to be considered while planning menu.
IV	A to z of restaurant operations.	
	15	Mise-en-scene and Mise-en-place.
	16	Briefing and debriefing, Key Terms related to Operation
	17	Cover Layout and setting up of restaurant.
	18	Service sequence - Taking guest reservations, receiving, and seating of guests, order taking and recording, passing orders to the kitchen, sequence of service, presentation and en-cashing the bill, presenting, collecting guest comment cards and bidding farewell to guests. Closing the restaurant.
	19	Customer feedback and complaints handling, telephone manners, dining, and service etiquettes
V	Teacher Specific Content (12 Hrs)	

Compulsory Learning Activity:

- 1. Visit to a hotel/ restaurant to understand Food and Beverage Service Operations*
- 2. Hands-on training in tasks and procedures, supervised practice in guest service*
- 3. Practical Sessions on Unit IV Content*

References:

- Food and Beverage Service, R. Singaravelavan, Oxford University Press
- Food and beverage Service: Dennis R. Lillicrap, John A Cousins
- Food and Beverage Services: A Training Manual: Sudhir Andrews, Tata Mc Graw-Hi

Mapping of COs with PSOs

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO 1	1	-	-	-	-	-
CO 2	2	1	2	-	-	2
CO 3	2	2	1	-	-	2
CO 4	1	2	2	-	-	2
CO 5	1	2	2	-	-	2

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		70
Continuous Evaluation		30
a)	Field Visit Report	15
b)	Practicum (Module IV)	15
Total		100

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

SEMESTER 2	KU2MDCAAM102	SPECIAL INTEREST TOURISM
-------------------	---------------------	---------------------------------

Program	BBA(AAM)				
Course Code	KU2MDCAAM102				
Course Title	Special Interest Tourism				
Type of Course	MDC-2				
Semester	2				
Academic Level	100 – 199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	3	3			45
Pre-requisites	No prerequisites needed for the course				
Course Summary	The Special Interest Tourism course prepares students to specialize in niche tourism markets by providing them with the knowledge and skills to develop, manage, and market unique tourism experiences. Emphasizing sustainability and ethical considerations, this course equips students to contribute positively to the tourism industry and the communities it serves through the development and promotion of special interest tours/ packages.				

Course Outcomes (COs):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Identify the diversity of special interest tourism products and their relationship with tourist demand	R	C	Quiz/ Practical Assignment /Observation of Practical Skills/ Seminar Presentation / Technology-based assessment
CO2	Analyse the relationship between special interest tourism and mass tourism	U	P	
CO3	Describe issues associated with the development and use of natural and cultural resources in the development of special interest tourism products;	E	P	
CO4	Demonstrate a range of key skills that are required to evaluate contemporary trends in special interest tourism including: Communication and literacy; Problem Solving; Independent working and learning	An	P	

* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)
 # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)

DETAILED SYLLABUS:

Module	Unit	Content
I	Eco Tourism	
	1.	Eco Tourism: Concept and Definition-Components and principles of Ecotourism Conservation
	2.	Ecotourism and Community: Benefits and costs, Eco-tourism destinations in India
	3.	National parks and wildlife sanctuaries, biosphere reserves-protected areas-Islands and beaches
II	Health tourism	
	4.	Health tourism: Ayurveda, Ayurveda treatments, thri-doshas, panchakarma-Role of Ayurveda in Tourism
	5.	Medical Tourism-Origin-present status of India, Kerala--linkages medical tourism value chain
	6.	Medical tourism process- medical tourism facilitators- Medical tourism indicators
III	Emerging products	
	7.	Emerging products: Sustainable tourism- Rural tourism, responsible tourism, Gastronomy, Golf, cruise, wine & dark tourism, wedding tourism, MICE, Wine tourism, Camping, Pilgrimage tourism, Film Tourism, Literary Tourism, Volunteer tourism, Doom tourism, Dark tourism, Revenge Tourism, Experiential tourism
	8.	Commercial attractions - Amusement Parks –Gaming -Shopping
	9.	Live Entertainments - House boats –tree houses- cave room-, desert camps
	10.	Tourism circuits: Inter State and Intra-State Circuits - Religious Circuits - Heritage Circuits - Wildlife Circuits
	11.	Voluntary tourism-doom tourism, pro-poor tourism
IV	Orientation	
	12.	Adventure Tourism – classification of adventure tourism – land based –water based –aero based
	13.	winter sports –mountaineering – Trekking, rock climbing, ballooning – camel treks and desert safaris – white water rafting – motor rallies
V	Teacher Specific Content (12 Hrs.)	

Compulsory Learning Activity:

1. Field Visit to a Special Interest Tourism Destination in Kerala (Max. 2 days)

References:

1. India Tourism Products: Robinet Jacob, Sindhu Joseph, MAAMadevan P (2012)

2. Ecotourism: Impacts Potentials, and Possibilities-Stephen Wearing and John Neil.
3. Tourism in the Himalaya in the context of Darjeeling and Sikkim – B. Bhattacharya..
4. S.P. Gupta (2002), Cultural Tourism in India, Indraprastha Museum of Art, and Archaeology, New Delhi.
5. Stephen Ball (2007), Encyclopedia of Tourism Resources in India/H.
6. Manoj Dixit (2002), Tourism products, New Royal Book Co. Lucknow.
7. Norman Douglas. Ed. (2001), Special Interest Tourism, John Wiley & Sons, Australia.
- 8.. Sarina Singh (2008), Lonely Planet India.

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		50
Continuous Evaluation		25
a)	Test Paper- 1	10
b)	Field Visit Report	15
Total		75

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

SEMESTER 3

SEMESTER 3	KU3DSCAAM201	TOURISM PRODUCTS AND RESOURCES
-------------------	---------------------	---------------------------------------

Programme	BBA (AAM)				
Course Code	KU3DSCAAM201				
Course Title	TOURISM PRODUCTS AND RESOURCES				
Type of Course	DSC-A3				
Semester	3				
Academic Level	200–299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4			60
Pre-requisites					
Course Summary	To educate pupils about the various tourism and resource products available in India.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understanding of the concept of tourism products and features.	U	C	
CO2	Illustrate various natural tourism resources of the country.	An	P	Quiz/ Practical Assignment /Observation of Practical Skills/ Seminar Presentation / Technology-based assessment
CO3	Highlight the socio-cultural tourism resources of the country.	E	P	
CO4	Examine the importance of different types of transportation.	E	P	
CO5	Familiarize with Major tourist destinations of India and formulate packages	Ap	P	

* - Remember (R), Understand (U), Apply (Ap), Analyze (An), Evaluate (E), Create (C)
 # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)

DETAILED SYLLABUS:

