

MGM UNIVERSITY, AURANGABAD

Syllabus for Bachelor of Aviation & Hospitality Management (BAHM) w.e.f. Academic Year 2020 - 2021

- BAHM - First Year
- BAHM - Second Year
- BAHM -Third Year

I. INTRODUCTION:

This curriculum is designed for the three years degree course in Bachelor of Aviation and Hospitality Management with a view to keep abreast with the current trends in the industry.

II. OBJECTIVES AND FRAMEWORK OF THE CURRICULUM OF BAHM PROGRAM:

- a) This program is ideal for young professionals looking to get a head start in the profession, introducing the skills and responsibilities expected by the world's leading hospitality, travel and airlines recruiting companies. Special emphasis is given to customer service and procedures for handling unusual situations during flight, with the final module of the course giving useful tips for completing the recruitment process. This course prepares the candidate for the most glamorous profession in the aviation and hospitality industry and helps one in becoming a trained cabin crew & Ground Staff professional with domestic & international airlines. This course also gives global opportunity to students in the hospitality industry which are among the fastest growing sectors of employment in the world.

III. KEY FEATURES:

The program structure of the given BAHM is designed keeping in view the basic objectives stated above. Consequently certain essential features of such model program structures would be:

- a) This program is designed with a global perspective in terms of course structure, teaching methods and technology integration.
- b) This program focuses on providing quality education and developing students for change in socially responsible tourism.
- c) By gaining a holistic view of the aviation & hospitality industries, students will master the skills necessary to help fill this need & position for an impactful career.
- d) This program provides an in-depth study about various departments of airlines as well as airports, hospitality and allied industry.
- e) This program equips the students with the skills, knowledge and professionalism required in the Aviation and Hospitality industry.

IV. THE CURRICULUM:

- a) The curriculum is presented in the accompanying chart along with the appendices containing a list of courses and outlines of required courses.
- b) Care and attention has been given to the basic objective of the curriculum and its academic rigor.
 - a. The curriculum includes a total of 37 courses.
 - b. Of the 37 courses, course No. 104, 205, 305, 404 and 504 are practical courses.
 - c. There is a provision of Project Report in the fifth semester which would carry a mark value of 100 marks.
 - d. There is a provision for Industrial Training Report and Industrial Training in the sixth semester, which together carry a mark value of 400 marks for Industrial Training and Industrial Training Report.
 - e. Semester work load is balanced with seven full courses of 100 marks each per semester.
- c) Ordinarily in each class (of one division), not more than 60 students will be admitted.
- d) Appendix I: Outline of the structure of BAHM program. Appendix II: Detailed syllabus, Semester-wise / Course-wise.

V. ELIGIBILITY FOR ADMISSION:

The minimum eligibility for this course would be HSC in any stream (12th Std.) or its equivalent, passing with a minimum of 40% marks in the aggregate (35% in case of candidates of backward class categories belonging to Maharashtra State)

VI. NUMBER OF LECTURES:

There shall be max. 36 hours per week, which include lectures / practicals/tutorials / Seminars / Assignments for the internal assessment work and the duration of the lecture/practical period, shall be of 60 minutes each.

VII. VACATION TRAINING (SUMMER INTERNSHIP):

It is recommended that each student shall undergo vacation training (summer internship training) for a period of not less than 30 days and max. 40 days during vacation at the end of the Second Semester and before commencement of third semester.

VIII. INDUSTRIAL TRAINING:

- a) In the Sixth Semester the students shall be sent for industrial training for a period of 20 weeks
- b) The student shall maintain a logbook on daily basis.
- c) At the end of the industrial training the student shall submit a training report along with the logbook maintained on daily basis during the period of training and the performance appraisal from each department.
- d) The training report is to be prepared by the student in two typed copies and to be submitted to the Principal within the stipulated time for assessment.

- e) The report will be assessed by the internal examiner and only on the basis of a certificate of the examiner concerned that the training has been satisfactorily completed would the student be allowed to appear for the viva-voce of the Sixth Semester.
- f) The training report will be assessed by a panel of examiners comprising of one external examiner (the external would include preferably one from the Hotel Industry of the level of Head of the Department and above) and one internal examiner.

IX. PROJECT WORK:

- a) Each student shall prepare a Project Report on the topic based on the Aviation or Hospitality Industry under the guidance of an internal teacher and submit the same to the Principal.
- b) The Project Report is to be prepared by the student in two typed copies and to be submitted to the Principal within the stipulated time for assessment. Only on the basis of a certificate of the internal examiner concerned that the project report has been satisfactorily completed, would the student be allowed to appear for the viva-voce of the Fifth Semester.
- c) The Project Report will be assessed by a panel of examiners comprising of one external examiner (the external would include preferably one from the Hotel Industry of the level of Head of the Department and above) and one internal examiner.

X. ATTENDANCE:

The students are required to have at least 75% attendance in each course. The students who fail to comply with the above requirements shall be prosecuted as per the Code of Conduct of the University.

XI. TEACHING FACULTY:

The teaching faculty must be as prescribed by the MGM University, Aurangabad. There must be one full time Principal and four full time lecturers for the First Year of the course (for a batch of 60 students). Subsequently, additional two full time Lecturers / Asst. Professors / Professors should be appointed for Second and Third Year each. Beside full time faculty members, visiting faculty members should be invited to conduct the appropriate course. The lecturers shall have a valid degree / diploma in Airlines Management/ Hospitality Studies/ Hospitality Management/ or allied stream.

XII. CLASSROOM AND LABORATORIES:

Besides the classrooms for lectures and tutorials, the laboratories for practicals should include the following:

- a. Aviation Mock Room
- b. Training Restaurant
- c. Reception Counter
- d. Housekeeping Lab.
- e. Library
- f. Computer Lab with Internet Facility

- g. The Laboratories should be well equipped to impart proper practical knowledge and develop professional skills of the students.

XIII. BOARD OF PAPER SETTERS / EXAMINERS:

As prescribed by the MGM University, Aurangabad.

XIV. EXAMINATION:

As prescribed by the MGM University, Aurangabad.

XV. ASSESSMENT:

As prescribed by the MGM University, Aurangabad.

Note: In case of those students who have secured less than passing percentage of marks in internal i.e. less than 16, a separate internal test of 40 marks (improvement examination) shall be conducted for those students, and if the result of the internal test as above results in lower marks than the original, the original figure of the marks shall prevail. In short, the rule is that the higher of the two figures of the marks shall be taken into consideration.

XVI. MARKS:

- a) Each semester will carry a total of 700 marks each (100 marks for each Course), apart from sixth semester which has 400 marks.
- b) The marks allotted to each course shall be as follows:
 - a. 60 marks for external written comprehensive test and 40 for internal assessment. - 30 marks for written comprehensive test where practicals are conducted, along with 30 marks for practicals and 40 marks shall be assigned for internal assessment.
- c) Industrial Training and Training Report shall carry 200 marks each = 80 marks for Internal and 120 marks for External assessment.
- d) The project report would have 100 marks where 60 marks for external evaluation and 40 for internal evaluation.

XVII. STANDARD OF PASSING:

As prescribed by the MGM University, Aurangabad.

MGM UNIVERSITY, AURANGABAD

Syllabus for Bachelor of Aviation & Hospitality Management (BAHM)

The following abbreviations have been used here under

L - Lecture P - Practical T - Tutorial

First Year BAHM (Semester I)

Course Code	Course Name	Teaching Scheme (Hrs Per Week)			Examination Scheme			Total Marks	Credit Points
		L	T	P	Theory	Practical	Internal		
BAHM 101	Airline & Airport Management	2	1	-	60	-	40	100	3
BAHM 102	Basics of Cargo Management	2	1	-	60	-	40	100	3
BAHM 103	Tourism Products of India	2	1	-	60	-	40	100	3
BAHM 104	Front Office Operations	2	1	3	30	30	40	100	4
BAHM 105	Introduction to Hospitality Industry	2	1	-	60	-	40	100	3
BAHM 106	Communication Skills	2	-	-	60	-	40	100	2
BAHM 107	Computer Applications	2	-	-	60	-	40	100	2
		14	05	03	390	30	280	700	20

First Year BAHM (Semester II)

Course Code	Course Name	Teaching Scheme (Hrs Per Week)			Examination Scheme			Total Marks	Credit Points
		L	T	P	Theory	Practical	Internal		
BAHM 201	Principles of Aviation	2	1	-	60	-	40	100	3
BAHM 202	Customer Service Management	2	1	-	60	-	40	100	3
BAHM 203	Travel Agency & Tour Operations	2	1	-	60	-	40	100	3
BAHM 204	Tourism Planning	2	1	-	60	-	40	100	3
BAHM 205	Housekeeping Operations	2	1	3	30	30	40	100	4
BAHM 206	Principles of Management	2	-	-	60	-	40	100	2
BAHM 207	Gandhian Thoughts	2	-	-	60	-	40	100	2
		14	05	03	390	30	280	700	20

Second Year BAHM (Semester III)

Course Code	Course Name	Teaching Scheme (Hrs Per Week)			Examination Scheme			Total Marks	Credit Points
		L	T	P	Theory	Practical	Internal		
BAHM 301	Basics of Airfare & Ticketing	2	1	-	60	-	40	100	3
BAHM 302	Aviation Safety & Security Management	2	1	-	60	-	40	100	3
BAHM 303	Global Tourism Destinations	2	1	-	60	-	40	100	3
BAHM 304	Tourism Marketing	2	1	-	60	-	40	100	3
BAHM 305	Food & Beverage Operations	2	1	3	30	30	40	100	4
BAHM 306	Elective - I (French OR German)	2	-	-	60	-	40	100	2
BAHM 307	Environment Science	2	-	-	60	-	40	100	2
		14	05	03	390	30	280	700	20

Second Year BAHM (Semester IV)

Course Code	Course Name	Teaching Scheme (Hrs Per Week)			Examination Scheme			Total Marks	Credit Points
		L	T	P	Theory	Practical	Internal		
BAHM 401	International Airlines & Travel Management	2	1	-	60	-	40	100	3
BAHM 402	Airline Operations and Scheduling	2	1	-	60	-	40	100	3
BAHM 403	Global Distribution System	2	1	-	60	-	40	100	3
BAHM 404	Accommodation Management	2	1	3	30	30	40	100	4
BAHM 405	Entrepreneurship Development	2	1	-	60	-	40	100	3
BAHM 406	Elective - II (Aviation Sales & Marketing OR Hospitality Sales & Marketing)	2	-	-	60	-	40	100	2
BAHM 407	Basic Accounting	2	-	-	60	-	40	100	2
		14	05	03	390	30	280	700	20

Third Year BAHM (Semester V)

Course Code	Course Name	Teaching Scheme (Hrs Per Week)			Examination Scheme			Total Marks	Credit Points
		L	T	P	Theory	Practical	Internal		
BAHM 501	Airport Handling Procedures	2	1	-	60	-	40	100	3
BAHM 502	Aviation Geography	2	1	-	60	-	40	100	3
BAHM 503	Travel Documentation	2	1	-	60	-	40	100	3
BAHM 504	Food & Beverage Management	2	1	3	30	30	40	100	4
BAHM 505	Human Resource Management	2	1	-	60	-	40	100	2
BAHM 506	Research Methodology	2	-	-	60	-	40	100	2
BAHM 507	Project Report	-	-	-	60	-	40	100	4
		12	05	03	390	30	280	700	21

Note: Project Report Marking Scheme:

A) Project report to be submitted as per specifications & format (to be collected from the Institute), Certificate by Hotels of the level of four star categories and above.

Marks would be awarded as follows by a panel of examiners (one external and one internal):

Particular	Internal	External
Project Report	20	40
Viva-voce	20	20
Total	40	60

Third Year BAHM (Semester VI)

Course Code	Course Name	Examination Scheme			Credit Points
		Internal	External	Total	
BAHM 601	Industrial Training 20 weeks * 6 days * 8 hours = 960 hrs	120	80	200	12
BAHM 602	Industrial Training Report	120	80	200	8
	TOTAL	240	160	400	20

A) Training report to be submitted as per specifications & format (to be collected from the Institute), Daily logbook and the Performance Appraisal given by Hotels of the level of three star categories and above.

Marks would be awarded as follows by a panel of examiners (one external and one internal):

Particular	Internal	External
Performance Appraisal	40	-
Logbook	40	-
Project Report	-	60
Viva-voce	-	60
Total	80	120

B) The Training Report marks would be based on the report submitted and the viva-voce based on the above training report

Marks would be awarded as follows by a panel of examiners (one external and one internal): -

	Internal	External
Internal Assessment	80	-
Training Report	-	60
Viva-voce	-	60
Total	80	120

Course: Airline & Airport Management

Course Code: BAHM 101

Semester: - First

Teaching & Examination Scheme: Theory

Teaching Scheme Per Week		Examination Scheme			
Lecture Hours	Tutorial Hours	Theory Marks / Duration	Internal Marks	Total	Credit Points
02	01	60 / 2.5 hrs.	40	100	03

COURSE RATIONALE:

To Provide the knowledge on the History of Aviation ,Major Players in Airline Industry, Current Trends and Challenges and to impart knowledge on Airport Planning, Airport Operation and various Authorities involved in Airport Management.

COURSE OUTCOME:

It enables the students to understand the Aviation's History, its major players and it current trends and challenges, it enables the students to do the Planning of an Airport and to perform operations involved in the Airport, it enables the students to understand and adhere to the various Regulations involved Aviation Industry.

CURRICULUM:

Unit No.	Title & Contents	Teaching Hours	Marks Weightage
1	<u>Introduction to Airline & Airport Management</u> 1.1 History of aviation, 1.2 Organization, 1.3 Global, social & ethical environment, 1.4 History of aviation in India, 1.5 Major players in the airline industry, 1.6 SWOT analysis of the different airline companies in India, 1.7 Market potential of airline industry in India, 1.8 New airport development plan, 1.9 Current challenges in the airline industry, 1.10 Competition in the airline industry, 1.11 Domestic and international from an Indian perspective	12	16
2	<u>Airport Infrastructure and Management</u> 2.1 Airport planning, 2.2 Terminal planning design and operation, 2.3 Airport operations, 2.4 Airport functions, 2.5 Organization structure in an airline, 2.6 Airport authority of India, 2.7 Comparison of global and Indian airport management, 2.8 Role of AAI, 2.9 Airline privatization, 2.10 Full privatization, 2.11 Gradual privatization, 2.12 Partial privatization	09	12
3	<u>Air Transport Services</u> 3.1 Various airport services, 3.2 International air transport services - Indian scenario, 3.3 An overview of airports in Delhi, Mumbai, Hyderabad and	09	12

	Bangalore, 3.4 The role of private operators, 3.5 Airport development fees, rates, tariffs		
4	Institutional Framework 4.1 Role of DGCA, 4.2 Slot allocation, 4.3 Methodology followed by ATC and DGCA, 4.4 Management of bilateral, 4.5 Economic regulations	06	08
5	Controlling 5.1 Role of air traffic control, 5.2 airspace and navigational aids, - 5.3 control process, 5.4 case studies in airline industry, 5.5 Mumbai Delhi airport privatization, 5.6 Navi Mumbai airport tendering process, 5.7 Six Cases in the airline industry	09	12
	TOTAL	45	60

REFERENCE BOOKS:

1. Graham.a. Managing airports: an international perspective - butterworth - heinemann, oxford 2001.
2. Wells.a. Airport planning and management, 4th edition Mcgraw- Hill, london 2000.
3. P S Senguttavan Fundamentals of air transport management , excel books 2007

Course: Basics of Cargo Management

Course Code: BAHM 102

Semester: - First

Teaching & Examination Scheme: Theory

Teaching Scheme Per Week		Examination Scheme			
Lecture Hours	Tutorial Hours	Theory Marks / Duration	Internal Marks	Total	Credit Points
02	01	60 / 2.5 hrs.	40	100	03

COURSE RATIONALE:

The objective of this module is to provide the participants with a good knowledge of freight operations, services and management that can support them in various business functions and roles such as operations, customer service, account management and sales.