Module	Unit	Content
I	Physical and Geographic Features of India	
	1	Tourism products: features, types- Natural and Man-made resources: Tourism Products of India
	2	Physical and geographic features of India: Himalayas and other hill stations, National Parks and Wildlife sanctuaries (in brief)
	3	Physical and geographic features of India: Mountains, islands, coastal areas, deserts
	4	Physical and geographic features of India: Major rivers, lakes, plateaus, mountains, backwaters, Mangroves
	5	climate and seasons
	6	Heritage attractions– Indigenous; Colonial, Handicrafts of India; Fairs and Festivals of Social & Religious importance- Adventure Tourism: Types and destinations.
II	Tourism Resources of India	
	7	Indian Music and Dance - Different Schools, Prominent Indian Museums, Art Galleries- Indian cuisine- Costumes
	8	Historical monuments of India – Ancient temples, caves, stupas, monasteries, forts, palaces
	9	Islamic and colonial art and architecture, major architectural styles
	10	Major religious places connected with Hinduism, Buddhism, Jainism, Sikhism, Islamism, Christianity, Zoroastrianism and BAAMai Faith (in brief).
III	Major Tourism Products-Kerala	
	11	Physiography of Kerala- Kerala tourism statistics- Analysis of tourism policies of Kerala(brief)- Department of tourism- KTDC, DTPCs.
	12	Major tourism projects-Literary tourism, Farm Tourism-Spice Tourism, Houseboats, Backwaters, Storytelling, Muziris Project.
	13	Ecotourism destinations- Responsible tourism destinations- Kerala Cuisine, Tourism Festivals-Craft Villages of Kerala
	14	Major natural and cultural tourism products of Kerala- Monuments with Architectural importance

	15	Major tourism routes: Kochi, Munnar, Alappuzha, Thekkady, Kovalam, Kumarakom, Wayanad, Bekal, Wayanad,
	16	Major tourism destinations in Kerala (district-wise)
IV	Major Tourist Destinations of India	
	17	Agra, Delhi, Jaipur, Mumbai, Kolkata
	18	Darjeeling, Mysore, Ladakh, Gangtok, Goa, Manali, Ooty, Shimla
	19	Jaipur, Udaipur, Jaisalmer, Amritsar, Mussoorie, Nainital, Hyderabad
	20	Srinagar, AAMmedabad, Chandigarh, Hampi, Aurangabad, Madurai, Rameshwaram
	21	Chennai, Bengaluru, Kanyakumari, Vizag, Rishikesh
	22	Gwalior, Varanasi, MAAMabalipuram, Andaman, Lakshadweep.
V	Teacher Specific Content (12 Hrs)	

Compulsory Learning Activities

1. A case study on a chosen travel destination in India or Kerala, analyzing its geographical features, cultural aspects, and tourism development
2. Case studies on how natural features attract tourists

References

- Robinet Jacob, MAAMadevan P, Sindhu Joseph (2012). Indian Tourism Products. Abhijeet Publications, New Delhi
- Dixit, M., & Charu Sheela. (2008). *Tourism Products*.
- Manohar Sajjani. (2001) *Encyclopaedia of Tourism Resources in India*. Gyan Publishing House,
- Rittichainuwat, Bongkosh N. (2018) *Special Interest Tourism*. Newcastle Upon Tyne, Cambridge Scholars Publishing.

Mapping of COs with PSOs

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO 1	2	1	-	-	-	2
CO 2	1	-	-	-	-	1
CO 3	2	-	1	-	-	1
CO 4	2	-	-	2	1	1
CO 5	2	1	-	-	2	3

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		70
Continuous Evaluation		30
a)	Test Paper- 1	10
b)	Assignment	5
c)	Case Study	15
Total		100

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

SEMESTER 3	KU3DSCAAM202	TOUR DESIGNING
-------------------	---------------------	-----------------------

Programme	BBA (AAM)				
Course Code	KU3DSCAAM202				
Course Title	TOUR DESIGNING				
Type of Course	DSC-A4				
Semester	3				
Academic Level	200–299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4		-	60
Pre-requisites					

Course Summary	This course aims to equip students with the skills of creating an itinerary for the tour package. It focuses on various components for creating a tour package and thereby it enables the students to create tour packages of different requirements.
----------------	---

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand the concept of tour operation	U	C	Quiz/ Practical Assignment /Observation of Practical Skills/ Seminar Presentation / Technology-based assessment
CO2	Examine various information resources required for drawing itineraries and make use of the resources in more effective ways	A	P	
CO3	Demonstrate the ability plan and cost the tour	Ap	P	
CO4	Prepare itineraries and execute package and independent tours	A	P	
* - Remember (R), Understand (U), Apply (Ap), Analyze (An), Evaluate (E), Create (C) # - Factual Knowledge (F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Module	Unit	Content
I	Introduction to Travel/Tour Business	
	1	Travel agency/tour company - Organization Structure- Types of travel agencies, functions of travel agency
	2	Introduction to Tour Operation Business: History of tour operation - Types of Tour Operators, Functions
	3	Procedures for setting up a travel agency/tour business -Approvals required- Source of revenue
	4	Types of tours, FIT & GIT-Income of a tour company-
	5	Important tour companies (world and India)
	6	Different departments and activities in Travel / Tour companies- Online Travel Agency- Case study of AirBnB.
II	Travel Itinerary	
	7	Travel itinerary- meaning and concept, significance of itinerary, types of travel itinerary (itinerary for tourists, tour manager, tourist guide, accommodation, and transport operator)
	8	Steps in developing travel itinerary Background information for preparing itinerary, GIT itinerary, FIT itinerary, Tailor made itinerary, special interest itinerary
	9	Resources for itinerary planning: Destination information brochure, Hotel/ ground operator brochure and tariff, Railway/Flight timetable and fare, TIM, Festival calendar, Use of various maps, Connectivity and types of transport, Weather updates, Socio-political risk factors

	10	Valuable tips for good itinerary, Do's, and Don'ts of an itinerary
Preparation of Itineraries		
III	11	Learn about world tour itineraries in demand (Europe, US, Thailand, Singapore-Malaysia, Middle East itineraries, Sri Lanka, Maldives, Nepal, Bhutan)
	12	IRCTC Packages (Exercise)
	13	Preparing itineraries for Kerala (Exercise - Region wise: North Kerala and South Kerala)
	14	Introduction to tour packages, classifications of tour packages, Components of package tour
IV	Tour Packaging and Costing	
	15	Preparation of tailor-made packages for students Group using students' concession
	16	Costing of package tour, Components of tour costing- Factors influencing Tour Costing- Fixed costs and variable costs
	17	Preparation of cost sheet- Advantage of Tour Cost Sheet – Quotation.
	18	Tour pricing strategies - Tariff: Confidential Tariffs, Commission, Mark-up Service charges & other remuneration for Tour operation
	19	Tour Pricing and Pricing Strategies Marketing of tour package: Stages in production of the package brochure
V	Teacher Specific Content (12 Hrs)	

Compulsory Learning Activity

1. Preparation of 10 different types of itineraries on major themes/destinations (inbound and outbound)
2. Tour Costing Exercises
3. Preparation of cost sheet
4. Production of the package brochure

References

- Chand, M. (2007). Travel agency management: an introductory text. New Delhi: Anmol Publications.
- Fletcher, J. (2018). Tourism: principles and practice. Harlow, Essex, England: Pearson Education Limited.
- Lalita Sharma. (2010). Travel agency and tour operations: concepts and principles. New Delhi: Centrum Press.
- Negi, J. (2006). Travel Agency and Tour Operation. New Delhi: Kanishka Publication.
- Sampad Kumar swain, & Jitendra Mohan Mishra. (2012). Tourism: principles and practices. Oxford: Oxford University Press.

Mapping of COs with PSOs

CO's	Programme Outcomes (PO's)					
	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	1	-	-	-	-	-
CO2	3	1	1	1	-	2
CO3	3	2	2	-	-	2
CO4	3	3	3	-	-	3

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		70
Continuous Evaluation		30
a)	Viva-Voce	5
b)	Internal Examination	10
b)	Report: Compulsory Learning activities (1-4)	15
Total		100

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

SEMESTER 3	KU3DSCAAM203	TOURISM DESTINATION MAPPING
-------------------	---------------------	------------------------------------

Programme	BBA (AAM)
Course Code	KU3DSCAAM203
Course Title	TOURISM DESTINATION MAPPING
Type of Course	DSC-B3
Semester	3
Academic Level	200 – 299

Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4		-	60
Pre-requisites					
Course Summary	This course provides an in-depth exploration of the principles and practices of destination mapping in the context of the travel and tourism industry and analyze, plan, and map destinations, considering geographical, cultural, economic, and sustainability factors.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category	Evaluation Tools used
CO1	Understand the basic concepts of continents and countries along with their key geographical features	U	C	Quiz/ Practical Assignment /Observation of Practical Skills/ Seminar Presentation / Technology-based assessment
CO2	Apply time calculation skills, including flying time calculation with a basic understanding of time zones, standard time, Coordinated Universal Time (UTC), and the International Date Line.	Ap	P	
CO3	Understand the tourist destinations, attractions, and accessibility of major countries in Europe and America	An	P	
CO4	Understand the tourist destinations, attractions, and accessibility of major countries in Asia and Africa	An	P	
CO5	Apply geographical concepts and principles to analyze, plan and map destinations.	Ap	P	
* - Remember (R), Understand (U), Apply (Ap), Analyze (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

DETAILED SYLLABUS:

Module	Unit	Content
I	Basics of World Geography	
	1	Earth, Latitude and Longitude
	2	Time Zones, GMT and IST, International Date Line
	3	Earth Movements – Rotation, Revolution, Day and Night, Seasons
	4	Atmospheric Layers and Importance
	5	Weather and Climate, Climatic Regions of the World (Brief)
	6	Major Landforms – Mountains, Plains, Plateaus; Physiographic Regions of the World and Continents (vegetation, people, culture, economy, tourism – in brief)
	7	Natural Wonders of the World (Brief:(Ancient and New)
	8	Maps and its use: Cartography, scale, Types of maps, Online/Digital map Maps with focus on Travel and Tourism-Important Digital Maps or Apps.
	9	Toposheets – Signs and Symbols-Use of GIS, GPS, Remote Sensing, 3 D Mapping
II	Travel Geography of Europe	
	10	Tourist Destinations, and accessibilities of UK, Italy, and Spain (Brief)
	11	Tourist Destinations, Attractions and Accessibilities of France, Germany, and Switzerland (Brief)
	12	Mapping of important destinations in the map using 3-letter city codes (of the above)
III	Travel Geography of Americas	
	13	Major Tourist Destinations, Accessibilities of Canada and USA (Brief)
	14	Major Tourist Destinations, and Accessibilities of Mexico and Caribbean Islands (Brief)
	15	Major Tourist Destinations, and Accessibilities of Brazil and Argentina (Brief)
	16	Mapping of important destinations in the map using 3-letter city codes (of the above)
IV	Travel Geography of Africa and Asia	
	17	Major Tourist Destinations, and accessibilities of South Africa, Egypt, Mauritius, and Seychelles (Brief)
	18	Major Tourist Destinations, and Accessibilities of China, Nepal, Bhutan, Sri Lanka, and Maldives (Brief)
	19	Major Tourist Destinations, and Accessibilities of Japan, and Vietnam, Malaysia, Thailand, Indonesia and Singapore (Brief)
	20	Major Tourist Destinations, and Accessibilities of Australia, New Zealand (Brief)
	21	Major Tourist Destinations, and Accessibilities of UAE, Egypt, Israel, and Saudi Arabia (Brief)
	22	Mapping of important destinations in the map using 3-letter city codes (of the above)
V	Teacher Specific Content (12 Hrs)	

Compulsory Learning Activity

1. Problems on Time calculation and elapsed flying time
2. Case study report of destinations from all the continents (any one destination from one continent)

References

- Husain, Majid, World geography, Rawat Publications, Jaipur, 2016
- Ashok K, Ghosh, physical geography – A landscape Appreciation, PHI Learning Private Limited, M-97, Connaught Circus, New Delhi-11001,2011
- Anon, World geography, Houghton Mifflin Harcourt Publishing company, Orlando, Florida, 2016
- Hudman, E Lloyd and Jackson H Richard, Geography of Travel and Tourism, Delmar Cengage Learning, USA, 2003
- S.A Qazi, Principles of Physical Geography, APH Publishing,2009
- Richard H. Bryant , Physical Geography Made Simple , Elsevier Science · 2013
- [R.B. Bunnett](#), [Seema Mehra Parihar](#), [Pearson Education India](#), ISBN 9789353940614, 9353940613
- [World Health Organization](#), [United Nations Environment Programme](#), [World Health Organization](#), 1991, ISBN 9789241544160, 9241544163
- [Robert Broadbent Matkin](#), [Dalesman](#), 1997, ISBN:9781855680968, 1855680963

Mapping of COs with PSOs

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO 1	2	-	-	-	-	-
CO 2	2	-	3	-	-	1
CO 3	3	-	-	-	-	-
CO 4	3	-	1	1	-	-
CO 5	3	2	1	1	-	2

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		70
Continuous Evaluation		30
a)	Test Paper- 1	10
b)	Case study	15
c)	Seminar	5
Total		100

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

:Correlation Levels

SEMESTER 3	KU3DSCAAM204	HOUSEKEEPING OPERATIONS
------------	--------------	-------------------------

Programme	BBA (AAM)				
Course Code	KU3DSCAAM204				
Course Title	Housekeeping Operations				
Type of Course	Minor-C3				
Semester	3				
Academic Level	200 - 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Course Summary	This course covers housekeeping operations, cleaning techniques, inventory management, guest satisfaction, sustainability, technology, and practical training. Students learn about the role of housekeeping in the hospitality and tourism industry and gain hands-on experience in housekeeping tasks and procedures.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Develop an understanding of the Role	U	C	Instructor-created
	of Housekeeping Management in tourism industry.			exams / Quiz
CO2	Understand Housekeeping department organization and structure.	U	P	Practical Assignment / Observation of Practical Skills
CO3	Practice the in-housekeeping department and day today life.	Ap	P	Seminar Presentation / Group Tutorial Work
CO4	Demonstrate the ability to efficiently manage inventory related to effective housekeeping management.	Ap	P	Instructor-created exams / Home Assignments

* - Remember (R), Understand (U), Apply (Ap), Analyze (An), Evaluate (E), Create (C)
- Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)

DETAILED SYLLABUS:

Module	Unit	Content
I	Fundamentals of Housekeeping Operations	
	1	Role and importance of housekeeping in hospitality and tourism industry - Overview
	2	Attributes of Housekeeping personnel, Key duties, and responsibilities of Housekeeping staff-Staff allocation & Duty Roaster in Housekeeping Departments
	3	Layout of room and standard supplies- Amenities & Facilities for Standard & VIP Guest Rooms- Guest room features for differently abled.
	4	Bed making, second service and turn down service - Lost and Found Procedure, Lost and Found Register
	5	Records of Housekeeping Department: Room occupancy report, Guest room inspection form, Check list Floor register, Work order, Logbook, Room boys report/ Maids report, Guest special requisite register. Baby sitting and its records
II	Cleaning Techniques	
	6	Cleaning Agents: Basic cleaning agent, Classification, their uses, care, storage Cleaning methods for different areas of a hotel - Identification of cleaning equipment - Cleaning of rooms, bathroom, public area – Lobby, Lounge, Corridors, Pool Area, Elevators, Health club, F&B outlet, Office area.
	7	Replenishment of supplies & Linen, Inspection, Deep Cleaning Room inspection- Check List -Public Area cleaning, Room Status Reporting and Setting the priority for cleaning different areas of a hotel.
	8	Planning the linen and uniform room, storage of linen, linen exchange procedure, functions of uniform and uniform room, linen control
	9	Laundry process and stages in Wash cycle -Dry cleaning procedure and handling of guest laundry -Different types of stains, stain removal agents -Safety precaution while handling chemicals.
III	Housekeeping Management	
	10	Floor Operations: Key Handling Procedure – types of keys
	11	Inventory control and stock management in housekeeping
	12	Interior Decoration, Color Scheme, Lighting, Furniture Arrangements, Floor and Wall Covering
	13	Paging systems and methods, Handling of Guest Requests, General operations of control desk.
IV	Guest Satisfaction	

	14	Common Indoor plants, Tools and equipment's needed, Styles of flower arrangements
	15	Environmentally Friendly Housekeeping Practices
	16	Importance of sustainable practices in housekeeping operations, Energy and water conservation in housekeeping activities, Waste management and recycling initiatives in housekeeping.
	Teacher Specific Content (12 Hrs.)	

Note: Compulsory Learning Activities:

1. *Role Plays on Housekeeping, Desk Management- Telephone Etiquettes, Handling Guest demands and Unruly Guests (Situation Handling).*
2. *Visit to a hotel or accommodation unit (Primary or supplementary) to understand Housekeeping Operations including cleaning techniques and inventory management,*
3. *Hands-on training in housekeeping tasks and procedures*

References:

- Hotel, Hostel, and Hospital Housekeeping—Joan C. Branson & Margaret Lennox (ELBS).
- Hotel Housekeeping—Sudhir Andrews Publisher: Tata McGraw Hill.
- Professional Management of Housekeeping Operations—Martin Jones, Publisher: Wiley & Sons
- Housekeeping Management, Matt A. Casado (Pearson, 2015)
- Hotel Management and Operations, Michael J. O'Fallon and Denney G. Rutherford (Wiley, 2018)
- Managing Housekeeping Operations—Margaret Kappa & Aleta.
- The Professional Housekeeper—Tucker Schneider, Publisher: VNR.

Mapping of COs with PSOs

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO 1	2	-	-	-	-	-
CO 2	2	1	-	-	-	1
CO 3	-	2	2	-	-	2
CO 4	-	2	2	-	-	-

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		70
Continuous Evaluation		30
a)	Practicum	15
b)	Field visit	15
Total		100

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

SEMESTER 3	KU3VACAAM201	CUSTOMER RELATIONSHIP MANAGEMENT
-------------------	---------------------	---

Program	BBA (AAM)				
Course Code	KU3VACAAM201				
Course Title	Customer Relationship Management				
Type of Course	VAC-1				
Semester	3				
Academic Level	200–299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	3	3		-	45
Course Summary	This course focuses on improving customer service, retention, sales, productivity, professionalism, communication skills, and personality development, aiming to streamline processes, enhance cross-functional collaboration, and prepare students for a business environment.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Make the students groom their personality towards a hospitality and tourism profession.	Ap	C	Quiz/ Practical Assignment /Observation of Practical Skills/ Seminar Presentation / Technology-based assessment
CO2	Examine the importance of customer service management operations	U	P	
CO3	To prepare students to promote quality customer service management, effectively handling consumer Behavior and client relations.	Ap	P	
CO4	Identify customer service principles that drive internal and external customer satisfaction and organizational success.	Ap	P	
CO5	Demonstrate an in-depth knowledge of how effective customer service relates to different types of customers in the organization.	Ap	P	
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

DETAILED SYLLABUS:

Module	Unit	Content
I	Customer Service	
	1.	Customer Service- Customer Relationship Management, Stages of relationship
	2.	CRM cycle, Stakeholders in CRM, Types of CRM, Success Factors in CRM, Opportunities in CRM
	3.	E-CRM in Business, Technologies of e-CRM, Voice Portals, Web Phones, bots, Virtual
		Customer Representatives
	4.	Customer Relationship Portals- Challenges of Customer Service- Coping with Challenging Customers
II	Customer Satisfaction	
	5.	Customer Satisfaction: Components, Models, Measuring Customer Satisfaction

	6.	Service Quality Dimensions, Service Quality Gaps, Measuring Service Quality
	7.	Customer loyalty -Factors affecting customer loyalty
	8.	Cross-Selling and Up-Selling
	9.	Customer Retention- Strategies to influence customer perceptions and expectations
	10.	Tourist Behavior: concepts, process, Tourist's Codes of Behavior.
	11.	Transactional analysis: Analysis of Strokes, Decision-Making Skills- Arbitration and Adjudication
	12.	KBO-Knowledge Based Organization, Performance Management.
III	Factors that Affect Customer Relationships	
	13.	Personality: types of personality
	14.	Concepts of success and failure: Factors responsible for success, hurdles in achieving success, overcoming hurdles, and causes of failure.
	15.	SWOC analysis - Attitude: Factors affecting attitudes, Positive attitude, Advantages, Negative Attitude, Disadvantages, Ways to develop a positive attitude
	16.	Significance of motivation, Internal and external motives, Importance of self-motivation
	17.	Self-esteem: Advantages - Do's and Don'ts to develop positive self-esteem
	18.	Factors leading to de-motivation-Defining the difference between aggressive, submissive, and assertive behaviors – Lateral thinking
IV	Needs of Every Customer	
	19.	Five Needs of Every Customer
	20.	Barriers to Excellent Customer Service - Understanding Expectations - Techniques for Exceeding Customer Expectations
	21.	Role of Problem Solving in Customer Service
	22.	Professional Approaches to Apologizing & Conveying Bad News—Communications in Customer Service: Words to Use or Avoid (Practical Sessions)
V	Teacher Specific Content (12 Hrs)	

Compulsory Learning Activity

1. Case study of companies with the best customer care strategies.
2. Screening videos for learning customer care in the modern hospitality industry.