COURSE OUTCOME:

Apply advanced construction and combination principles for unpublished rates, calculate rates and charges for mixed consignments, Unit Load Devices (ULDs) and complete air waybill, describe and use pricing strategies, determine an advertising budget and plan, selecting advertising media channels

CURRICULUM:

Unit No.	Title & Contents	Teaching Hours	Marks Weightage
1	<u>Industry Organizations and Regulations</u> 1.1 Introduction, 1.2 IATA services, 1.3 ICAO, 1.4 National Aviation Authorities	5	8
2	<u>Aviation Geography</u> 2.1 Introduction, 2.2 Time difference, 2.3 Definitions of areas and countries, 2.4 City & airport codes	5	8
3	<u>Use of Cargo Guides</u> 3.1 Introduction, 3.2 Utilization of Cargo Guides	4	8
4	<u>Aircraft Configuration and Unit Load Devices</u> 4.1 Introduction, 4.2 Aircraft configuration, 4.3 Aircraft layout, 4.4 Maximum dimensions, 4.5 Unit load devices, 4.6 Aircraft pallets, 4.7 Igloos, 4.8 Containers	9	9
5	<u>IATA Cargo Agents and Cargo Agency Operations</u> 5.1 Introduction, 5.2 IATA Cargo Agents, 5.3 The consolidator, 5.4 Export cargo, 5.5 Import cargo, 5.6 The Break Bulk Agent, 5.7 Difference between direct and consolidated shipment, 5.8 Customs clearance procedures, 5.9 Customs documents	9	9
6	<u>Air Waybill Completion and Handling Facilities & Procedures</u>	6	8

	6.1 Introduction, 6.2 Air Waybill, 6.3 Conventional aircraft, 6.4 Cargo terminal facilities, 6.5 Export Import, 6.6 Interline or transshipment		
7	<u>Air Cargo Acceptance & Bookings</u> 7.1 Introduction, 7.2 Instruction for carriage, 7.3 Acceptance based on shipper letters of instructions, 7.4 Airport of departure, 7.5 Description of goods, 7.6 IATA dangerous goods - Regulations and Identification, 7.7 Carriage of live animals, 7.8 Perishable cargo	7	10
	TOTAL	45	60

REFERENCE BOOKS:

1. Carriage of goods / John F. Wilson (Harlow : Longman)
2. Containerization / (by) J.R. Whittaker (Hemisphere ; Wiley)
3. Getting the Goods: Ports, Labor, and the Logistics Revolution by Edna Bonacich and Jake B. Wilson(Cornell University Press)
4. Logistics and Distribution Management by Alan Rushton, Phil Croucher & Peter Baker (CILT)

Course: Tourism Products of India

Course Code: BAHM 103

Semester: - First

Teaching & Examination Scheme: Theory

Teaching Scheme Per Week		Examination Scheme			
Lecture Hours	Tutorial Hours	Theory Marks / Duration	Internal Marks	Total	Credit Points
02	01	60 / 2.5 hrs.	40	100	03

COURSE RATIONALE:

This course aims at developing the knowledge of Tourism Products, Assets and Resources of India. The module aims at creating a systematized method of classifying the various products and resources and examining them.

COURSE OUTCOME:

This paper helps the students to develop knowledge of tourism products, assets and resources of India. Students will also receive an overview on the culture, people, heritage and other cultural resources.

CURRICULUM:

Unit No.	Title & Contents	Teaching Hours	Marks Weightage
1	<u>Tourism Products</u> 1.1 Definition, 1.2 Concept and classification, 1.3 Cultural Heritage of India - Stages of evolution, continuity, 1.4 Heritage - Meaning, types, of Heritage Tourism, 1.5 Heritage Management Organizations - UNESCO, ASI, ICOMOS, INTACH	7	10
2	<u>Architectural Heritage of India</u> 2.1 Glimpses on the prominent architecture style flourished in different period, 2.2 Different style of architecture in India - Hindu, Buddhist and Islamic, 2.3 Selected case studies of World Heritage Sites in India	7	10
3	<u>Pilgrimage Destinations:</u> 3.1 Hindu- Charo Dham Yatra, Jyotirlinga Yatra, Devi Yatra Vindhyaachal (U.P.) Kamakhya (Assam), Vaishnavadevi, Kashi, Prayag, Gaya, Ayodhya, Mathura-Vrindavana, Allahabad, Ujjain, Hardwar, Nasik, Gangasagar, 3.2 Buddhist: Lumbini, Bodhgaya, Sarnath, Kushinagar, Sharavasti, Sankisa, Vaishali, Rajgriha, Kapilvastu, Nalanda, Sanchi, Ajanta. Jain: Kashi, Pavapuri, Shatrunjaya, Girnar, Mt. Abu, Sharavanbelgola, Palitana, 3.3 Muslim: Ajmer Sharif, Nizamuddin (Delhi), Fatehpur Sikri,	8	10

	and some important Mazars, 3.4 Sikh: Patna, Nanded, Guru-ka-Tal (Agra), Amritsar		
4	<u>Natural Resources</u> 4.1 Wildlife Sanctuaries, National Parks and Natural Reserves in India (Jim Corbett Tiger Reserve, Bharatpur Bird Sanctuary, Valley of Flowers, Kanha, Kaziranga, Sasan Gir, Dachigam, Ranthambhore and Keoladeo Ghana), 4.2 Hill Stations: Study of Hill Station attractions and their environs with case studies of Mussoorie, Nainital, Munnar and Ooty, 4.3 Beaches and Islands: Beaches in Goa, Kerala, Orissa, Andaman Nicobar & Lakshadweep islands	8	10
5	<u>Arts of India:</u> 5.1 Important Museum, Art Galleries and Libraries, 5.2 Classical dances, folk dances and folk culture, 5.3 Fairs and Festivals, Social, religious and commercial fairs of touristic significance	8	10
6	<u>Handicrafts and textiles:</u> 6.1 Important handicraft objects and centers, craft meals, souvenir industry, 6.2 Indian cuisine (gastronomy), regional variations.	7	10
	TOTAL	45	60

REFERENCE BOOKS:

1. Basham A. L.: The Wonder that Was India
2. Percy Brown : Indian Architecture
3. Husaini S. A. : The National Culture of India, National Book Trust, New Delhi
4. Gupta M. L. and Sharma D. D.: Indian Society and Culture
5. Gupta, SP, Lal, K, Bhattacharya, M. Cultural Tourism in India (DK Print 2002)
6. Cultural Contours of Culture and Archeology: Vol. VIII and X
7. India Tourism Handbooks and Brochures

Course: Front Office Operations

Course Code: BAHM 104

Semester: - First

Teaching & Examination Scheme: Theory

Teaching Scheme Per Week		Examination Scheme			
Lecture Hours	Tutorial Hours	Theory Marks / Duration	Internal Marks	Total	Credit Points
02	01	30 / 1.5 hrs.	40	70	03

COURSE RATIONALE:

The subject aims to establish the importance of Front Office and its role in the hospitality Industry. It also prepares the student to acquire basic knowledge and skills necessary for different tasks and aspects of the above.

COURSE OUTCOME:

To establish the importance of front office department & its role in the hospitality industry, it helps the students to acquire basic knowledge & skills necessary to industry required standards in this area.

CURRICULUM:

Unit No.	Title & Contents	Teaching Hours	Marks Weightage
1	<u>Front Office Department</u> 1.1 Sections and layout of Front Office, 1.2 Organizational chart of front office department (small, medium and large hotels), 1.3 Duties and responsibilities of various staff, 1.4 Attributes of front office personnel, 1.5 Co-ordination of front office with other departments of the hotel, 1.6 Equipments used (Manual and Automated)	7	5
2	<u>Room Types & Tariffs</u> 2.1 Types of rooms, 2.2 Food / Meal plans, 2.3 Types of room rates (Rack, FIT, crew, group, corporate, weekend etc.)	7	5
3	<u>Role of Front Office</u> 3.1 Key control and key handling procedures, 3.2 Mail and message handling, 3.3 Paging and luggage handling, 3.4 Rules of the house (for guest and staff) Black list, 3.5 Bell Desk and Concierge	8	5
4	<u>Reservations</u> 4.1 Importance of guest cycle (Various stages, sectional staff in contact during each stage), 4.2 Modes and sources of reservation, 4.3 Procedure for taking reservations (Reservation form, conventional chart, density chart, booking diary with their	8	5

	detailed working and formats), 4.4 Computerized system (CRS, Instant reservations), 4.5 Types of reservation (guaranteed, confirmed, groups, FIT), 4.6 Procedure for amendments, cancellation and overbooking		
5	<u>Guest Cycle</u> 5.1 Pre-arrival procedures, 5.2 Guest Arrival, 5.3 Guest Stay, 5.4 Guest Departure	8	5
6	<u>Methods of Payment</u> 6.1 Credit card handling, 6.2 Traveler cheques, Personal checks, 6.3 Handling cash Indian, 6.4 Foreign currency, 6.5 Other methods of payment (Travel agent, Bill to Company etc.)	7	5
	TOTAL	45	30

REFERENCE BOOKS:

1. Check-in Check-out (Jerome Vallen)
2. Hotel front Office Training Manual (Sudhir Andrews) – Publisher Tata McGraw Hill
3. Principles of Hotel Front Office Operations (Sue Baker, P. Bradley, J. Huyton) Publisher Hospitality Press
4. Hotel Front Office (Bruce Braham) Publisher Stanley Thomes
5. Managing Front Office Operations (Michael Kasavana, Charles Steadmon)
6. Front Office Procedures and Management (Peter Abbott)
7. Front Office operations/ Accommodations Operations (Colin Dix)
8. Front Office Operation and Administration (Dennis Foster) Publisher Lake Forest

Course: Front Office Operations

Course Code: BAHM 104

Semester: - First

Teaching & Examination Scheme: Practical

Teaching Scheme Per Week	Examination Scheme		
Practical Hours	Practical Marks / Duration	Total	Credit Points
03	30 / 03 hrs.	30	01

COURSE RATIONALE:

The subject aims to establish the importance of Front Office and its role in the hospitality Industry. It also prepares the student to acquire basic knowledge and skills necessary for different tasks and aspects of the above.

COURSE OUTCOME:

To establish the importance of front office department & its role in the hospitality industry, it helps the students to acquire basic knowledge & skills necessary to industry required standards in this area.

PRACTICAL TOPICS:

Practical No.	Title
1	Telephone Etiquettes and telephone handling
2	Handling room keys(issuing, receiving, missing keys, computerized key cards)
3	Handling guest mail(of guests who have checked out, in-house and expected)
4	Handling messages and paging for guests
5	Luggage handling.(along with left luggage procedure)
6	Handling guest enquiries
7	Handling guests who are blacklisted
8	Situations on basis of charging
9	Bell desk activities

Note: Minimum 15 practicals to be conducted.

Course: Introduction to Hospitality Industry

Course Code: BAHM 105

Semester: - First

Teaching & Examination Scheme: Theory

Teaching Scheme Per Week		Examination Scheme			
Lecture Hours	Tutorial Hours	Theory Marks / Duration	Internal Marks	Total	Credit Points
02	01	60 / 2.5 hrs.	40	100	03

COURSE RATIONALE:

This introductory course provides an overview of the hospitality and tourism industry, its growth and development, industry segments and their distinguishing characteristics, trends and current concerns. Students are introduced to career opportunities and the employability skills needed to succeed in specific hospitality fields.

COURSE OUTCOME:

To course helps for better understanding of new trends and dimensions of hospitality industry, famous hotel chain in India and world-wide, importance of hospitality industry in tourism, know the different departments in hotel, understand the function of different departments in hotel

CURRICULUM:

Unit No.	Title & Contents	Teaching Hours	Marks Weightage
1	<u>Introduction to Hospitality Industry</u> 1.1 Introduction, 1.2 What is Hotel?, 1.3 Structure of the hospitality industry, 1.4 Characteristics of the hospitality industry, 1.5 History of Hospitality Industry, 1.6 Hospitality Industry in India, 1.7 Emerging trends in hospitality industry	7	10
2	<u>Organizational Structure and Departments of Hotel</u> 2.1 Introduction, 2.2 Departments in hotel and their functions, 2.3 Organizational structure of large hotel, 2.4 Organizational structure of small hotel, 2.5 Facilities provided in hotels, 2.6 Rates and Taxes	7	10
3	<u>Rating of Hotels</u> 3.1 Introduction, 3.2 Determining the star rating, 3.3 Quality measurement, 3.4 Quality Assessment, 3.5 Minimum Entry Requirements	8	10
4	<u>Classification of Hotels</u> 4.1 Introduction, 4.2 Types of Rooms & Room Rates, 4.3 Classification of Hotels on other aspects, 4.4 Registration & Gradation of Hotels, 4.5 Star Classification of Hotels	8	10

5	<u>Career in Hotel Industry</u> 5.1 Introduction, 5.2 Eco friendly practices in hospitality, 5.3 Hotel chains in India, 5.4 The Indian Hotels Company, 5.5 International Hotel Chains, 5.6 ECOTELS in India, 5.7 Role of hospitality industry in tourism	8	10
6	<u>Customer Service in Hospitality</u> 6.1 Introduction, 6.2 Who is a Customer in Hotel?, 6.3 What are the Needs of Customers, 6.4 Handling of Hotel Guests, 6.5 Handling of Confidential Information	7	10
	TOTAL	45	60

REFERENCE BOOKS:

1. Introduction to Tourism & Hospitality Industry by Sudhir Andrews, Tata McGraw Hill
2. Introduction to Hospitality Management 1st Edition 2008 by WALKER, PEARSON INDIA

Course: Communication Skills

Course Code: BAHM 106

Semester: - First

Teaching & Examination Scheme: Theory

Teaching Scheme Per Week		Examination Scheme			
Lecture Hours	Tutorial Hours	Theory Marks / Duration	Internal Marks	Total	Credit Points
02	-	60 / 2.5 hrs.	40	100	02

COURSE RATIONALE:

To introduce students with the process of communication so that they can identify conditions favorable to effective communication and to teach them basic and applied language skills useful for the study of technical subjects as well as communication, with a particular emphasis on writing and oral presentation skills, which are capabilities needed for professional careers.

COURSE OUTCOME:

Communication is critical to success in business and in life. This course will help students improve their communication skills. They will learn how to create the right impression by improving all elements of effective communication briefly. They will know how to eliminate many common errors and will communicate with more clarity, confidence, authority, likability.

CURRICULUM:

Unit No.	Title & Contents	Teaching Hours	Marks Weightage
1	<u>The Communication Process</u> 1.1 Sender, receiver, message, channel, feedback, 1.2 Message conceived, message encoded, channel selected for communication, message perceived, message decoded, message understood and decoded, feedback	6	10
2	<u>Barriers to Effective Communication</u> 2.1 Inadequacy of message design, 2.2 Physical appearance, 2.3 Selective attention, 2.4 Prejudice, 2.5 Language difference, 2.6 Inadequate listening, 2.7 Lack of feedback, 2.8 Imperceptions, 2.9 Mannerisms	5	10
3	<u>Listening</u> 3.1 Need for listening, 3.2 Listening for content, 3.3 Critical listening, 3.4 Empathetic listening, 3.5 Attentive listening	4	8
4	<u>Framework for planning business messages</u> 4.1 Purpose, 4.2 Audience, 4.3 Structure, 4.4 Style	3	8

5	<u>Written communication skills</u> 5.1 Advantages and disadvantages, 5.2 Note making, 5.3 Writing a log book, Comprehension and précis writing, 5.4 Letter writing (letters of enquiry, complaint, apology, order, application accompanied by bio-data, resignation and appreciation), 5.5 Short formal reports (incidents, events, visits), 5.6 Memos, notices and circulars	4	8
6	<u>Oral Communication Skills</u> 6.1 Advantages and disadvantages, 6.2 Articulation and delivery, 6.3 Making speeches and presentations, 6.4 Telephone etiquettes, 6.5 Restaurant and hotel English	4	8
7	<u>Non-Verbal Communication</u> 7.1 Understanding aspects of body language	4	8
	TOTAL	30	60

REFERENCE BOOKS:

1. Communication Skills – BV Pathak
2. Business Communication- Sinha
3. Grammar and composition- Wren and Martin

Course: Computer Applications

Course Code: BAHM 107

Semester: - First

Teaching & Examination Scheme: Theory

Teaching Scheme Per Week		Examination Scheme			
Lecture Hours	Tutorial Hours	Theory Marks / Duration	Internal Marks	Total	Credit Points
02	-	60 / 2.5 hrs.	40	100	02

COURSE RATIONALE:

The subject aims to give a basic knowledge of computers and its operations and enables the student to operate the computer with enough practice to get confidence.

COURSE OUTCOME:

To acquire computers knowledge pertaining to hospitality industry, should be able to utilize the computer & understand data analysis regarding policy decisions of the hotel management.

CURRICULUM:

Unit No.	Title & Contents	Teaching Hours	Marks Weightage
1	<u>Computer Fundamentals</u> 1.1 Features of Computer System, 1.2 Block Diagram, 1.3 Hardware Input & Output Devices, CPU, RAM, ROM, 1.4 Software – System, Application S/W, 1.5 Networks – LAN, MAN, WAN, Topologies, 1.6 Viruses – Types, Precautions	6	10
2	<u>WINDOWS</u> 2.1 Features, 2.2 Terminologies - Desktop, Windows, Wallpaper, Icons, File, Folder, etc., 2.3 Windows Explorer- (Assignment with files, folders), 2.4 Accessories – Paint, Notepad, Calculator.	5	10
3	<u>DOS - (Disk Operating System)</u> 3.1 Introduction and Features, 3.2 Internal Commands – DIR, CLS, VER, VOL, DATE, TIME, COPY, TYPE, REN, DEL, CD, MD, RD), 3.3 External Commands - FORMAT, ATTRIB, SCANDISK, TREE, MORE, EDIT etc., 3.4 Wildcards (question mark ?, asterisk *)	4	8
4	<u>MS OFFICE</u> 4.1 MS Word, 4.2 MS Excel, 4.3 MS PowerPoint, 4.4 MS Access	3	8
5	<u>INTERNET / E-MAIL</u> History, 5.2 Pre-requisites for Internet, Role of Modem, 5.3 Services – Emailing, Chatting, Surfing,	4	8

	Blog, 5.4 Search Engines, Browsers, Dial Up, Domains, 5.5 Broadband, Concepts of Web upload, download, 5.6 Threats - Spyware, Adware, SPAM		
6	<u>E-Commerce and ERP Concepts</u> 6.1 Concepts of B-to-B, B-to-C, 6.2 ERP concept, SAP Concepts	4	8
7	<u>DBMS Concepts- (Data Base Management Systems)</u> 7.1 Definition-DBMS, Table, Data Types, Record, Fields	4	8
	TOTAL	30	60

REFERENCE BOOKS:

1. Computer Fundamentals - P.K. Sinha, or Rajaraman
2. A First Course In Computers - Sanjay Saxena Publisher Vikas Publishings
3. DOS Guide - Peter Norton
4. Mastering MS-OFFICE - Lonnie E. Moseley & David M. Boodey Publisher BPB Publications

Course: Principles of Aviation

Course Code: BAHM 201

Semester: - Second

Teaching & Examination Scheme: Theory

Teaching Scheme Per Week		Examination Scheme			
Lecture Hours	Tutorial Hours	Theory Marks / Duration	Internal Marks	Total	Credit Points
02	01	60 / 2.5 hrs.	40	100	03

COURSE RATIONALE:

The course will examine airline and airport management functions, Principles of Management of these Aviation Entities; how to apply the cited principles to achieve excellence. Analyze the impending challenges to help the participants to acquire a comprehensive understanding of the subject for better application and enhance their abilities to assume higher responsibilities.

COURSE OUTCOME:

The course will give the students a clear understanding of key principles of Aviation Management and the inter-dependencies between the various sectors in the industry.

CURRICULUM:

Unit No.	Title & Contents	Teaching Hours	Marks Weightage
1	<u>History of Aviation</u> 1.1 The Evolution of Aviation, 1.2 Issues and Challenges, 1.3 Global Aviation Industry, 1.4 Aviation Industry in India - An Overview, 1.5 Aircraft Types and Structures, 1.6 Aircraft Manufacturers	15	20
2	2.1 World Airlines and Airports, 2.2 World Aviation Bodies, 2.3 Airports - Domestic and International, 2.4 World Airlines, 2.5 World Major Airports, 2.6 IATA and ICAO, 2.7 National Aviation Authorities	15	20
3	<u>General Subjects</u> 3.1 Layout of an Airport and Ground handling, 3.2 Airport and Aircraft Security, 3.3 Managerial Operations, 3.4 Airline catering and Various Bodies	15	20
	TOTAL	45	60

REFERENCE BOOKS:

1. The Principles and Practice of International Aviation Law by Brian F. Havel and Gabriel S. Sanchez
2. Aviation Education and Training: Adult Learning Principles and Teaching Strategies

Course: Customer Service Management

Course Code: BAHM 202

Semester: - Second

Teaching & Examination Scheme: Theory

Teaching Scheme Per Week		Examination Scheme			
Lecture Hours	Tutorial Hours	Theory Marks / Duration	Internal Marks	Total	Credit Points
02	01	60 / 2.5 hrs.	40	100	03

COURSE RATIONALE:

Customer Service Management will teach students how to improve customer support and satisfaction. It's an iterative process that involves teaching skills, competencies, and tools needed to better serve customers so they derive more value from products and services.

COURSE OUTCOME:

It will develop skills to analyze and synthesize information and issues, related to customer relationship management, from several perspectives. Enhance business communication skills required to work effectively within a marketing team.

CURRICULUM:

Unit No.	Title & Contents	Teaching Hours	Marks Weightage
1	<u>Customer Relationship Management</u> Introduction, Need for customer relationship Management, Concept of CRM, Origin of CRM, Features of CRM, Importance of CRM, Marketing & CRM, Types of Customers, Customer orientation, Summary	5	6
2	<u>Customer relationship Management in Developing Tourism</u> Introduction, Need of CRM in tourism, The Goal of CRM in Tourism, Tourism Industry and the process of CRM, Phases of CRM in Tourism, CRM in hospitality, CRM in Aviation, Summary	5	7
3	<u>Customer Acquisition and retention</u> Introduction, Description, Customer selection Analysis, Reorganization for retaining Customers, Customer Retention & Marketing Mix, The cost of Customer Acquisition, What is customer retention, Customer Loyalty, Customer loyalty & segmentation, Relation between profitability and loyalty, Loyalty Program, Brand loyalty, Rewards & Loyal Customers	5	7

4	<u>Measurement of customer satisfaction</u> Introduction, Challenges comes across in Customer Satisfaction, The impact of CRM on Customer Satisfaction, Importance of Customer Satisfaction, Customer Satisfaction Programme, Customer Delight, Customer feedback, Service Revival, Service Recovery Strategy	5	7
5	<u>Tourism as a Customer Service Industry</u> Introduction, Characteristics of Tourism, Components of Tourism, The elements of Tourism, Types of Tourism	5	7
6	<u>Economic Generation from Customer Service Industries</u> (Tourism & Hospitality) Introduction, Subject Description, Social Benefits of Tourism, Environment Impact, Tourism Products, Characteristics of Tourism Products, Consumers of Tourism Products, Beach Tourism, Island Tourism, Adventure Tourism	5	7
7	<u>Relation of Business Customers</u> Introduction, Customer Relationship with Supplier, Market research and CRM, Customer Life cycle, Customer Acquisition for Business	5	6
8	<u>Delivery of Service</u> Introduction, Reason for Service Delivery, Service Delivery at right time & at right Place, The role of intermediaries in service delivery, Service Delivery Channels, Involvement of customer in delivering Service, Purpose of Customer involvement in service delivery, Strategies for Improving Customer Involvement, Setting Customer Driven standards to deliver service.	5	7
9	<u>Failure of Effective Service</u> Introduction, Features of Service Industry, Scopes of Service Quality, Benefits of Service quality, Dimensions of Service Quality, The Factors Influencing Customer Satisfaction.	5	6
	TOTAL	45	60

REFERENCE BOOKS:

1. Customer Relationship Management by Stan Maklan and Simon Knox and Adrian Payne and Lynette Ryals and Joe Peppard, Taylor and Francis
2. Strategic Customer Service: Managing the Customer Experience to Increase Positive Word of Mouth, Build Loyalty, and Maximize Profits Hardcover by John A. Goodman

Course: Travel Agency & Tour Operations

Course Code: BAHM 203

Semester: - Second

Teaching & Examination Scheme: Theory

Teaching Scheme Per Week		Examination Scheme			
Lecture Hours	Tutorial Hours	Theory Marks / Duration	Internal Marks	Total	Credit Points
02	01	60 / 2.5 hrs.	40	100	03

COURSE RATIONALE:

It defines travel and tourism concepts, the structure of travel industry, the characteristics and activities of travel agencies, tour operator and package tour concepts and Setting up and approval of Travel Agency Business.

COURSE OUTCOME:

The course aims at imparting basic knowledge about travel industry to students with the skills to deal with travel agencies and travel operations.

CURRICULUM:

Unit No.	Title & Contents	Teaching Hours	Marks Weightage
1	<u>Travel Trade</u> 1.1 Objective & Introduction, 1.2. Evolution of travel business, 1.3.Travel Trade in India, 1.4. Meaning & Concept of Travel business, 1.5.Travel Agency, 1.6.Types of Travel Agencies, 1.7.Tour Operator, 1.8.Types of Tour Operators, 1.9.Difference between travel Agencies and tour operators, 1.10.organizational structure of a travel/tour company, 1.11.Market trends & travel agency business Scenario, 1.12.Business Integration	6	6
2	<u>Operation of Travel Agents</u> 2.1Objective & Introduction, 2.2 Agents, 2.3 Origin of travel agency, 2.4 Changing Roles of travel agency Business, 2.5 Role of TAAI AND IATO, 2.6 Operation of travel agency, 2.7 Travel agency A retailing point of tourism Services, 2.8. Organization of travel agents, 2.9.commissins, 2.10 Types of agencies, 2.11Tour Operator, 2.12 Travel Agencies in the 21 st Century	6	6
3	<u>Transport Network</u> 3. 1 Overview and description, 3.2 Transportation, 3.3 Tourism & Transport, 3.4 Air Transport, 3.5 Rail Transport, 3.6 Road Transport, 3.7 Shipping, 3.8 Cruises, 3.9 Mass Transportation, 3.10 Pricing	4	6

	Package Tour, 3.11 Pricing Strategies, 3.12 Rules for setting up TA & TO, 3.13 DOT, 3.14 Professional Bodies and their activities		
4	<u>Itinerary Planning</u> 4.1 Definition, 4.2 History, 4.3 Importance, 4.4 Types, 4.5 Factors to keep in mind while designing an itinerary, 4.6 Designing & costing of package tour, 4.7 Itinerary for inbound & outbound tourist, 4.8 Golden Triangle, 4.9 Buddhist Circuit	5	6
5	<u>Linkage in Travel Trade & Changing Scenario</u> 5.1 Introduction, 5.2 Meaning, 5.3 Linkages for effective distribution system, 5.4 Destination Management, 5.5 Changing Scenario of TT, 5.6 Factors influencing Travel business, 5.7 Demand for Air travel, 5.8 Ravels as Bargain	3	5
6	<u>Tour Formulation and Diversification</u> 6.1 Introduction, 6.2 Package tour formulation process, 6.3 Steps, 6.4 Components of GIT & FIT, 6.5 Diversification, 6.6 Special Incentive, 6.7 Travel Insurance, 6.8 MICE, 6.9 Diversification Strategies	4	5
7	<u>Classification of Tour Package</u> 7.1 Objective, 7.2 Introduction, 7.3 Definition, 7.4 Types of Package, 7.5 Components of package	3	5
8	<u>Package Tour Costing</u> 8.1 Introduction, 8.2 Costing of Tour Package, 8.3 Factors influencing tour costing, 8.4 Tour Operators & Exchange rates, 8.5 Fixed & Variable Cost, 8.6 Components of Cost, 8.7 Market Research & Development, 8.8 Cost for new product development, 8.9 Tour Pricing Strategies- Pricing, Factors Influencing, Pricing, Setting Tour Pricing	5	5
9	<u>Roles & Responsibilities of Travel Trade Associations</u> 9.1 Introduction, 9.2 Regulatory Bodies, 9.3 Need for Organizations, 9.4 The UNWTO, 9.5 Functions of India tourism Office, 9.6 Regional tourism organization	3	5
10	<u>Marketing for Travel Agency</u> 10.1 Marketing Plan, 10.2 Marketing Research, 10.3 Marketing Tools, 10.4 Marketing Mgt, 10.5 Key issues for new travel companies	3	6
11	<u>Computer Reservation System</u> 11.1 Introduction, 11.2 Global Tourism, 11.3 CRS, 11.4 Definition of CRS, 11.5 Functions, 11.6 Need for CRS, 11.7 History, 11.8 Use of CRS by airlines & TA	3	5
	TOTAL	45	60

REFERENCE BOOKS:

1. Introduction to Travel & Tourism-Michael M. CottmanVan Nostrand Reinhold New York, 1989
2. Travel Agency & Tour Operation Concepts & Principles-Jagmohan Negi - Kanishka Publishes, Distributors, New Delhi, 1997
3. International Tourism – Fundamentals & Practices -A . K. Bhatia -Sterling Publishers Private Limited, 1996
4. A Textbook of Indian Tourism -B. K. Goswami & G. Raveendran -Har – Anand Publications Pvt. Ltd., 2003
5. Dynamics of Modern Tourism -Ratandeep Singh -Kanishka Publishes, Distributors, New Delhi, 1998
6. Tourism Development, Principles and Practices -Fletcher & Cooper-ELBS

Course: Tourism Planning

Course Code: BAHM 204

Semester: - Second

Teaching & Examination Scheme: Theory

Teaching Scheme Per Week		Examination Scheme			
Lecture Hours	Tutorial Hours	Theory Marks / Duration	Internal Marks	Total	Credit Points
02	01	60 / 2.5 hrs.	40	100	03

COURSE RATIONALE:

The course aims at applying regional development and planning concepts, principles, and approaches to tourism destinations to enhance sustainable economic, ecological, and social development.

COURSE OUTCOME:

The students will understand Role and Functions of Ministry, Management of the tourism in the states and planning of Tourism at national and international levels.