References:

- Harris, E. K. (2002). *Customer service: A practical approach*. Prentice-Hall, Inc.
- Bhat, G. (2013). *Customer Relationship Management*, Himalaya Publishing House: New Delhi.
- Daffy, C. (2011). *Once a customer, always a customer: How to deliver customer service that creates customers for life*. Oak Tree Press.
- Cook, S. (2010). *Customer care excellence: How to create an effective customer focus*. Kogan Page Publishers.
- Hurlock, E. B. (2006). *Personality Development*, 28th Reprint.
- Wellington, P. (2010). *Effective customer care* (Vol. 52). Kogan Page Publishers.
- Government of India & U.N.D.P. *Training Module on Personality Development*, Department of Personnel & Training.
- Smith, B. (2004). *Body Language*. Delhi: Rohan Book Company, 5-1.
- Andrews, S. (1988). *How to Succeed at Interviews*. Tata McGraw-Hill Education.
- Heller, R. (2002). *Effective Leadership*. Essential Manager Series.
- Knox, S., Payne, A., Ryals, L., Maklan, S., & Peppard, J. (2007). *Customer relationship management*. Routledge.
- Pizam, A., & Mansfeld, Y. (1999). *Consumer behavior in travel and tourism*. Psychology Press.
- (PDF) Customer Satisfaction in Tourism Service Quality (researchgate.net)
- (PDF) Customer Satisfaction in Tourist Destination: The Case of Tourism Offer in the City of Naples (researchgate.net)
- The-role-of-customer-care-in-a-customer-experience-transformation-vf.pdf (mckinsey.com)

Mapping of COs with PSOs

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO 1	2	2	3	-	-	2
CO 2	2	2	3	-	-	-
CO 3	2	2	1	-	-	2
CO 4	2	2	2	-	-	2
CO 5	2	2	2	-	-	1

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		50
Continuous Evaluation		25
a)	Case study	15
b)	Role play	10
Total		75

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

.....
SEMESTER 4

SEMESTER 4	KU4DSCAAM205	AIRLINE MANAGEMENT
-------------------	---------------------	---------------------------

Program	BBA (AAM)				
Course Code	KU4DSCAAM205				
Course Title	AIRLINE MANAGEMENT				
Type of Course	DSC-A5				
Semester	4				
Academic Level	200–299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4		-	60
Pre-requisites	No prerequisites needed for the course				
Course Summary	This course provides an in-depth understanding of the airline industry's structure, history, and regulatory framework, including key bodies like DGCA, ICAO, and IATA. Students explore the characteristics of airline services, the role of travel agents, and global distribution systems essential for passenger and cargo operations. The curriculum includes detailed study of airport operations, airline personnel, travel documentation, and air traffic control mechanisms. Ramp safety and handling procedures are covered extensively, emphasizing ground operations, accident prevention, and aircraft servicing. By the end of the course, learners will gain both theoretical knowledge and practical insights into the functioning and management of airline and airport services.				

Course Outcomes (COs):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand the airline industry and its regulatory bodies.	U	C	Quiz/Practical Assignment /Observation of
CO2	Understand The characteristics of the Airline Industry.	Ap	P	Practical Skills/ Seminar Presentation / Technology-based assessment
CO3	Understanding the organisational structure of the airline industry.	Ap	P	
CO4	Understanding the importance of safety and security.	An	P	
CO5	Understand the Ramp Procedures	U	P	
* - Remember (R), Understand (U), Apply (Ap), Analyze (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

DETAILED SYLLABUS

Module	Unit	Content
I	Introduction to Airline Industry	
	1.	Aviation – Introduction - Meaning & Genesis of Aviation - Aviation Terminology
	2.	Economic and Social impact, Regulatory Bodies– DGCA, BCAS, ICAO, IATA.
	3.	Development of commercial airlines – Deregulation – Impact of Deregulation
	4.	Airline industry: Organizational Structure - Scheduled and Non-Scheduled Flights – Air Cargo Transport
II	Airline Service	
	5.	Characteristics of Passenger airlines – Service Industry –Characteristics - Travel Agent Management
	6.	Travel Partners IATA Approved Travel Agency-Appointment and Control Bank guarantee
	7.	IATA Billing and Settlement Plan Credit Period—Customer Service-Service Provider Training and Development of Travel agent-GDS

	8.	Landside and Airside Areas – Terminal Building – Apron – Runway Training – Organizational Culture
III	Airport Services	
	9.	Airports Personnel – Types of Airline Personnel – Flight crew and Cabin Crew
	10.	Processing Passengers and Freight – Airport Security – Air Navigation Services– Air Traffic Control
	11.	Airplanes – Manufacturers – Types of Aircraft
	12.	Travel Documents- Passport –Visa- TIM
	13.	Currency Regulations-IATA Rate of Exchange Banker ‘s Buying Rate- Bankers selling rate-Currency Conversion Departure Control System-ATC
IV	Ramp Safety and handling Procedures	
	14.	Introduction –Operating Service Doors and Panels – Securing the Aircraft - Ramp Officer- Check sheet
	15.	Ramp Safety – Meaning – Handling Procedures - Types of Accidents at Ramp -Accident to Passengers – Accident to Personnel – Damage to Aircraft – Damage to Ground Equipment and Vehicle – (Beacon – Cones)
	16.	Personnel Protection on the Ramp – Propeller Safety – Thrust Reversers– Aerial and other Protrusions – Driving on the RAMP – Foreign Object Debris (FOD) – Ramp Markings – Service Roads – No Parking Areas – Equipment Parking Areas – Safety DO’s and DON'Ts
	17	Aircraft Guiding Procedures – Baggage/Cargo Loading and Offloading Procedures – Catering Uplift procedure-Aircraft Arrival Procedures- Aircraft Departure Procedures- Fuelling procedures-Pushing and Towing of aircraft.
V	Teacher Specific Content (12 Hrs)	

Compulsory Learning Activity:

1. Prepare a report on Aviation History
2. Make a chart on basic flight mechanics and type of Aircrafts
3. Analyse case study on passenger death (Inflight, terminal, ramp)
4. Make a PPT on roles and responsibilities of terminal staff.
5. Any other activity relevant to the course.

References:

- 1. AEROSPACE: The Journey of Flight, 2nd Edition
- 2. IATA Book on Airline Customer Service
- 3. The Global Airline Industry, Dr. Peter Belobaba , Cynthia Barnhart, 2009

CO-PSO Mapping:

CO's	Programme Outcomes (PO's)					
	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	1	1	1	2	-	1
CO2	1	2	1	2	-	-
CO3	1	1	1	2	-	-
CO4	2	3	3	1	1	1

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		70
Continuous Evaluation		30
a)	Test Paper- 1	10
b)	Field Visit Report	20
Total		100

Correlation Levels

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate/Medium
3	Substantial/High

200–299

SEMESTER 4

KU4DSCAAM206

TOURISM LAW AND ADMINISTRATION

Programme	BBA (AAM)
Course Code	KU4DSCAAM206
Course Title	TOURISM LAW AND ADMINISTRATION
Type of Course	MINOR-A6

Semester	4				
Academic Level	200 – 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4			60

Course Summary	This course explores India's travel geography, focusing on its diverse features, cultural landscapes, and tourism development, aiming to understand comprehensively how geography shapes travel experiences.
----------------	--

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understanding legal frameworks impacting the industry	U	C	Quiz/ Practical Assignment /Observation of Practical Skills/ Seminar Presentation / Technology-based assessment
CO2	Examine Legal principles related to contracts in industry and specific contractual issues	An	P	
CO3	Identify the legal requirements in hotel operations and determine the guest needs, liabilities, and implement strategies for exceptional service	A, An	P	
* - Remember I, understand (U), Apply (Ap), Analyze (An), Evaluate I, Create I # - Factual Knowledge(F) Conceptual Knowledge I Procedural Knowledge (P) Metacognitive Knowledge (M)				

DETAILED SYLLABUS:

Module	Unit	Introduction to Tourism Laws
I	1.	Overview of tourism and hospitality industry
	2.	Legal framework in tourism and hospitality
	3.	Key legal terms and concepts related to tourism industry
	4.	Ethical considerations in the industry
	5.	Formation and elements of a contract
	6.	Contractual relationships in the industry
	7.	Liability and contractual disputes
	8.	Contract termination and remedies

		Tourism Business and Laws
II	9.	Registration of tourism business in India
	10.	Government regulations impacting the industry -Licensing, permits, and compliance requirements
	11.	Health and safety regulations
	12.	Environmental laws and their implications-CRZ-Environmental Protection Act, Forest Act, Wildlife Act etc.
	13.	Legal requirements in hotel operations- Foreigners Registration Act- Customs and Currency Regulations- Health Certificates
	14.	Laws Relating to Hotel Premises
	15.	Laws related to Planning & Designing
	16.	International Regulations for Hotels & Guests, International Laws for Food Safety, Quality & Security
		Tourists and legislation
III	17.	Guest rights and responsibilities
	18.	Policies & Procedures for International Tourists
	19.	Duty of care towards guests
	20.	Liability for accidents, injuries, and property damage
IV	Teacher Specific Content-(12 Hrs)	

Compulsory Learning Activity

1. Case study of Kerala tourism with special preference to tourism laws.
2. Case study of Indian tourism with special preference to tourism laws.