CURRICULUM:

Unit No.	Title & Contents	Teaching Hours	Marks Weightage
1	1.1 Role and Functions of Ministry, 1.2 Minister of State for Tourism (Independent Charge), 1.3 Senior Officers in the Ministry, 1.4 Divisions, India Tourism Offices in India, 1.5 India Tourism Offices Overseas, 1.6 India Tourism Development Corporation (PSU), 1.7 Publicity and Events, 1.8 Overseas Marketing, 1.9 Market Research and Statistics, 1.10 International Cooperation	11	12
2	2.1 Management of the tourism in the states, 2.2 Role and functions of State tourism development corporations	7	12
3	3.1 Evolution of Tourism planning, 3.2 Importance, Planning process, Institutional framework of public tourism policy, 3.3 The role of Govt., Public and Private sector in formulation of tourism policy, Its process at national levels.	11	12
4	4.1 Tourism Planning at International, National, Regional, State and Local level, 4.2 Tourism and Five-year Plans in India	7	12
5	5.1 An outline of L.K. Jha Committee - 1963, 5.2 National Tourism Policy - 1982, 5.3 National Committee Report - 2002, 5.4 National Action Plan on Tourism - 1992, 5.5 National Tourism Policy 2002, 5.6 National Tourism Policy 2016.	9	12
	TOTAL	45	60

REFERENCE BOOKS:

1. C.Gunn, 'Tourism Planning: Basic, Concepts and Cases', Cognizant Publications
2. Bezbaruah M.P., Indian Tourism Beyond the Millennium
3. Burkart A.J. and Medlik , Tourism: Past Present & Future
4. Gunn. Clare A.k, Tourism Planning
5. Inskip E., Tourism Planning: An integrated and Sustainable Approach

Course: Housekeeping Operations

Course Code: BAHM 205

Semester: - Second

Teaching & Examination Scheme: Theory

Teaching Scheme Per Week		Examination Scheme			
Lecture Hours	Tutorial Hours	Theory Marks / Duration	Internal Marks	Total	Credit Points
02	01	30 / 1.5 hrs.	40	70	03

COURSE RATIONALE:

The subject aims to establish the importance of House Keeping and its role in the hospitality Industry. It also prepares the student to acquire basic knowledge and skills necessary for different tasks and aspects of the above.

COURSE OUTCOME:

To establish the importance of housekeeping department & its role in the hospitality industry, it helps the students to acquire basic knowledge & skills necessary to industry required standards in this area

CURRICULUM:

Unit No.	Title & Contents	Teaching Hours	Marks Weightage
1	<u>Introduction to Housekeeping</u> 1.1 Importance & Functions of Housekeeping, 1.2 Guest satisfaction and repeat business, 1.3 House Keeping Areas - Front-of-the-house and Back-of-the-house areas, Guest Rooms, Public Areas, Maids Room, Indoor and Outdoor Areas	7	5
2	<u>Co-ordination with other Departments</u> 2.1 Departments like Front Office, Engineering, F&B, Kitchen, Security, Purchase, HRD, Accounts	5	4
3	<u>Layout and Organization of House Keeping Department</u> 3.1 Sections of the housekeeping department, their functions and layout, 3.2 Hierarchy in large, medium & small hotels, 3.3 Attributes of staff, 3.4 Job Descriptions and Job Specifications	7	4
4	<u>Guest Rooms</u> 4.1 Types, 4.2 Amenities & facilities for Standard & VIP guest rooms	5	4
5	<u>Cleaning Equipments and Cleaning Agents</u> 5.1 Classification, use, care & maintenance, 5.2 Selection & purchase criteria, 5.3 Classification, use, care and storage, 5.4 Distribution & Control, 5.5 Selection Criteria	7	5

6	<u>Cleaning Routine of Guest Rooms & Public Areas</u> 6.1 Daily cleaning of occupied, departure, vacant, Under Repair & VIP rooms, 6.2 Evening service & second service procedures, 6.3 Weekly / Periodic cleaning - Special Cleaning tasks to be carried out, 6.4 Spring Cleaning procedures, 6.5 Areas to be maintained, 6.6 Daily, weekly and spring-cleaning procedures for various Public Areas such as Lobby / Lounge, Restaurants, Bar, Banquet Halls, Swimming Pool, Elevators and staircase & corridors	8	5
7	<u>Key Control and Control Desk</u> 7.1 Computerized keys, 7.2 Manual keys, 7.3 Key Control Procedures, 7.4 Importance of Control Desk, 7.5 Records maintained, 7.6 Functions performed by Control Desk	6	3
	TOTAL	45	30

REFERENCE BOOKS:

1. Housekeeping Training Manual - Sudhir Andrews
2. Hotel, Hostel & Hospital Housekeeping - Brenscon & Lanox

Course: Housekeeping Operations

Course Code: BAHM 205

Semester: - First

Teaching & Examination Scheme: Practical

Teaching Scheme Per Week	Examination Scheme		
Practical Hours	Practical Marks / Duration	Total	Credit Points
03	30 / 03 hrs.	30	01

COURSE RATIONALE:

The subject aims to establish the importance of housekeeping and its role in the hospitality Industry. It also prepares the student to acquire basic knowledge and skills necessary for different tasks and aspects of housekeeping. Students will also understand the major factors of housekeeping used in hotel.

COURSE OUTCOME:

The course aim is to establish the importance of House Keeping and its role in the hospitality Industry. It also prepares the student to acquire basic knowledge and skills necessary for different tasks and aspects of the above.

PRACTICAL TOPICS:

Practical No.	Title
1	Introduction to the Housekeeping department
2	Introduction to Cleaning Equipments & Cleaning Agents
3	Guest Room & supplies and placement
4	Sweeping and Mopping - dry, wet and Cleaning of Various floors and finishes
5	Polishing of Laminated surfaces, Brass Articles, EPNS articles and Copper articles
6	Cleaning of Glass surfaces, Oil painted surfaces, Plastic painted surfaces
7	Vacuum Cleaning
8	Bed Making - Day / Evening
9	Daily Cleaning of Guest rooms - Departure, occupied and vacant
10	Weekly / Spring Cleaning
11	Daily & Weekly cleaning of Public Areas (Corridors)
12	Inspection records - Checklist
13	Linen Inventory - Stock Taking

Note: Minimum 15 practicals to be conducted.

Course: Principles of Management

Course Code: BAHM 206

Semester: - Second

Teaching & Examination Scheme: Theory

Teaching Scheme Per Week		Examination Scheme			
Lecture Hours	Tutorial Hours	Theory Marks / Duration	Internal Marks	Total	Credit Points
02	-	60 / 2.5 hrs.	40	100	02

COURSE RATIONALE:

To make the students understand the concepts of Management & their Practical application in the Hospitality Industry.

COURSE OUTCOME:

This course explains the relationships between organizational mission, goals and objectives and their successful achievement. It will clarify the significance and necessity of managing an organization.

CURRICULUM:

Unit No.	Title & Contents	Teaching Hours	Marks Weightage
1	<u>Introduction to Management</u> 1.1 A typical day in the life of a manager at hotel (illustrative situations), 1.2 Management defined, 1.3 Levels of management, 1.4 External & internal factors that affect management, 1.5 Contribution of F.W. Taylor to scientific management, 1.6 Henry Fayol's classical management theory, 1.7 Modern day management theory	6	10
2	<u>Planning & Decision Making</u> 2.1 Definition, 2.2 Nature & Importance of planning, Advantages & disadvantages, 2.3 Types of plans, 2.4 Steps in planning, 2.5 Planning assumptions, 2.6 Types of decisions, 2.7 Decision making techniques, 2.8 Step by step decision making process	5	8
3	<u>Organizing & Staffing</u> 3.1 Definition of Organizing, 3.2 Nature and importance of organizing, 3.3 Principles of organizations, 3.4 Definition of Staffing, 3.5 Delegation and Departmentalization, 3.6 Authority & Responsibility, 3.7 Span of control	4	8
4	<u>Leadership</u> 4.1 Definition, 4.2 Leadership theories - Managerial grid, 4.3 Different styles of leadership, 4.4 Characteristics of a good leader	3	8

5	<u>Motivation</u> 5.1 Definition, 5.2 Nature and Importance, 5.3 Benefits of motivated staff, 5.4 Maslow's theory of need hierarchy, 5.5 Herzberg's two factor theory, 5.6 McGregor's theory 'X' and theory 'Y', 5.7 Morale - its role & importance	4	10
6	<u>Coordination</u> 6.1 Definition, 6.2 Characteristics of coordination, 6.3 Need for coordination	4	10
7	<u>Controlling</u> 7.1 Definition, 7.2 Need for controlling, 7.3 Process of controlling	4	6
	TOTAL	30	60

REFERENCE BOOKS:

1. Management - Stoner & Freeman
2. Essentials of Management - Koontz & O'donnel
3. Management tasks - Peter Drucker
4. Management Process - Davar R.
5. Principles of Management - P. Tripathi

Course: Basics of Airfare & Ticketing

Course Code: BAHM 301

Semester: - Third

Teaching & Examination Scheme: Theory

Teaching Scheme Per Week		Examination Scheme			
Lecture Hours	Tutorial Hours	Theory Marks / Duration	Internal Marks	Total	Credit Points
02	01	60 / 2.5 hrs.	40	100	03

COURSE RATIONALE:

Basics of Airfare & Ticketing covers of airline fare construction principles, and CRS entries to price air journeys and issue tickets.

COURSE OUTCOME:

Students will acquire excellent understanding of mileage system pricing and know how to interpret and read all GDS displays relevant to mileage system pricing.

CURRICULUM:

Unit No.	Title & Contents	Teaching Hours	Marks Weightage
1	<u>Ticketing</u> 1.1 Introduction, 1.2 Description of Ticketing Process, 1.3 Steps for Ticketing, 1.4 Types of Classes 1.5 Types of Itinerary, 1.6 Airline Ticket, 1.7 History of an Airline Ticket, 1.8 Functions of Air ticket, 1.9 Types of Airline Tickets, 1.10 Components of a Ticket, 1.11 Types of Tickets	4	6
2	<u>Automation in Airlines and Travel Business</u> 2.1 Introduction, 2.2 Description about Automation, 2.3 Definition of Automation, 2.4 Pros and Cons of Automation, 2.5 Information, 2.6 Information management, 2.7 Concept of Information Management, 2.8 Information, 2.9 Information management, 2.10 Concept of Information Management, 2.11 Need for Information in Tourism, 2.12 The Indian Scenario of Information Technology	6	5
3	<u>Itinerary Planning and Pricing of Air Ticket</u> 3.1 Introduction, 3.2 Description about Indian Scenario of Aviation, 3.3 Components of travel and tourism industry, 3.4 Itinerary, 3.5 Itinerary by Air, 3.6 Importance of Itinerary Planning, 3.7 knowledge & skills required for planning Itinerary, 3.8 Familiarization with Air Tariff, 3.9 Airline Prices, 3.10 Factors Affecting the Price, 3.11 Why there is Differentiation in Pricing, 3.12 Types of Trips, 3.13 Different Types of Flights of Breaks, 3.14 Minimum	5	7

	Connecting Time, 3.15 Global Indicators		
4	<u>Terms Used in Airline</u> 4.1 Introduction, 4.2 Airline Personnel, 4.3 Crew Members, 4.4 Class of Service	4	5
5	<u>Technology in the Field of Travel</u> 5.1 Introduction, 5.2 Description about Travel Technology, 5.3 Various Technologies Used in the Field of Travel, 5.4 Electronic Ticket, 5.5 Travel Website, 5.4 Technology Used in Hotels	4	5
6	<u>IATA</u> 6.1 Introduction, 6.2 Descriptions about IATA Operations, 6.3 History of IATA, 6.4 Advantages of IATA, 6.5 General Facts and Figures Related to Air Transport	4	6
7	<u>Linkages and Integration in Travel Business</u> 7.1 Introduction, 7.2 Brief description about Linkages an Integration, 7.3 Horizontal Integration, 7.4 Vertical Integration, 7.5 Linkages for Effective Distribution of Service	4	6
8	<u>Travel Trade Association</u> 8.1 Introduction, 8.2 Subject Description of Tourism Organizations, 8.3 Functions of Tourism organizations, 8.4 Regional Tourism Organization, 8.5 TAAI (Travel Agents Association of India), 8.6 Objectives of TAAI 8.6.2 Activities of TAAI, 8.7 Agents Association of India (IAAI), 8.8 Mission of IAAI, 8.9 Objectives, 8.10 TAFI (Travel Agents Federation of India), 8.11 Aims and Objectives, 8.11.2 Membership	7	10
9	<u>Travel Procedure</u> 9.1 Introduction, 9.2 Subject Description about air fare, 9.3 How Are air Fares Determined, 9.4 Types of ticket issued in air travel, 9.5 Airfare Based on Type's Class, 9.6 Published airfares - and are based on round-trip or one-way travel, 9.7 The 7 Stages Of Tourist Development, 9.8 Around the world ticket, 9.9 When to Consider an Around-the-World Ticket?, 9.10 Who Offers Around-The-World Tickets?, 9.11 Reduced Fares for Children, 9.12 Determining your Routing, 9.13 Change of Plans, 9.14 Baggage Allowance, 9.5 Special Fares	7	10
	TOTAL	45	60

REFERENCE BOOKS:

1. Air Fares and Ticketing (3rd Edition) 3rd Edition by Doris S. Davidoff (Author), Philip G. Davidoff

Course: Aviation Safety & Security Management

Course Code: BAHM 302

Semester: - Third

Teaching & Examination Scheme: Theory

Teaching Scheme Per Week		Examination Scheme			
Lecture Hours	Tutorial Hours	Theory Marks / Duration	Internal Marks	Total	Credit Points
02	01	60 / 2.5 hrs.	40	100	03

COURSE RATIONALE:

To provide knowledge on the Aviation Safety Programs, Risk Management and Prevention Methodologies, to impart knowledge on the need for Human factor and how it is affecting the Aviation Industry, to provide information about the Aviation Safety programs, Awards and Accident and Incident investigation, to acquire knowledge about the Airport Certification Manual, Airport and Helipad Inspection Program

COURSE OUTCOME:

It enables the students to build and implement Aviation Safety Management Programs in Aviation related organization, it enables the students to understand the importance of Human factor and thereby build Human factor training for their organization to reduce accidents and incidents occurring because of Human factor, it enables the students to formulate and implement Aviation Safety Programs and to prepare Accident and Incident reports.

CURRICULUM:

Unit No.	Title & Contents	Teaching Hours	Marks Weightage
1	<u>Introduction</u> 1.1 Aviation safety - Meaning and need, 1.2 Economic of Aviation Safety, 1.3 Safety Vs Mission, 1.4 Randomness of Damage and Injury, 1.5 Zero Accident Rate, 1.6 Accident causes - Multiple Vs Single Cause, 1.7 Aircraft Accident - Aircraft Mishap - Aircraft Incident, 1.8 Building Aviation Safety Program - Prevention Methodology - Risk Management	9	12
2	<u>Human Factors in Aviation Safety</u> 2.1 Theory of Risk, 2.2 Changing the Behavior of the risk takers - Attitudes - Discipline - Punishment, 2.3 Protection of Safety, 2.4 Motivating Safe Behavior, 2.5 Human factors difficulties - Training involving human factors - Human Performance Concerns - Human Performance Factors	9	12

3	<u>Aviation Safety Program Elements</u> 3.1 Internal Reporting Systems, 3.2 Information Distribution systems, 3.3 Aviation Safety Committees, 3.4 Aviation Safety Inspection Programs, 3.5 Aviation safety program Evaluation, 3.6 Flight Operation Safety Inspection, 3.7 Safety Inspection report Format, 3.8 Aviation Safety Education and Training, 3.9 Aviation Safety Awards Programs, 3.10 Accident Preparation and Investigation	9	12
4	<u>Aircraft Maintenance Safety</u> 4.1 Aircraft Discrepancies - Delayed and Deferred Discrepancies, 4.2 Training - Configuration Control - Maintenance Engine Runs and Taxiing, 4.3 Maintenance Test Flights, 4.4 Maintenance Analysis, 4.5 Tool Control, 4.6 Hazardous Waste Disposal, 4.7 Bogus parts, 4.8 Technical Data, 4.9 Maintenance Inspections, 4.10 Flight Line Practices, 4.11 Maintenance Safety Programs, 4.12 Maintenance Safety Inspections	9	12
5	<u>Airports and Heliports</u> 5.1 Airport Certification Manual, 5.2 Airport Emergency Plan, 5.3 Airports/Heliports criteria, 5.4 Airfield Criteria, 5.5 Airspace Criteria, 5.6 Foreign Object Control, 5.7 Bird Hazards, 5.8 Snow and Ice Removal, 5.9 Fuel Handling, 5.10 Vehicle Control, 5.11 Airport and Heliport Safety Inspections	9	12
	TOTAL	45	60

REFERENCE BOOKS:

1. Aviation Safety Programs - A Management Handbook - Richard H. Wood

Course: Global Tourism Destinations

Course Code: BAHM 303

Semester: - Third

Teaching & Examination Scheme: Theory

Teaching Scheme Per Week		Examination Scheme			
Lecture Hours	Tutorial Hours	Theory Marks / Duration	Internal Marks	Total	Credit Points
02	01	60 / 2.5 hrs.	40	100	03

COURSE RATIONALE:

This course focuses on global destinations and the people who inhabit them. With advancements in transportation, destinations are more accessible to greater numbers of international tourists. A review of the popular and emerging destinations globally and the reason for their popularity; such as scenery, attractions and exotic cultures are discussed in this course.

COURSE OUTCOME:

Upon successful completion of this course, the student will have reliably demonstrated the ability to identify, locate and describe major international destinations as part of the global competition for tourist dollar, identify and discuss social, cultural, political and environmental characteristics of destinations around the world, describe the kinds of tourist activity and attractions unique to major international destinations.

CURRICULUM:

Unit No.	Title & Contents	Teaching Hours	Marks Weightage
1	1.1 Definition, 1.2 Scope and contents of Global tourism, 1.3 Approaches, Methodology and Techniques, 1.4 Analyses in Geography of Global Tourism destinations, 1.5 Natural and climatic regions of the world in brief, 1.6 How to read a map	6	8
2	2.1 Latitude, 2.2 Longitude, 2.3 International date line, 2.4 Time zones and calculation of time, 2.5 Time differences, 2.6 GMT variations, 2.7 Concepts of elapsed time, flying time, ground time, 2.8 Standard time and summer time (day light saving time), 2.9 Conceptual Framework of Models in Geography of Tourism and spatial perspectives in Analysis and Developmental strategy, 2.10 Types, forms, patterns and linkages in Tourism	9	12
3	3.1 Impact of weather and climate on Tourist destinations, 3.2 Geographical Determinants: Diversities and disparities, 3.3 Typology of area and Linkages flows and orientation	7	8

4	4.1 Indian Geography, 4.2 Physical and political features of Indian subcontinents, 4.3 Climatic conditions prevailing in India, 4.4 Tourism attractions in different states and territories of India	7	10
5	5.1 Political and physical features of world geography, 5.2 Destinations in North America (United States of America: New York, Washington, Los Angeles, San Francisco, Orlando, Dallas. Canada: Ottawa, Montreal, Vancouver, Mexico), 5.3 Central America (Costa Rica, Panama, Belize etc), 5.4 Europe: France, Spain, Italy, United Kingdom, Moscow, Germany, Austria, Greece Switzerland, The Netherlands.	9	12
6	6.1 Africa: South Africa, Mauritius, Kenya, 6.2 Middle East: Egypt, Morocco, Saudi Arabia, United Arab Emirates, Mecca-Madina, 6.3 North & East Asia/ Pacific: China, Malaysia, Thailand, Singapore, Australia, Japan, 6.4 South Asia : SAARC Countries.	7	10
	TOTAL	45	60

REFERENCE BOOKS:

1. Boniface B. and Cooper C. The Geography of Travel and Tourism (London, England, Heinemann Professional Publishing)
2. Burton Rosemary : the Geography of Travel and Tourism (London)
3. The Geography of India - Gopal Singh - Delhi
4. National Atlas of India - Government of India Publication
5. Hall, CM and Page, SJ. The Geography of Tourism and Recreation, Routledge
6. Sinha, P.C. Tourism Geography, Anmol Publication
7. Dixit, M. Tourism Geography and Trends, Royal Publication
8. International Atlas, Penguin Publication and DK Publication

Course: Tourism Marketing

Course Code: BAHM 304

Semester: - Third

Teaching & Examination Scheme: Theory

Teaching Scheme Per Week		Examination Scheme			
Lecture Hours	Tutorial Hours	Theory Marks / Duration	Internal Marks	Total	Credit Points
02	01	60 / 2.5 hrs.	40	100	03

COURSE RATIONALE:

Increasing the development and promotion of sustainable tourism is a planned and progressive strategy. Building upon the 'Principles of Marketing' offered in the Bachelor of Business core, this course investigates a range of approaches and issues associated with marketing destinations and the tourism experience.

COURSE OUTCOME:

On successful completion of the course students will be able to examine and discuss the key concepts and principles of marketing as applied to destinations and the tourism experience, demonstrate an evaluative understanding of current issues associated with destination marketing, access, examine and assess the effectiveness of marketing strategies applied to tourism.

CURRICULUM:

Unit No.	Title & Contents	Teaching Hours	Marks Weightage
1	1.1 Introduction to tourism marketing, 1.2 Evolution, 1.3 Definition, 1.4 Nature, 1.5 Process and system services & their marketing nature, 1.6 Characteristics of tourism products, its issues and challenges, 1.7 Marketing mix	6	8
2	2.1 Tourism Markets: Types, world tourism markets, inbound and outbound markets for India & Domestic markets, 2.2 Tourist behavior, 2.3 Travel purchase and tourist buying process, 2.4 Tourist discussion making models	9	12
3	3.1 Market segmentation, 3.2 Targeting and positioning, 3.3 Definition of market segmentation, 3.4 discussions in market segmentation, 3.5 Market targeting process, 3.6 product positioning - purpose, process	7	8
4	4.1 P's of marketing, 4.2 Product - Product management, development, product lifecycle and branding, 4.3 Pricing - Factors influencing pricing, methods of price fixation and strategies, 4.4 Promotion - Promotion mix and tools, people -	7	10

	encounters, managing tourism experience through people and important practices to manage people, 4.5 Process - Elements, managing process, developments in service processes in tourism, 4.6 Physical evidence - Concept, role & components		
5	5.1 Marketing management information system and demand forecasting, 5.2 Introduction, 5.3 structure of marketing management, 5.4 information support system, 5.5 demand forecasting	9	12
6	6.1 Market Research: Definition, research and survey methodologies, 6.2 application, 6.3 technology and trends in tourism marketing, 6.4 role of government bodies, national, state tourism offices, local bodies, private organizations, 6.5 NGO's in tourism marketing.	7	10
	TOTAL	45	60

REFERENCE BOOKS:

1. P. Kotler, Tourism marketing
2. P. Kotler, John Bowen, James Makens, Marketing for Hospitality and Tourism
3. Jha S.M. - Tourism Marketing (Bombay - Himalaya)
4. M. Chaudhary, Tourism Marketing, Oxford University Press, New Delhi
5. Tourism Marketing - Lumsdon
6. D Gupta, Tourism Marketing
7. S Pike, Destination Marketing Organizations

Course: Food & Beverage Operations

Course Code: BAHM 305

Semester: - Third

Teaching & Examination Scheme: Theory

Teaching Scheme Per Week		Examination Scheme			
Lecture Hours	Tutorial Hours	Theory Marks / Duration	Internal Marks	Total	Credit Points
02	01	30 / 1.5 hrs.	40	70	03

COURSE RATIONALE:

The course will give the students a comprehensive knowledge and develop technical skills in the basic aspects of food & beverage service operations in the Hotel Industry.

COURSE OUTCOME:

To develop a comprehensive knowledge & understanding of Food & Beverage Service in the Hotel & Catering industry. It also aims to enable the students to acquire professional competence for Food & Beverage Service.

CURRICULUM:

Unit No.	Title & Contents	Teaching Hours	Marks Weightage
1	<u>The Food & Beverage Service Industry</u> 1.1 Introduction to the Food & Beverage Industry, 1.2 Classification of Catering Establishments (Commercial & Non-Commercial), 1.3 Introduction to Food & Beverage Operations (Types of F&B Outlets)	7	4
2	<u>Food & Beverage Service areas in a Hotel and Service Equipments</u> 2.1 Restaurant, Coffee Shop, Room Service, Bars, Banquets, Snack Bar, Executive Lounges, Business Centers, Discotheques & Night Clubs, 2.2 Auxiliary areas, 2.3 Types & Usage of Equipments - Furniture, Chinaware, Silverware & Glassware, Linen, Disposables, 2.4 Special Equipment, 2.5 Care & maintenance	7	5
3	<u>Food & Beverage Service Personnel</u> 3.1 Food & Beverage Service Organization Structure - Job Descriptions & Job Specifications, 3.2 Attitudes & Attributes of Food & Beverage personnel, competencies, 3.3 Basic Etiquettes, 3.4 Interdepartmental relationship	6	4
4	<u>Types of Food & Beverage Service</u> 4.1 Mis-en-place & Mis-en-scene, 4.2 Table Service - English / Silver, American, French, Russian, 4.3 Self	7	4

	Service – Buffet & Cafeteria, 4.4 Specialized Service – Gueridon, Tray, Trolley, Lounge, Room etc., 4.5 Single Point Service – Take Away, Vending Kiosks, Food Courts & Bars, Automats, 4.6 In Room Dining		
5	<u>Types of Meals & Menu Knowledge</u> 5.1 Breakfast – Introduction, Types, Service Methods, 5.2 Brunch, 5.3 Lunch, 5.4 Hi – Tea, 5.5 Dinner, 5.6 Supper Module, 5.7 Types of Menu, 5.8 Menu Planning, considerations and constraints, 5.9 Menu Terms, 5.10 Classical French Menu, 5.11 Classical Foods & its Accompaniments with Cover	6	5
6	<u>Control Methods</u> 6.1 Necessity and functions of a control system, 6.2 Billing Methods – Duplicate & Triplicate System, 6.3 KOTs & BOTs, Computerized KOTs (Kitchen Order Ticket, Beverage Order Ticket), 6.4 Flow chart of KOT, 6.5 Presentation of bill.	6	4
7	<u>Non – Alcoholic & Alcoholic Beverages</u> 7.1 Classification, 7.2 Hot Beverages – Types, Service, 7.3 Cold Beverages – Types, Service, 7.4 Definition of Alcoholic Beverages, 7.5 Classification of Alcoholic Beverages, 7.6 Fermentation Process	6	4
	TOTAL	45	30

REFERENCE BOOKS:

1. Food & Beverage Service – Lillicrap & Cousins, ELBS - Publisher - Edward Arnold
2. Modern Restaurant Service – John Fuller, Publisher - Hutchinson
3. Food & Beverage Service Training Manual – Sudhir Andrews, Publisher - 2004Tata McGraw Hill

Course: Food & Beverage Operations

Course Code: BAHM 305

Semester: - Third

Teaching & Examination Scheme: Practical

Teaching Scheme Per Week	Examination Scheme		
Practical Hours	Practical Marks / Duration	Total	Credit Points
03	30 / 03 hrs.	30	01

COURSE RATIONALE:

The course will give the students a comprehensive knowledge and develop technical skills in the basic aspects of food and beverage service operations in the hospitality industry.

COURSE OUTCOME:

To develop a comprehensive knowledge and understanding of Food and Beverage Service in the Catering industry. It also aims to enable the students to acquire professional competence for Food & Beverage Service.

PRACTICAL TOPICS:

Practical No.	Title
1	Restaurant Etiquettes
2	Restaurant Hygiene practices
3	Mise-En-Palce & Mise-En-Scene
4	Identification of Equipments
5	Laying & Relaying of Table cloth
6	Rules for laying a table
7	Carrying a Salver / Tray
8	Service of Water
9	Handling the Service Gear
10	Carrying Plates, Glasses & other Equipments
11	Clearing an Ashtray
12	Situations like spillage
13	Setting of Table d'hote & A La Carte covers.
14	Breakfast Table Lay - out & Service (Indian, American, English, Continental)
15	Crumbing, Clearing, Presenting the bill

Note: Minimum 15 practicals to be conducted.

Course: Elective – I (French)

Course Code: BAHM 306

Semester: - Third

Teaching & Examination Scheme: Theory

Teaching Scheme Per Week		Examination Scheme			
Lecture Hours	Tutorial Hours	Theory Marks / Duration	Internal Marks	Total	Credit Points
02	-	60 / 2.5 hrs.	40	100	02

COURSE RATIONALE:

The syllabus aims to create an awareness about the importance of French in Hotel Operations, to help acquire the correct pronunciation of French terminology, to enable to use standard phrases in French in Hotel Operations, to give a very basic introduction to spoken French and most important of all, to integrate the French curriculum with the core syllabus of the Course.

COURSE OUTCOME:

French language opens many doors in employment in a variety of occupations such as Teaching, Interpreting and translation, the travel industry, and many more. It is spoken on five different continents.

CURRICULUM:

Unit No.	Title & Contents	Teaching Hours	Marks Weightage
1	<u>Salutation in French</u> 1.0 Introduction, 1.1 Unit Objectives, 1.2 Pronunciations in French, 1.2.1 International Phonetic Alphabets, 1.2.2 Accents and Their Use, 1.3 A Guide to Proper Pronunciations, 1.4 Salutations	4	7
2	<u>Articles & Nouns</u> 2.0 Introduction, 2.1 Unit Objectives, 2.2 Articles, 2.2.1 Les articles Indéfinis, 2.2.2 Usage of Articles While Asking Question, 2.2.3 Les articles Définis (le visage et le corps), 2.3 Les Noms, 2.4 Pluriel des noms, 2.5 Les Jours De La Semaine, 2.6 Les Mois De l'Année	4	7
3	<u>Pronouns, Professions, Number and Time</u> 3.0 Introduction, 3.1 Unit Objectives, 3.2 Les Pronoms Sujets, 3.3 Verbe, 3.4 Les Professions, 3.5 Les Nombres Cardinaux, 3.6 Les Nombres Ordinaux, 3.7 Comment Dire L'heure	3	7
4	<u>Adjectives</u> 4.0 Introduction, 4.1 Unit Objectives, 4.2 L'Adjectif, 4.2.1 Accord des adjectives, 4.3 Les Couleurs, 4.4 L'Adjectif Démonstratif, 4.5 Les Relations, 4.6	3	7

	L'Adjectif Possessif		
5	<u>Verbs</u> 6.0 Introduction, 5.1 Unit Objectives, 5.2 First Group of Verbs, 5.3 Second Group of Verbs, 5.4 Third Group of Verbs, 5.5 Negation, 5.6 Interrogation	3	7
6	<u>Pronominal Verbs, Articles</u> 6.0 Introduction, 6.1 Unit Objectives, 6.2 Pronominal Verbs, 6.3 Prepositions, 6.4 Les articles contractés (contracted articles), 6.5 L'Article Partitif, 6.6 Expressions avec 'Avoir'	3	6
7	<u>Tenses</u> 7.0 Introduction, 7.1 Unit Objectives, 7.2 Passé composé avec avoir, 7.3 Passé composé avec être, 7.4 L'imperatif, 7.5 Expressions avec 'faire', 7.6 Future proche	3	6
8	<u>Tenses & Pronouns</u> 9.0 Introduction, 9.1 Unit Objectives, 9.2 Future Tense, 9.3 Pronouns	3	6
9	<u>Tips for Efficient Learning of French</u> 9.0 Introduction, 9.1 Unit Objectives, 9.2 Tips for Learning Vocabulary and Verbs, 9.3 Tips for Better Understanding, 9.4 Reading Details, 9.5 Using a Dictionary, 9.6 Understanding and Pronouncing Words	4	7
	TOTAL	30	60

REFERENCE BOOKS:

1. Basic French Course for the Hotel Industry - by Catherine Lobo & Sonali Jadhav
2. French for Hotel Management & Tourism Industry - by S. Bhattacharya
Publisher Frank Brothers

Course: Elective - I (German)

Course Code: BAHM 306

Semester: - Third

Teaching & Examination Scheme: Theory

Teaching Scheme Per Week		Examination Scheme			
Lecture Hours	Tutorial Hours	Theory Marks / Duration	Internal Marks	Total	Credit Points
02	-	60 / 2.5 hrs.	40	100	02

COURSE RATIONALE:

The syllabus aims to create an awareness about the importance of German in Aviation and Hospitality Industry, to help acquire the correct pronunciation of German terminology, to give a very basic introduction to spoken German and most important of all, to integrate the German curriculum with the core syllabus of the Course.