References

- Anolik, A. (1995). Travel, tourism, and hospitality law. A. Anolik.
- Barth, S. C., & Barber, D. S. (2017). Hospitality law: managing legal issues in the hospitality industry. John Wiley & Sons Inc.
- Barth, S., & Hayes, D. K. (2005). Hospitality Law: Managing Legal Issues in the Hospitality Industry, 2nd Edi. John Wiley & Sons.
- Mohanty, P. (2008). Hotel Industry and Tourism in India. APH Publishing.
- Malik S. (2011) Ethical & Legal & Regulatory Aspects Tourism Business
- Albuquerque. D. (2011), Business Ethics- Principles and Practices, Oxford: New Delhi
- Tulsain P.C (2007), Business Laws, Tata McGraw Hill, New Delhi.
- Goadwin R John (2014) Hotel Hospitality and Tourism Law

Mapping of COs with PSOs

	PSO 1	PSO 2	PSO 3	PSO4	PSO 5	PSO6
CO 1	1	-	-	-	-	-
CO 2	2	1	-	-	-	2
CO 3	2	-	1	-	-	2

Assessment Rubrics:

Evaluation Type	Marks
End Semester Evaluation	70
Continuous Evaluation	30
a) Test Paper- 1	10
b) Case Study	15
c) Seminar	5
Total	100

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

SEMESTER 4	KU4DSCAAM207	TOUR LEADERSHIP AND STUDY TOUR
-------------------	---------------------	---------------------------------------

Program	BBA (AAM)
Course Code	KU4DSCAAM207
Course Title	TOUR LEADERSHIP AND STUDY TOUR
Type of Course	DSC-A7
Semester	4
Academic Level	200 – 299

Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	5	-	-	75
Pre-requisites					
Course Summary	The course teaches students about tour operation business, procedures, and operations, focusing on creating itineraries and packages for tourists. It covers administrative aspects, setting up a business, and providing better tourist experiences.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand the various concepts related to tour operation business.	U	C	Quiz/Practical Assignment /Observation of Practical Skills/ Seminar Presentation / Technology-based assessment
CO2	Learn and practice various techniques used by the tour operator's pre- and post-phases and during the tour's conduct.	U	P	
CO3	Apply various procedures to conduct successful tours and how one can emerge as a leader in the process.	Ap	P	
CO4	Demonstrate the significance of travel consultancy handling procedures and protocols.	Ap	P	
* - Remember (R), Understand (U), Apply (Ap), Analyze (An), Evaluate (E), Create (C) # - Factual Knowledge (F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

DETAILED SYLLABUS:

Module	Unit	Content
I	Tour Planning	
	1.	Business Tour Operation - A brief account of TAAI and IATO
	2.	Licenses required for guiding in India at various levels (Regional, State and Local
	3.	Fiscal and nonfiscal incentives available to travel agencies and tour operators' business.

	4.	Travel Documentation (PASSPORT/VISA); Tour Documentation: Passport, Visa and other travel documents-TIM Exercises on Travel Documentation (PASSPORT/VISA)
	5.	Package tour formulation process: Market research, Itinerary preparation, Identification of mode of transportation and accommodation, Contract signing with service providers,
	6.	Tour Negotiation: Commitment, Allocation and Ad-hoc basis
	7.	Tour Promotion- Preparation of brochure
II	Tour Operation	
	8.	Conducting Tours: Understanding Clients' Needs. Confirmation of Tour, Creation of Docket/File, Issue of Tour Vouchers, Reconfirmation with Service Providers
	9.	Standard Procedures for Pickup and Drop, Preparation of Feedback or Guest Comment Sheet
	10.	Job of a tour Manager -Skill Sets for Tour Manager
	11	Pre Tour-Preparation-On Tour Responsibilities of A Tour Manager- familiarization with a destination- liaison with local suppliers – pre tour documentation- travel essential for a tour manager
	12	On – tour responsibilities- Receiving guest at airport/seaport-Responsibilities at the hotel-responsibilities at an attraction- responsibilities on modes of transportation- other responsibilities
	13	Closing the tour
III	Tour Guiding	
	14.	Benefits of hiring a tour guide – challenges of a tour guide- role of the tour guide
	15.	Techniques of commentary (Exercise on mock tour guiding)
	16.	Practices to become a successful tour guide: before the start of trip, during the tour, during the completion of the tour
	17.	Don'ts in tour guiding- handling questions-handling awkward tourists- dealing with the group-handling grievances –handling emergency situations
	18.	Types of overseas representatives and their duties
	19.	Principles of Effective Communication in Tour Guiding- Interpretation Techniques and Storytelling- Presentation Skills and Public Speaking-
	20.	
IV	National/ International Study Tour	
V	Teacher Specific Content (12 Hrs)	

Note: Compulsory Learning Activity

1. Prepare an itinerary imparting all theoretical knowledge acquired in the previous three semesters for the study tour (National/ International). National tours can take place anywhere in India, visiting at least three key tourist destinations (not attractions), and are not limited to North or South India. The plan can include any region, including South, North, Western, and Eastern India, or a combination of these.

Duration: Max. 6-10 Days; Destination: India/ Abroad.

- Tours of more than 10 days must be discouraged, in any circumstances.
- The tour itinerary must be prepared by the students only.
- One sector air journey to be included in the itinerary.
- Involvement of each student in travel planning and execution must be evaluated
- Tour Diary (Minimum of 40 pages) must be evaluated by the teacher who escorted the trip (preferably group leader) and the HOD for 25 marks as follows.

o **Tour diary (Spiral Binding) : 15 marks**

Tour Diary should contain the following details.

- o Tour planning process (in brief)
 - o Tour itinerary
 - o Daily activities
 - o Description of the destinations/ attractions visited with SWOT Analysis
 - o Details of activities engaged,
 - o Personal experiences out of the tour with at least one photo of the destination
-
- Involvement in tour planning and execution: 5 marks
 - Discipline during the tour : 5 marks
 - Viva-Voce and Presentation :5 Marks

Total :15 marks

Special Note:

Those who do not attend the study tour will not receive internal marks of 25. Students can pass the written examination and receive internal marks of 5 based on Viva and other assignments based on the material of this course, therefore missing the study tour will not result in a failure of the course.