COURSE OUTCOME:

German language opens many doors in employment in a variety of occupations such as Teaching, Interpreting and translation, the travel industry, and many more.

CURRICULUM:

Unit No.	Title & Contents	Teaching Hours	Marks Weightage
1	<u>Introduction</u> 1.1 Introduction 1.2 Unit objectives 1.3 Das Alphabet 1.4 Zahlen a) Cardinal b) Ordinal 1.5 Fractions, Decimals and Percentages 1.6 Die Formen 1.7 Famous German Personalities 1.8 Top German cars 1.9 Obst (fruits) 1.10 Gemüse (vegetables) 1.11 Tiere (Birds and animals) 1.12 Monate (months) 1.13 Wochentage (weekdays) 1.14 Deutsche Namen (German Names) 1.15 Familiennamen (surnames) 1.16 Farben (colors) 1.17 Aufgabe 1.18 Begrüßungen (greetings) 1.19 W fragen (WH questions) 1.20 Die Vorstellung (Introduction)	3	6
2	<u>Essen und Trinken</u> 2.1 Introduction 2.2 Unit objectives 2.3 Eatables and drinks 2.4 Spices and Grains 2.5 Utensils 2.6 Im Restaurant dialogue 2.7 Aufgabe 2.8 Pronomen 2.9 Konjugation a) Helping b) Regular verbs c) Irregular verbs 2.10 Aufgabe	2	5
3	<u>Familie, Häuser und Schule</u> 3.1 Introduction 3.2 Unit Objectives 3.3 Die Familie Vocabulary 3.4 Über die Familie sprechen 3.5 Aufgabe 3.6 Artikel (Nominativ) 3.7 Words with Articles 3.8 Singular and Plural 3.9 Das Deutsche	2	5

	Schulsystem 3.10 Die schulfächer 3.11 Types of houses 3.12 Types of rooms 3.13 Wohnungs Vocabular 3.14 Types of furniture 3.15 Adjectives 3.16 Meine Wohnung 3.17 Komposita 3.18 Aufgabe		
4	<u>Sprachen und Länder</u> 4.1 Introduction 4.2 Unit Objectives 4.3 Germany map 4.4 Richtungen (directions) 4.5 Land und Sprache 4.6 Akkusativ 4.7 Possessivartikel 4.8 Aufgabe	2	5
5	<u>Freizeit und Hobbys</u> 5.1 Introduction 5.2 Unit Objectives 5.3 Hobbys 5.4 Aufgabe 5.5 a) Billige Hobbys b) Teuere Hobbys c) Gesunde Hobbys d) Ungesunde Hobbys 5.6 W Frage (Hobbys)	2	4
6	<u>Freunde und Verabredungen</u> 6.1 Introduction 6.2 Unit Objectives 6.3 Clock reading 6.4 Aufgabe 6.5 Tagesablauf 6.6 Zeitangaben 6.7 Trennbare verben 6.8 Verabredungen 6.9 Dialog 6.10 Präteritum 6.11 Aufgabe 6.12 Dativ Artikel	3	5
7	<u>Reisen und Wetter</u> 7.1 Introduction 7.2 Unit Objectives 7.3 Tourist Places in Germany 7.4 Modal verben 7.5 Verkehrszeichen 7.6 Aufgabe 7.7 Wetter Vocabular 7.8 Reisen 7.9 Vocabulary related to travel 7.10 Noun and verb combination 7.11 Standardised sentences	3	5
8	<u>Körper and Gesundheit</u> 8.1 Introduction 8.2 Unit Objectives 8.3 Die Krankheit 8.4 Bodyparts 8.5 Vocabulary related to illnesses and health 8.6 Perfekt a) Perfekt mit haben b) Perfekt mit sein 8.7 Partizip II form 8.8 Aufgabe 8.9 Health tips	3	5
9	<u>Beruf</u> 9.1 Introduction 9.2 Unit Objectives 9.3 Beruf 9.4 Standardised sentences 9.5 Grammatik summary a) Artikel b) Possessivartikel c) Personal Pronomen d) Adjectivendungen	2	5
10	<u>Kleidung</u> 10.1 Introduction 10.2 Unit Objectives 10.3 Types of clothes 10.4 How to buy clothes in the shop a) Dialog 1 b) Dialog 2 c) Dialog 3 10.5 Aufgabe	2	5
11	<u>Dialog</u> 11.1 Introduction 11.2 Unit Objectives 11.3 Im Kurs 1 11.4 Im Kurs 2 11.5 Im Cafe 11.6 Über Sprachen sprechen 11.7 Im Haus 11.8 Termine Machen 11.9 Beim Frisör 11.10 Verabredungen 1 11.11 Verabredungen 2 11.12 Orientierung im Büro 11.13Über Berufe sprechen 11.14 Wegbeschreibung 11.15 Über Ferien und Urlaub sprechen 11.16 Auf dem Markt 11.17 Kleidungen Einkaufen 11.18 Im Praxis 11.19Aufgabe	4	6

12	<u>Wortschatz und Gegenteile</u> 12.1 Introduction 12.2 Unit Objectives 12.3 Wortschatz 12.4 Gegenteile (opposites)	2	4
	TOTAL	30	60

REFERENCE BOOKS:

1. The Everything Learning German Book: Speak, Write and Understand Basic German in No Time by Ed Swick
2. English-German German - English Dictionary by CBS Publisher, CBS Publishers and Distributors

Course: Environmental Studies

Course Code: BAHM 307

Semester: - Third

Teaching & Examination Scheme: Theory

Teaching Scheme Per Week		Examination Scheme			
Lecture Hours	Tutorial Hours	Theory Marks / Duration	Internal Marks	Total	Credit Points
02	-	60 / 2.5 hrs.	40	100	02

COURSE RATIONALE:

Environmental studies enlighten us on how to conserve our environment in the face of increasing human population growth and anthropogenic activities that degrade natural resources and ecosystems.

COURSE OUTCOME:

Organisms and humans depend on each other to get by. Environmental studies are important because it enables you to understand how these relationships work. For example, humans breathe out carbon dioxide, which plants need for photosynthesis.

CURRICULUM:

Unit No.	Title & Contents	Teaching Hours	Marks Weightage
1	<u>The Multidisciplinary Nature of Environmental Studies</u> 1.1 Definition, Scope and Importance, 1.2 Need for Public Awareness	3	06
2	<u>Natural Resources</u> 2.1 Introduction, 2.2 Renewable and Non-Renewable Resources, 2.3 Role of an Individual in Conservation of Natural Resources, 2.4 Equitable Use of Resources for Sustainable Lifestyles	5	10
3	<u>Ecosystems</u> 3.1 Concept of an Ecosystem, 3.2 Structure and Functions of an Ecosystem, 3.3 Producers, Consumers and Decomposers, 3.4 Energy Flow in the Ecosystem, 3.5 Food Chains, Food Webs and Ecological Pyramids, 3.6 Introduction and Types	5	12
4	<u>Biodiversity</u> 4.1 Introduction - Definition: Genetic, Species, Ecosystem Diversity, 4.2 Biogeographic Classification of India, 4.3 Value of Biodiversity: Consumptive, Productive Use, Social, Ethical, Aesthetic and Option Values, 4.4 Threats to Biodiversity: Habitat Loss, Poaching Of Wildlife, Man-Wildlife Conflicts, 4.5 Endangered and	7	12

	Endemic Species of India, 4.6 Conservation of Biodiversity: In-Situ and Ex-Situ		
5	<u>Pollution</u> 5.1 Definition, 5.2 Causes, Effects and Control Measures Of Pollution, 5.3 Solid Waste Management: Causes, Effects and Control Measures of Urban and Industrial Waste, 5.4 Role of Individuals in Pollution Prevention, 5.5 Disaster Management: Floods, Earthquakes, Cyclones, Landslides	5	10
6	<u>Social Issues and the Environment</u> 6.1 From Unsustainable to Sustainable Development, 6.2 Urban Problems Related to Energy, 6.3 Water conservation, Rain Water Harvesting, Watershed Management, 6.4 Re-settlement and Rehabilitation of People; Its Problems and Concerns. Case Studies, 6.5 Environmental Ethics: Issues and Possible Solutions, 6.6 Climate Change, Global Warming, Acid Rain, Ozone Layer Depletion, 6.7 Wasteland Reclamation, 6.8 Consumerism and Waste Products	5	10
	TOTAL	30	60

REFERENCE BOOKS:

1. Environmental Studies - Benny Joseph
2. Fundamentals of Environmental Studies - Basu Mahua

Course: International Airlines & Travel Management

Course Code: BAHM 401

Semester: - Fourth

Teaching & Examination Scheme: Theory

Teaching Scheme Per Week		Examination Scheme			
Lecture Hours	Tutorial Hours	Theory Marks / Duration	Internal Marks	Total	Credit Points
02	01	60 / 2.5 hrs.	40	100	03

COURSE RATIONALE:

To familiarize with various airlines and airline geography, IATA geographical areas , freedom of air ,city codes ,airport codes and airline codes.

COURSE OUTCOME:

Students will gain in-depth knowledge about International airlines and its global travel management.

CURRICULUM:

Unit No.	Title & Contents	Teaching Hours	Marks Weightage
1	World & Travel Geography	4	6
2	Role and Functions of IATA	3	5
3	International Regulations & Conventions	4	5
4	Travel Terminology	3	5
5	Transport Industry	4	4
6	Baggage Handling	4	5
7	Aircrafts & Airports	4	5
8	Travel Agency Operations & Management	4	5
9	Travel Documentation	4	5
10	Airfare Calculation	4	5
11	Airline Reservation	4	6
12	Ticketing	3	4
	TOTAL	45	60

REFERENCE BOOKS:

1. Airline Operations and Management by Gerald N. Cook and Bruce Billig
2. Airline Management: A different view by Alessandro Loddo
3. Airline Airport & Tourism management: Aviation Manual Paperback – by Dr Sumeet Suseelan

Course: Airlines Operations and Scheduling

Course Code: BAHM 402

Semester: - Fourth

Teaching & Examination Scheme: Theory

Teaching Scheme Per Week		Examination Scheme			
Lecture Hours	Tutorial Hours	Theory Marks / Duration	Internal Marks	Total	Credit Points
02	01	60 / 2.5 hrs.	40	100	03

COURSE RATIONALE:

This course focuses on introducing various aspects of airline operations and scheduling.

COURSE OUTCOME:

Students will be well acquainted with the operations and scheduling of the airlines, their report generations and reporting structure.

CURRICULUM:

Unit No.	Title & Contents	Teaching Hours	Marks Weightage
1	<u>Transportation and Assignment Models</u> Definition - Transportation Model - basic feasible solution - unbalanced and degeneracy models-optimal solution - MODI method. Assignment problem - Hungarian method - restriction - unbalanced - traveling salesman problem - transshipment model.	9	12
2	<u>Scheduling</u> Critical Path Method (CPM) - Networks computation - floats- Program Evaluation Technique (PERT) - Cost consideration in PERT and CPM.	9	12
3	<u>Network Models</u> Scope and definition of network models - Minimal spanning tree algorithm - Krushkal - Prim's Algorithms - Maximal Flow model - Ford and Fulkerson Algorithm - Shortest Route - Dijkstra's and Floyd's algorithm.	9	12
4	<u>Operations Recovery</u> Overview of Operation Control Centre - Aircraft Passenger Delays - Flight Postponement and Cancellation Model-Airline Operation Recovery - Challenges- - Role of Simulation	9	12
5	<u>Robust Scheduling</u> Robust Crew Scheduling - Robust Aircraft Routing - Degradable Schedule Design.	9	12
	TOTAL	45	60

REFERENCE BOOKS:

1. Barnhart, C., F. Lu, and R. Sheno. "Integrated Airline Scheduling". In Operations Research in the Air Industry.
2. Panneer Selvam O : "Operations Research " PH Publications
3. Barnhart, C., and K. Talluri. "Airline Operations Research."
4. Chebalov, S., and D. Klabjan. "Robust Airline Crew Scheduling: Move-up Crews."

Course: Global Distribution System

Course Code: BAHM 403

Semester: - Fourth

Teaching & Examination Scheme: Theory

Teaching Scheme Per Week		Examination Scheme			
Lecture Hours	Tutorial Hours	Theory Marks / Duration	Internal Marks	Total	Credit Points
02	01	60 / 2.5 hrs.	40	100	03

COURSE RATIONALE:

Global Distribution Systems (GDS) course will enlighten students skills required in airline reservation system.

COURSE OUTCOME:

Students will gain in depth knowledge about basics of flight principles such as Frequent Flyer Programme (FFP) and examine the future of airline marketing and airport marketing.

CURRICULUM:

Unit No.	Title & Contents	Teaching Hours	Marks Weightage
1	<u>Introduction to the Amadeus GDS</u> 1.1 Signing in to Amadeus, Signing out of Amadeus, Agent work areas	7	06
2	<u>Encode and Decode</u> 2.1 Encode cities and airports, Decode cities and airports, Encode and decode airline names and codes, Encode and decode aircraft equipment, Encode and decode countries	7	10
3	<u>Calculator and Currency Functions</u> 3.1 Amadeus calendar functions, Amadeus clock functions, Amadeus calculator functions, Currency conversion, Minimum connecting times	8	12
4	<u>Amadeus Information System (AIS)</u>	8	12
5	<u>Flight availability</u> 5.1 Basic flight availability, Availability from a time table, Journey types, 5.2 Return availability, Schedule displays	8	10
6	<u>PNR</u> 6.1 Itinerary Elements, Name Element, Telephone Contact Element, Ticketing, Arrangement Elements Received from Elements, End Transaction, Ignore Transaction	7	10
	TOTAL	45	60

REFERENCE BOOKS:

1. The Global Airline Industry edited by Peter Belobaba, Amedeo Odoni, Cynthia Barnhart
2. The Global Airline Industry (Aerospace Series) Hardcover - by Peter Belobaba (Editor), Amedeo Odoni (Editor), Cynthia Barnhart (Editor)

Course: Accommodation Management

Course Code: BAHM 404

Semester: - Fourth

Teaching & Examination Scheme: Theory

Teaching Scheme Per Week		Examination Scheme			
Lecture Hours	Tutorial Hours	Theory Marks / Duration	Internal Marks	Total	Credit Points
02	01	30 / 1.5 hrs.	40	70	03

COURSE RATIONALE:

The subject ends to establish the importance of accommodation management within the hospitality industry. It equips the student to acquire knowledge & skills with respect to planning & designing aspects.

COURSE OUTCOME:

To establish the importance of accommodation management & its role in the hospitality industry. It helps the students to acquire basic knowledge & skills necessary to industry required standards in this area.

CURRICULUM:

Unit No.	Title & Contents	Teaching Hours	Marks Weightage
1	<u>MICE - Meeting Incentive Convention Exposition</u> 1.1 Concept, 1.2 Importance, 1.3 Planning for MICE	7	4
2	<u>Sales & Marketing Department</u> 2.1 Organizational Chart, 2.2 Role of Sales & Marketing Department, 2.3 Co-ordination with Front Office, 2.4 Making of a Sales and Marketing and Advertising Plan	7	5
3	<u>Use of Computer Technology in Rooms Division</u> 3.1 MIS - Management Information System, 3.2 Software used in Hotels, 3.3 Reports generated at Front Desk and Housekeeping, e.g. - Rooms Status Report, Sales Mix Report, Revenue Report, Guest History	6	4
4	<u>Yield Management</u> 4.1 Concept ARR & Rev PAR, 4.2 Definition & importance of Yield Management, 4.3 Forecasting	7	4
5	<u>Floor, Floor finishes & Wall Coverings</u> 5.1 Classification/types, 5.2 Characteristics, 5.3 Selection criteria - Cleaning Procedures - care & maintenance, Agents used, polishing / buffing, Floor seals, Carpets, Types - selection care & maintenance, Types of wall coverings, Functions of wall coverings	6	5

6	<u>Planning of a Guest Room</u> 6.1 Application of Chapter 1-4 in Planning, 6.2 Size of a Guest Room as per the classification norms, 6.3 Layout of the guest room to the scale, 6.4 Furniture-size and arrangement, 6.5 Bathroom fixtures and amenities, 6.6 Planning of Service Areas - Linen Room / Laundry	6	4
7	<u>Environmental Practices in Housekeeping</u> 7.1 Eco friendly cleaning supplies, 7.2 Waste reductions programme, 7.3 Recycling of materials	6	4
	TOTAL	45	30

REFERENCE BOOKS:

1. Front Office Management & Operations - Linsley Deve aur, Marcel Escoffer
2. Check in - Check Out - Gary Vallen, Jereme, Vallen
3. Managing Front Office Operations - Micheal Kasavana , Richard M Brook
4. Professionals Housekeeper - Georgina Tucker, Schneider, Mary Scoviak
5. Professional Management of H.K. operations- Matt. A. Casado (Wiley)

Course: Accommodation Management

Course Code: BAHM 404

Semester: - Fourth

Teaching & Examination Scheme: Practical

Teaching Scheme Per Week	Examination Scheme		
Practical Hours	Practical Marks / Duration	Total	Credit Points
03	30 / 03 hrs.	30	01

COURSE RATIONALE:

This course will appraise students about the important departments of a classified hotel and to teach various aspects related to accommodation Industry.

COURSE OUTCOME:

The course will familiarize the students with various hotel operations and to enhance the skill level of them to perform various duties and responsibilities in a hotel environment and impart a comprehensive idea about the operations of hotel, Resort and other catering out lets of a hotel.

PRACTICAL TOPICS:

Practical No.	Title
1	Planning and Designing of a Lobby (Assignment)
2	Assignment on floor finishing, wall coverings, curtains. (Samples to be collected)
3	Designing a Brochure for: A heritage Hotel, Business Hotel and Resort
4	Collect five different examples of Hotel Advertisements - Assignment
5	Comparative study of any two MICE destinations
6	Assignment - Workout a model-marketing plan for a Five Star Hotel.
7	Assignment on floor finishing, wall coverings, curtains. (Samples to be collected)
8	Collect five different examples of Hotel Advertisements - Assignment
9	Comparative study of any two MICE destinations

Note: Minimum 15 practicals to be conducted.

Course: Entrepreneurship Development

Course Code: BAHM 405

Semester: - Fourth

Teaching & Examination Scheme: Theory

Teaching Scheme Per Week		Examination Scheme			
Lecture Hours	Tutorial Hours	Theory Marks / Duration	Internal Marks	Total	Credit Points
02	1	60 / 2.5 hrs.	40	100	03

COURSE RATIONALE:

To understand the technical, operational and financial feasibility required for setting up an entrepreneurial project. This will develop an attitude to be competitively ahead in the dynamic market situation.

COURSE OUTCOME:

The importance of entrepreneurship development is to create and enable the entrepreneurs initiating and sustaining the process of economic development.

CURRICULUM:

Unit No.	Title & Contents	Teaching Hours	Marks Weightage
1	<u>Introduction to Entrepreneurship</u> 1.1 Concept of Entrepreneurship, 1.2 Qualities & Attributes required for Entrepreneurship, 1.3 The Entrepreneurial Process	7	06
2	Identifying the Opportunity (SWOT Analysis)	7	10
3	<u>Assessing the Market</u> 3.1 Information gathering techniques, 3.2 Principles of market survey, 3.3 Analysis of survey data	8	12
4	Resource Mobilization	8	12
5	Budgeting, Accounting & Control	8	10
6	Principles of Evaluation of Quality Control	7	10
	TOTAL	45	60

REFERENCE BOOKS:

1. Entrepreneurship Development - MSBTE
2. Innovation & Entrepreneurship – Peter Drucker
3. The culture of Entrepreneurship – Berger

Course: Elective – II (Aviation Sales & Marketing)

Course Code: BAHM 406

Semester: - Fourth

Teaching & Examination Scheme: Theory

Teaching Scheme Per Week		Examination Scheme			
Lecture Hours	Tutorial Hours	Theory Marks / Duration	Internal Marks	Total	Credit Points
02	00	60 / 2.5 hrs.	40	100	02

COURSE RATIONALE:

The course covers concepts and components of marketing and Management Philosophies and uniqueness of Aviation Sales and Marketing

COURSE OUTCOME:

Students will be able to frame a better and viable marketing and product innovation strategies to increase the profitability and stability of an airline and aviation industry.

CURRICULUM:

Unit No.	Title & Contents	Teaching Hours	Marks Weightage
1	Definition of Marketing 1.1 Marketing Management 1.2 Marketing concept - meaning Importance of marketing in developing countries 1.3 Functions of Marketing - Marketing environment: various environmental factors affecting the marketing function.	8	15
2	Buyer Behaviour 2.1 Buying motives - explanation of motivation 2.2- Market Segmentation of different bases - Marketing strategy - Market Structure - Definition and types of channel - Channel selection & problems.	7	15
3	Pricing: Meaning to Buyer & Seller 3.1 Pricing policies - Objective factors influencing pricing decisions - Competitors action to price changes - multiproduct pricing. Physical Distribution - Management of physical distribution - marketing risks.	8	15
4	Branding Decisions Brand-Brand Image, Brand Identity-Brand Personality -Positioning and leveraging the brands- Brands Equity.	7	15
	TOTAL	30	60

REFERENCE BOOKS:

1. Marketing for Hospitality & Tourism - Philip Kotler , Bowen & Makens Prentice-Hall Inc
2. Hospitality Marketing -Neil Wearne - Hospitality Press Pvt Ltd. - Australia

Course: Elective - II (Hospitality Sales & Marketing)

Course Code: BAHM 406

Semester: - Fourth

Teaching & Examination Scheme: Theory

Teaching Scheme Per Week		Examination Scheme			
Lecture Hours	Tutorial Hours	Theory Marks / Duration	Internal Marks	Total	Credit Points
02	00	60 / 2.5 hrs.	40	100	02

COURSE RATIONALE:

The subject aims to make the students understand importance of marketing in Hospitality Industry, concepts of the marketing, buying behaviors, market segmentation and marketing mix strategies for effective marketing of the hotel industry.

COURSE OUTCOME:

To get the knowledge of marketing the services of the hospitality industry and cope with the ever changing aspects. To understand the market, buyer behavior, and to promote the services accordingly which suits the customer and the organization the best.

CURRICULUM:

Unit No.	Title & Contents	Teaching Hours	Marks Weightage
1	<u>Introduction to Marketing</u> Definition of Marketing, 1.2 Customer Orientation, 1.3 Core Concept of Marketing, 1.4 Marketing Management - Definition Philosophies and pillars of Marketing management, 1.5 Introduction to 7 P's of Marketing mix, Analysis of current business environment - Competition, Economic environment, Technological environment, Social & cultural environment, Political environment, Internal environment	4	10
2	<u>Consumer Behavior</u> 2.1 Consumer Behavior model, 2.2 Factors affecting Consumer Behavior - Cultural, Social, Personal, Psychological	4	8
3	<u>Market Segmentation</u> 3.1 Definition & need for market segmentation, 3.2 Basis for segmentation - Geographic, Demographic, Behavioral and Psychographics	4	8
4	<u>Product</u> 4.1 Definition, 4.2 Levels of Product, 4.3 Hospitality products, 4.4 Branding, 4.5 New Product Development, 4.6 Product Life Cycle, 4.7 Product	4	6

	Differentiation		
5	Pricing 5.1 Introduction, 5.2 Internal & External affecting pricing, 5.3 General Pricing methods, 5.4 Pricing strategy adopted by hotels for (Room tariff, F&B Items, Functions, Packages)	4	8
6	Distribution & Promotion 6.1 Definition and importance of Distribution system, 6.2 Channel levels of distributions, 6.3 Intermediaries for Hospitality Industry (Travel Agents, Tour Wholesalers, Hotel representatives, National / regional / local / tourist agencies, centralized reservation systems, airline based reservation systems, Internet), 6.4 Franchising, 6.5 Alliances, 6.6 Location of services, 6.7 Definition and characteristics of promotion tools, 6.8 M's of Advertising, 6.9 Various Sales promotion tools used in hotels, 6.10 Publicity and public relation - Tools and opportunities in the hotel industry, 6.11 Principles of personal selling, 6.12 Direct Marketing - Telemarketing and internet	5	10
7	Marketing Organization and Customer satisfaction & Quality 7.1 Forms of Marketing organization, 7.2 Set-up and organization of sales and marketing department, 7.3 (Individual property, regional/ national chain/ multinational chain), 7.4 Duties of a Marketing Manager, 7.5 Customer Value and satisfaction, 7.6 Five gap model of service quality, 7.7 Benefits of service quality, 7.8 Retaining customers, 7.9 handling customer complaints, 7.10 Relationship marketing, 7.11 Monitoring and measuring customer satisfaction	5	10
	TOTAL	30	60

REFERENCE BOOKS:

1. Marketing for Hospitality & Tourism - Philip Kotler , Bowen & Makens Prentice-Hall Inc
2. Hotel Marketing -S.M.Jha -Himalaya publishing House – Mumbai
3. Hospitality Marketing -Neil Wearne - Hospitality Press Pvt Ltd. - Australia

Course: Basic Accounting

Course Code: BAHM 407

Semester: - Fourth

Teaching & Examination Scheme: Theory

Teaching Scheme Per Week		Examination Scheme			
Lecture Hours	Tutorial Hours	Theory Marks / Duration	Internal Marks	Total	Credit Points
02	-	60 / 2.5 hrs.	40	100	02

COURSE RATIONALE:

This subject intends to impart students the basic knowledge of Hotel Accounting required for the Hospitality Management and to prepare them to comprehend and utilize this knowledge for the day-to-day operations of the organization.

COURSE OUTCOME:

The subject gives an in-depth knowledge of various books of records maintained in the Hotel industry. It helps the students is understand the day to day final transactions and its record keeping in Hotels.

CURRICULUM:

Unit No.	Title & Contents	Teaching Hours	Marks Weightage
1	<u>Introduction to Accounting</u> 1.1 Terms and terminologies used in Accounting, 1.2 Definition, Objectives and Importance of Accounting and Hotel Accounting	3	7
2	<u>Principles of Double Entry System of Book-keeping</u> 2.1 Nature, Advantages and Principles, 2.2 Classification of Accounts, 2.3 Rules of Debit and Credit	3	7
3	<u>Journal and Ledger</u> 3.1 Practical problems on Journalizing - simple and combination entries, 3.2 Posting into Ledger & Balancing of Ledger Accounts	4	10
4	<u>Subsidiary Books</u> 4.1 Advantage, Proformas of Subsidiary books, 4.2 Practical problems on preparation of Purchases, Sales, Returns and Special Functions Books.	2	6
5	<u>Cash Book</u> 5.1 Introduction and types of Cash book, 5.2 Practical problems on Three column and Analytical Petty Cash Book on Imprest system with special reference to Cash Received Book used in Hotels, 5.3 Meaning, importance and reasons for preparing	5	8

	Bank Reconciliation Statement		
6	<u>Accounting Principles</u> 6.1 Accounting Concepts and Conventions, 6.2 Capital, Revenue and Deferred Revenue Expenditures and Incomes	3	6
7	<u>Trial Balance</u> 7.1 Importance, Purpose and advantages, 7.2 Practical problem on preparation of Trial balance	4	6
8	<u>Final Accounts of Small Hotels and Restaurants</u> 8.1 Need for preparation of Trading account, Profit and Loss account and Balance Sheet, 8.2 Practical problems on Trading account, Profit and Loss account and Balance Sheet with following adjustments only: Closing stock, Outstanding and Prepaid expenses, Accrued and Pre-received incomes, Depreciation of fixed assets and Staff meals	6	10
	TOTAL	30	60

REFERENCE BOOKS:

1. Book Keeping & Accountancy - L.N.Chopde, D.H.Choudhary - Fourteenth 1999- Sheth Publishers Pvt. Ltd. Mumbai
2. Accounting in the Hotel & Catering Industry - Richard Kotas - Four - 1981- International Textbook Company
3. Double entry Book-keeping -T.S.Grewal Eleventh Revised 2004 S. Chand & Sons 23, Daryaganj New Delhi-2
4. Hotel Accountancy & Finance- S.P Jain & K.L Narang First 1999 Kalyani Publishers B1/1292,Rajinder Nagar, Ludhiana
5. Hotel Accounting & Financial Control - Ozi D'Cunha Gleson Ozi D'Cunha - First-2002- Dickey Enterprises , Kandivali (W) Mumbai

Course: Airport Handling Procedures

Course Code: BAHM 501

Semester: - Fifth

Teaching & Examination Scheme: Theory

Teaching Scheme Per Week		Examination Scheme			
Lecture Hours	Tutorial Hours	Theory Marks / Duration	Internal Marks	Total	Credit Points
02	01	60 / 2.5 hrs.	40	100	03

COURSE RATIONALE:

Understanding the various operational procedures being used at the airport and their importance.

COURSE OUTCOME:

The students will learn the SOPs being implemented at the airports, their security procedures, boarding pass issue procedures and other various operational procedures being used in day-to-day work routine.