(Max. marks in such cases are 70 for theory (External)+ 5 for Viva (Internal)= 75 Marks)

References:

- Tour leadership and Management, shailja Sharma and Nimit Chowdhary (2018)-Sage
- J. Negi, J., & Manohar, G. (2009). *Hospitality Management*. Laxmi Publications Ltd...
- Foster, D. L. (1991). *The business of travel: agency operations and administration. (No Title).*
- Webster, S. (1993). *Group travel operating procedures*. Van Nostrand Reinhold Company.

- Yale, P. (1995). *The business of tour operations*. Addison Wesley Longman Ltd.
- Chand, M. (2002). *Travel agency management: An introductory text*. Anmol Publications PVT. LTD.
- Weiler, B., & Ham, S. H. (2001). Tour guides and interpretation. In *The encyclopedia of ecotourism* (pp. 549-563). Wallingford UK: CABI publishing.
- Pond, K. L. (1993). *The professional guide: Dynamics of tour guiding*. (No Title).
- Pond, K. L. (1993). *The Professional Guide: Dynamics of Tour Guiding*. John Wiley & Sons.
- Gartner, W. C. (Ed.). (1996). *Tour Guides and Tour Guiding: A Service Industry Handbook*. Kendall/Hunt Publishing Company.
- Weiler, B., & Black, R. (2015). *Tour Guiding Research: Insights, Issues and Implications*. Channel View Publications.
- Rabotić, B. (2010). *Tour Guide training*. Ross Publishing.
- Cohen, E. (1985). The Tourist Guide: The Origins, Structure and Dynamics of a Role. *Annals of Tourism Research*, 12(1), 5-29.

Mapping of COs with PSOs:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO 1	2	-	-	-	-	2
CO 2	2	2	-	-	-	2
CO 3	3	2	1	-	-	2
CO 4	2	3	-	-	-	2

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		70
Continuous Evaluation		30
a)	Tour diary (Spiral Binding)	15
b)	Involvement in tour planning and execution	5

c)	Discipline during the tour	5
d)	Viva-Voce (Can be related to Study Tour / based on Modules 1-3 for those who do not attend study tour)	5
Total		100

SEMESTER 4	KU4SECAAM201	BUSINESS COMMUNICATION
-------------------	---------------------	-------------------------------

Program	BBA (AAM)				
Course Code	KU4SECAAM201				
Course Title	Business Communication				
Type of Course	SEC-1				
Semester	4				
Academic Level	200–299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	3	3	-	-	45
Course Summary	This paper aims to equip the students with a wider overview of the general communication skills required at the managerial level in the hospitality industry, both at the conceptual and application level. It aims to enhance the presentation and other skills that eventually enhance students' employability for their future jobs and endeavors in the corporate world to gain a cutting edge over their counterparts within the country and across the globe.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Prepare students themselves for the job market with excellent presentation and communication skills.	U	C	Quiz/ Practical Assignment /Observation of Practical Skills/ Seminar Presentation / Technology-based assessment
CO2	To establish and articulate presentations with clear goals and objectives.	U	P	
CO3	Practice Business English in practical situations.	Ap	P	

CO4	Analyse and explain the importance of soft skills required for corporate culture and professionalism in the service industry.	Ap	P	
<p>* - Remember (R), Understand (U), Apply (Ap), Analyze (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)</p>				

Module	Unit	Content
I	Communication	
	1.	Communication: 7 Cs of communication- - Layout of a Business Letter; Emails, Job Applications; Personal Letters –Sales Letters; Business Letters, Types of Business Letter, Layout of Business Letter,
	2.	Reports: Types of Business Reports, Reports Writing
	3.	Meetings: Need, Planning of Meetings, Drafting of Notice, Agenda, Minutes & Resolutions of Meeting
	4.	Writing Memorandum, Press Release, Press Conference- Use of MS Office in Business Communication – Layout Options and Illustrations
	5.	Effective E-Mail Writing – Travel Blogs – Podcasts and Vodcasts
II	Employability Quotient	
	6.	Techniques for effective presentation - Designing a presentation- Resume building- Group Discussion
	7.	Facing the Interview: Frequently Asked Questions - Mock Interview
	8.	Public Speaking; Types, developing a relationship with the audience, Adapting to Special Occasions, Development of Self-Confidence-Body Language
	9.	Work Ethics- Business etiquettes – netiquettes, telephonic & table etiquettes
	10.	General Do's and Don'ts
III	Business English	
	11.	Business English: Salutations in the hospitality Industry & analyzing grammatical errors in spelling & punctuation
	12.	Common errors in spoken and written English often confused; one-word substitution, phrases, idioms
	13.	Spoken English: formal English and business-related conversations

	14.	Difference between British and American English- Vowels- Common mistakes in English pronunciation
	15.	Vocabulary pertaining to tourism and allied subjects alone need be taught.
IV	Conversational English	
	16.	Conversational English: English in different situations-Making enquiries, expressing various emotions-agreement-disagreements, happiness, anger etc.
	17.	Expressing gratitude, apologizing-explaining- giving orders, how to start a conversation
	18.	How to end a conversation-building conversation
V	Teacher Specific Content (12 Hrs.)	

Note: Compulsory Learning Activities:

1. Role Plays, and Presentations,
2. Listening exercises with the help audio-visual aids for understanding formal English and business-related conversations.
2. Production of Newsletters, in-house journals, Preparation of press releases, writing features on tourism, writing advertisement/preparing brochures for tourism/hospitality
3. Prepare resume
4. GD sessions
5. Mock Interviews

References:

- Chaturvedi, P. D. (2011). Business communication: Concepts, cases, and applications. Pearson Education India.
- Sharma, R. C., & Mohan, K. (2016). Business Correspondence and Report Writing: A practical approach to business & technical communication.
- Parvathi, V. Suggestive Techniques for Better Performance in Group. 21.-V.-Parvathi-paper-final-libre.pdf (d1wqtxts1xzle7.cloudfront.net)
- Kumar, R. (2010). Basic business communication. Excel Books India.

Mapping of COs with PSO:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO 1	2	2	2	-	-	2
CO 2	2	1	2	-	-	1
CO 3	2	2	1	1	-	1
CO 4	2	2	2	1	-	1

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		50
Continuous Evaluation		25
a)	Test Paper- 1	10
b)	Role Plays	5
c)	Any one from the Compulsory Learning Activities:	10
Total		75

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

SEMESTER 4 KU4VACAAM202 BASICS OF FOOD SCIENCE AND NUTRITION

Program	BBA (AAM)				
Course Code	KU4VACAAM202				
Course Title	Basics of Food Science and Nutrition				
Type of Course	VAC-2				
Semester	4				
Academic Level	200–299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours

	3	3	-	-	45
Pre-requisites					
Course Summary	This course helps to understand biological, chemical, and physical structures of foods. It also helps the students to acquire the knowledge of food at a micro-level like its nutritive value, causes of food contamination etc.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Obtain knowledge of different food groups and their contribution to nutrition.	U	C	Quiz/ Practical Assignment /Observation of Practical Skills/ Seminar Presentation / Technology-based assessment
CO2	Acquire knowledge of beverages and its uses with attention to the preservation of their nutritive value - oriented to Traditional Indian beverages	U	P	
CO3	Understand the food additives and food laws and standards governing the food adulteration	Ap	P	
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

DETAILED SYLLABUS:

Module	Unit	Content
I	Introduction to Food Production	
	1.	Kitchen Equipment–Cooking Fuel –Rules for Reheating of food/ réchauffé cooking
	2.	Various Methods of cooking (Moist, Dry, Frying, microwave cooking) Microwave cooking advantage & Disadvantages -Time and temperature, Effect of cooking on food items & nutrients, Care & Precautions to be taken,
	3.	Basic preparation techniques (e.g., chopping, slicing, dicing)- Foundation Ingredients-Fats& oils–Salt –Raising Agents-Liquids-
	4.	Principles of Flavorings and seasonings – Sweetening – Thickenings
II	Introduction to Food and Nutrition (Brief)	
	5.	Stock –components, Types, and use of stock—Sauces- thickening agent used in sauces, Classification of sauces. Soups– types, preparation, garnishing for soup-Accompaniment and garnishes

	6.	Milk and Milk Products - Nutritive Value- Processing-Micro-organisms- Processing of Milk-Pasteurization- Homogenization-Types of Milk. Yoghurts: Varieties of Yoghurts-Creams: Types of Cream- Storage of Cream. Cheese: Types of Cheese-Basics of Cheese Making- Storage of Cheese- Butter- -Types of Butter.
	7.	Cereals-Types, Structure-Composition and Nutritive Value
	8.	Nuts and Oils- Types, Nutritive value- Toxins
	9.	Pulses-Types, Nutritive Value-Processing- Storage- Infestation
	10.	Herbs: Uses and Varieties of Herbs- Spices uses and Varieties - Condiments: Uses and Varieties - Salads — types of salad – salad dressing
	11.	Vegetable and Fruit- Types, Composition-Nutritive Value
	12.	Beverages– classification Alcoholic Beverages- Non-Alcoholic Beverages Beverages-Coffee -Tea-Cocoa- Fruit Beverages and Milk-based Beverages
III	Introduction to Food Science	
	13.	Meat-Structure-Composition-Nutritive Value
	14.	Egg- Composition - Preservation
	15.	Fats and Oils Composition -Nutritive Value
	16.	Fungi and Algae as Foods
	17.	Food Preservation Methods
IV	Food Preservation and Presentation	
	18.	Food additives-Food Adulteration- Types of Food adulterants -Intentional Adulterants- Metallic Contamination-Incidental Adulterants
	19.	Food quality- Sensory Evaluation-Objective Evaluation- Evaluation Card
	20.	Types of Food Quality Tests.
	21.	Menu Planning: Principles of menu planning and design- Nutritional considerations in menu planning
	22.	Basic plating and presentation techniques (Practical)- Trends in food presentation and gastronomy (Practical)
V	Teacher Specific Content (12 Hrs)	

Compulsory Learning Activity

1. Field visit to a hotel or any accommodation unit to understand the basics of food production.
2. Identify the food preservation methods used by various companies for their products by examining its products.

References:

- Food Science - B. Srilakshmi
- Food Science and Nutrition - Malathi
- Nutrition Science - B. Srilakshmi Food
- And Nutrition -P.K.Jas

Mapping of COs with PSOs and POs:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO 1	2	-	-	-	-	-
CO 2	2	1	-	-	-	1
CO 3	2	-	-	-	-	-

Assessment Rubrics:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate/Medium
3	Substantial/High

Correlation Levels

Evaluation Type		Marks
End Semester Evaluation		50
Continuous Evaluation		25
a)	Practicum/Viva-Voce	10
b)	Field Visit Report	15
Total		75

SEMESTER 4	KU4VACAAM203	EVENT MANAGEMENT AND HOSPITALITY
-------------------	---------------------	---

Programme	BBA (AAM)				
Course Code	KU4VACAAM203				
Course Title	EVENT MANAGEMENT AND HOSPITALITY				
Type of Course	VAC-3				
Semester	4				
Academic Level	200 - 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	3	3		-	45
Pre-requisites					
Course Summary	This course offers a comprehensive overview of event management, covering event functions, host facilities, operations, budgeting, and best practices of event planners worldwide, focusing on global meeting planners.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Enrich the knowledge level of managing different types of events.	U	C	Instructor-created exams / Practical Assignment / Practical
CO2	Comprehend various technologies adopted by meetings and exhibition planners.	U	C	
CO3	Apply knowledge and skills in the event business.	Ap	P	
CO4	Understand different event laws and regulations.	U	C	Assignment / Seminar presentation/
CO5	Acquiring budgeting skills specific to MICE.	Ap	P	
* - Remember (R), Understand (U), Apply (Ap), Analyze (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

DETAILED SYLLABUS:

Module	Unit	Content
I	Event Business	
	1	Introduction to Events: Scope - Nature - Types of Events
	2	Five Cs of Event Management- Trends of Event Business
	3	Roles and Functions of Event Manager - Attributes of Technical Staff
	4	Preparation of Operation Manual - Developing Record Keeping Systems.
II	MICE Tourism	
	5	MICE Tourism, features, criteria required for a MICE destination.
	6	Players in event business – ICPB, ICCA; the relationship between events & tourism industry; Travel marts –ITB, WTM, FITUR, KTM, etc., shopping festivals, Biennale etc.
	7	Selection of Event Site: Individual events & Corporate events, conference & convention centers
	8	Types of venues- Layouts and Designs.
III	Event Laws & Regulations	
	9	Event Laws & Regulations - Permissions Required for Holding an Event: Police Permissions
	10	Performing License - Entertainment Tax
	11	Permissions for Open Ground Events
	12	License for Serving Liquor
	13	Waste Management & Green Certification
	14	Traffic Police - Ambulance
	15	Fire and safety

	16	Permission from Municipal Corporation
	17	Indian Performing Rights Society (IPRS).
IV	Planning and Scheduling Events	
	18	Planning and Scheduling Events: Corporate Events - Trade Shows - -
	19	Planning and Scheduling Events- Exhibitions - Events in Educational Institutions
	20	Budgeting of MICE - Use of Budget Preparation
	21	Estimating Fixed and Variable Costs - Cash Flow -Sponsorship and Subsidies
	22	Ethical Behavioral Practices in MICE industry.
V	Teacher Specific Content (12 Hrs)	

Compulsory Learning Activity:

1. Conduct an Event incorporating all learning.
2. Case Study of an event management company.

References:

- Fenich, G.G. (2014). *Production and Logistics in Meeting, Expositions, Events and Conventions*. Edinburgh: Pearson.
- Robincon, P., Wale, D., & Dickson, G. (2010). *Events Management* 'Ed'. London: CABI.
- Editorial Data Group USA (2018). *Exhibition & Conference Organizers United States: Market Sales*: United States Kindle Edition.
- Johnson, N. (2014). Event Planning Tips: *The Straight Scoop on How to Run a Successful Event* (Event Planning, Event Planning Book, Event Planning Business), MCJ Publishing. Kindle Edition.
- Mittal, S. (2017). *Event Management: Ultimate Guide to Successful Meetings, Corporate Events, Conferences, Management & Marketing for Successful Events*: Become an event planning pro & create a successful event series. Alex Genadinik Publication. Kindle Edition

Mapping of COs with PSOs:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO 1	2	-	-	-	-	-
CO 2	2	2	3	-	-	2
CO 3	2	-	1	-	-	-
CO 4	-	-	-	3	-	-
CO 5	-	3	2	-	-	2

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		50
Continuous Evaluation		25
a)	Test Paper- 1	10
b)	Case Study	15
Total		75