CURRICULUM:

Unit No.	Title & Contents	Teaching Hours	Marks Weightage
1	Passenger Handling	4	7
2	Baggage Handling	4	7
3	Cargo/ Mail Handling	7	10
4	Aircraft Handling and Loading	4	6
5	Aircraft Movement Control	7	8
6	Ground Handling Agreements	5	6
7	Environmental Specifications for Ground Handling Operations	6	6
8	Ground Operations Training Programs	8	10
	TOTAL	45	60

REFERENCE BOOKS:

1. Barnhart, C., F. Lu, and R. Shenoi. "Integrated Airline Scheduling". In Operations Research in the Air Industry.
2. Panneer Selvam O : "Operations Research " PH Publications
3. Barnhart, C., and K. Talluri. "Airline Operations Research."
4. Chebalov, S., and D. Klabjan. "Robust Airline Crew Scheduling: Move-up Crews."

Course: Aviation Geography

Course Code: BAHM 502

Semester: - Fifth

Teaching & Examination Scheme: Theory

Teaching Scheme Per Week		Examination Scheme			
Lecture Hours	Tutorial Hours	Theory Marks / Duration	Internal Marks	Total	Credit Points
02	01	60 / 2.5 hrs.	40	100	03

COURSE RATIONALE:

The aim of this unit is to give learners knowledge, understanding and skills to provide accurate and relevant information about airline routes, airport and flight information, climate and health.

COURSE OUTCOME:

On completion of this unit the student will know worldwide geography in relation to airline routing, understand the importance of providing accurate and relevant air travel information using aviation terminology, understand how climate and health factors impact on air passengers and crew.

CURRICULUM:

Unit No.	Title & Contents	Teaching Hours	Marks Weightage
1	<u>Geography of Travel and Tourism</u> 1.1 definitions and concepts The tourism system - tourism-generating areas, destination areas, transit zones	9	12
2	<u>The Multiple forms tourism</u> 2.1 destinations, characteristics, types of tourists, distance travelled, The determinants of demand for tourism - travel propensity and frequency, influence of the economic, demographic, political environment, personal variables, barriers to travel	9	12
3	<u>Geography of resources for tourism</u> 3.1 the nature of tourist resources at different spatial scales, resources and "unique selling propositions	9	12
4	<u>The Importance of Climate</u> 4.1 - climatic variables affecting tourism, the distribution of world climates (zones, regions) and their significance for tourism	9	12
5	<u>The Importance of Transport in Tourism</u> 5.1 Spatial interaction between components of the tourist system, transport elements, costs, modes, routes, networks, air and surface transport, Future geography of travel and tourism - some prospects	9	12
	TOTAL	45	60

REFERENCE BOOKS:

1. Oxford School ATLAS Book by Oxford University Press
2. Airline Operations and Management by Gerald N. Cook and Bruce Billig
3. Airline Management: A different view by Alessandro Loddo
4. Airline Airport & Tourism management: Aviation Manual Paperback – by Dr Sumeet Suseelan

Course: Travel Documentation

Course Code: BAHM 503

Semester: - Fifth

Teaching & Examination Scheme: Theory

Teaching Scheme Per Week		Examination Scheme			
Lecture Hours	Tutorial Hours	Theory Marks / Duration	Internal Marks	Total	Credit Points
02	01	60 / 2.5 hrs.	40	100	03

COURSE RATIONALE:

To familiarize the students with the legal formalities and documentation need for tourism and travel business.

COURSE OUTCOME:

The students will gain in depth knowledge of tour documentation and all the formalities procedures required in tourism business.

CURRICULUM:

Unit No.	Title & Contents	Teaching Hours	Marks Weightage
1	Introduction and Meaning of Travel Documentation	9	12
2	Importance of Proper Travel Documentation before the Actual Travel Commences, Effects of Improper Travel Documentation	9	12
3	Types of Travel Documents	9	12
4	Domestic Travel Documents - Real Ids, Date of Birth Proof, and others	9	12
5	International Travel Documents - Passport, Visa, Vaccination, Conclusion	9	12
	TOTAL	45	60

REFERENCE BOOKS:

1. Barnhart, C., F. Lu, and R. Sheno. "Integrated Airline Scheduling". In Operations Research in the Air Industry.
2. Panneer Selvam O : "Operations Research " PH Publications
3. Barnhart, C., and K. Talluri. "Airline Operations Research."
4. Chebalov, S., and D. Klabjan. "Robust Airline Crew Scheduling: Move-up Crews."

Course: Food & Beverage Management

Course Code: BAHM 504

Semester: - Fifth

Teaching & Examination Scheme: Theory

Teaching Scheme Per Week		Examination Scheme			
Lecture Hours	Tutorial Hours	Theory Marks / Duration	Internal Marks	Total	Credit Points
02	01	30 / 1.5 hrs.	40	70	03

COURSE RATIONALE:

The students will gain a comprehensive knowledge and develop technical skills in aspects of Specialized Food and Beverage services.

COURSE OUTCOME:

To develop a management skills in the area of Food & Beverage Service in the Hotel & Catering industry. It also aims to enable the students to acquire professional competence for Food & Beverage Management.

CURRICULUM:

Unit No.	Title & Contents	Teaching Hours	Marks Weightage
1	<u>Cocktails</u> 1.1 Introduction, History, Methods of Mixing cocktails, 1.2 Rules of mixing cocktails, 1.3 Classic Cocktails- Recipes, innovative cocktails & mock tails (at least 5 from each base), 1.4 Cocktail Bar Equipment, garnishes, decorative accessories, 1.5 Definition of other mixed drinks - eg. Cobler, Daisy, Sangaria, etc.	8	5
2	<u>Banquets</u> 2.1 Organization structure, 2.2 Duties & Responsibilities of banqueting staff, 2.3 Administrative Procedures, 2.4 Formats Maintained, 2.5 Banquet Function Prospectus, 2.6 Types of Function (Formal and Informal), 2.7 Menu Planning (Indian, Continental, Theme, conference, cocktail, others), 2.8 Seating Arrangements, 2.9 Off Premise/ Outdoor catering, Air line/ Railway/ Sea Catering	8	5
3	<u>Gueridon Service</u> 3.1 Origin and definition, 3.2 Types of Trolleys and layout, 3.3 Special equipment, 3.4 Service Procedures, 3.5 Service of important classical dishes	7	5
4	<u>Food & Beverage Cost Controls</u> 4.1 The Control Cycle, 4.2 Planning Cycle, 4.3 Operational Cycle, 4.4 Post Operational Cycle	7	5

5	<u>Elements of Cost</u> 5.1 Definition of Cost, Basic Concept of Profits 5.2 Pricing & Control Aspects, 5.3 Cost Dynamics & Break - Even	7	5
6	<u>F & B Inventory Control</u> 6.1 Basic Cost Control, 6.2 Re-order Level, 6.3 ABC Analysis, 6.4 Techniques of inventory control	8	5
	TOTAL	45	30

REFERENCE BOOKS:

1. Food & Beverage Service- Lillicrap & Cousins
2. Modern Restaurant Service- John Fuller
3. Beverage Book- Andrew, Dunkin & Cousins
4. Bar & Beverage Book- Mary Porter & Kostagris
5. Alcoholic Beverages- Lipinski & Lipinski
6. Food & Beverage Mgmt - Bernard Davis, Andrew Lockwood, Sally Stone

Course: Food & Beverage Management

Course Code: BAHM 504

Semester: - Fifth

Teaching & Examination Scheme: Practical

Teaching Scheme Per Week	Examination Scheme		
Practical Hours	Practical Marks / Duration	Total	Credit Points
03	30 / 03 hrs.	30	01

COURSE RATIONALE:

The students will gain a comprehensive knowledge and develop technical skills in aspects of Specialized Food and Beverage services.

COURSE OUTCOME:

To develop a management skills in the area of Food & Beverage Service in the Hotel & Catering industry. It also aims to enable the students to acquire professional competence for Food & Beverage Management.

PRACTICAL TOPICS:

Practical No.	Title
1	Preparation of Mocktails (Min. 10 types)
2	Preparation of Cocktails (Min. two of each spirit and fermented beverages)
3	Filling of Banquet function prospectus, Menu Planning & Service (International Menus - French, Chinese, Mexican & Italian)
4	Formal banquets (Seating arrangements and service procedures)
5	Banquet seating styles, formal banquet service
6	Setting up of bar with glasses & equipment
7	Mise-en-place for serving a dish from Gueridon Trolley & Service of dishes (flambé & salads)
8	Setting up of buffets and service procedures
9	Guest Situation Handling

Note: Minimum 15 practicals to be conducted.

Course: Human Resource Management

Course Code: BAHM 505

Semester: - Fifth

Teaching & Examination Scheme: Theory

Teaching Scheme Per Week		Examination Scheme			
Lecture Hours	Tutorial Hours	Theory Marks / Duration	Internal Marks	Total	Credit Points
02	01	60 / 2.5 hrs.	40	100	03

COURSE RATIONALE:

The understanding of Human Resources Management will help the students in identifying the significance and its role in the Hotel & Catering Industry. It will also help them to develop an attitude for positive Human Behaviour at work.

COURSE OUTCOME:

To understand the importance and role of human resource department in the hospitality industry. It also focuses on the development of the human resource.

CURRICULUM:

Unit No.	Title & Contents	Teaching Hours	Marks Weightage
1	<u>Introduction to Human Resource Management</u> 1.1 Definition, 1.2 Nature & Characteristics, 1.3 Need for HRM in the Service Industry, 1.4 Role of Human Resource Manager	8	10
2	<u>Human Resource Planning</u> 2.1 Concepts, 2.2 Characteristics and Need, 2.3 Job Analysis, 2.4 Job Description & Job Specification, 2.5 Recruitment & Selection: Sources & Modes of Recruitment, Tests & Interviews, 2.6 Selection Process	8	10
3	<u>Human Resource Development</u> 3.1 Definition and Characteristics, 3.2 Orientation & Induction, 3.3 Training - Need & Importance. Difference between Training & Development Methods of Training, 3.4 Performance Appraisal - Purpose & Methods, 3.5 Promotion & Transfers	7	10
4	<u>Wage & Salary Administration</u> 4.1 Job Evaluation - Concept & Objectives, 4.2 Formulation of Compensation Structure, 4.3 Regulatory Provisions, 4.4 Fringe Benefits	7	10
5	<u>Grievances & Discipline</u> 5.1 Grievance Handling - Identifying Causes, 5.2 Developing Grievance Handling Systems, 5.3 Discipline - Concept, Causes of Indiscipline	7	10

6	Labor – Management Relations 6.1 Trade Unions – Concept, Objectives & Functions, 6.2 Collective Bargaining, 6.3 Workers Participation in Management, 6.4 Labor Turnover – Causes & Measures to prevent Labor Turnover	8	10
	TOTAL	45	60

REFERENCE BOOKS:

1. Personnel Management & Industrial Relations – Dr P C Shejwalkar & Mr S R Malegaonkar
2. Personnel Management – Mamoria
3. Pramod Verma : Personnel Management in Indian Organisations
4. Edwin b. Flippo : Personnel Management, McGraw Hill
5. Human Resource Management in the Hospitality Industry -Frank M /Mary L Monochello
6. Guide for Labour Management – H L Kumar
7. Human Resource Management & Human Relations – V P Michael Arun Monappa & S. Saiyuddain : Personal Management, Tata McGraw Hill

Course: Research Methodology

Course Code: BAHM 506

Semester: - Fifth

Teaching & Examination Scheme: Theory

Teaching Scheme Per Week		Examination Scheme			
Lecture Hours	Tutorial Hours	Theory Marks / Duration	Internal Marks	Total	Credit Points
02	-	60 / 2.5 hrs.	40	100	02

COURSE RATIONALE:

To equip the students with the basic understanding of the Research Methodology and to provide an insight into the application of modern analytical tools and techniques for the purpose of management decision making.

COURSE OUTCOME:

Its significance lies in solving various planning and operational problems. It aids in decision making. It involves the study of cause and effect relationships between various variables and helps to identify behavior/patterns/trends in certain variables.

CURRICULUM:

Unit No.	Title & Contents	Teaching Hours	Marks Weightage
1	<u>Introduction to Research</u> 1.1 Scope & Objectives, 1.2 Motivation, 1.3 Significance, 1.4 Types, 1.5 Research Applications, Research Methodology	6	12
2	<u>Research Problem</u> 2.1 Components of a Problem, 2.2 Conditions for Selecting Problem, 2.3 Research Problem Identification, 2.4 Problem Formulation and Statement of Research Objectives, 2.5 Techniques of Defining Research Problem	6	12
3	<u>Research Designs and Sample Designs</u> 3.1 Features, 3.2 Significance, 3.3 Introduction to Types of Research Design, 3.4 Sample Design, 3.5 Steps in Sample Design, 3.6 Types of Sample Design	6	12
4	<u>Data Collection</u> 4.1 Methods of Data Collection, 4.2 Survey Methods, 4.3 Selection of an Appropriate Data Collection Method, 4.4 Conditions before Using Secondary Data, 4.5 Questionnaire Design	6	12
5	<u>Data Processing</u> 5.1 Editing, 5.2 Coding, 5.3 Classification, 5.4 Tabulation, 5.5 Analysis of Data, 5.6 Research Proposal, 5.7 Research Process	6	12
	TOTAL	30	60

REFERENCE BOOKS:

1. Research Methodology Methods & Techniques - C.R. Kothari
2. Research Methodology - Gupta
3. Management Research Methodology - K.N. Krishnaswamy

Course: Project Report

Course Code: BAHM 507

Semester: - Fifth

Teaching & Examination Scheme: Project Based

Course Code	Course Name	Examination Scheme			Credit Points
		External	Internal	Total	
BAHM 507	Project Report	60	40	100	04

COURSE RATIONALE:

To enable the student to apply the knowledge and skills acquired in the many facets of Hotel Operations, learn to analyze data situations at logical decisions. The project report (dissertation) should be prepared on the following guidelines.

COURSE OUTCOME:

To understand project characteristics and various stages of a project, the conceptual clarity about project organization and feasibility analyses Market, Technical, Financial and Economic, analyze the learning and understand techniques for Project planning, scheduling and Execution Control.

CONTENT FOR THE PROJECT WORK:

Sr. No.	Particulars
1	Cover Page
2	Title Page
3	Certificate
4	Acknowledgment
5	Synopsis
6	Index (Table of Contents)
7	Project Content: Page No., Introduction (Aims & Objectives, History, Primary Data, Explanation of Terms), Research Methodology (Methods adopted for collecting Data), Questionnaires, Interview, Mails etc., Data Analysis & Data Interpretation (Data is depicted with the help of Bar Chart, pie Chart, Graphs, Statistical formulae and interpreted), Conclusions and Limitations, Suggestions / Amendments
8	Annexure
9	Bibliography (List of Reference Books)
10	Questionnaire (Blank Format)

NOTES:

1. The theory hours should be utilized for teaching research methodology and as contact hours with the Guide (Refer point no. 3 below)
2. The Project Report should be market research and field work oriented and related to the Aviation or Hospitality Industry based
3. The Senior Lecturer / Asst Prof./ HOD/ of the concerned course will be the guide for the project report
4. The report should consist of a minimum of 50 pages of the Project Content
5. The font should be Times new roman
6. The font size should be 16 for Chapters, 14 for Headings and 12 for the content with 1.5 line spacing
7. The Synopsis and the Title should be approved by the Project Guide prior to the commencement of the project
8. The documentation and presentation should be conducted before the panel of examiners (one external and one internal). Marks would be awarded for Project Report, Presentation & Viva - voce by the panel of examiners

Course: Industrial Training

Course Code: BAHM 601

Semester: - Sixth

Teaching & Examination Scheme: Training Based

Course Code	Course Name	Examination Scheme			Credit Points
		External	Internal	Total	
BAHM 601	Industrial Training	120	80	200	12

COURSE RATIONALE:

The Industrial Training enables students to relate the knowledge and skills acquired in the classroom with systems, standards and practices present in the Industry.

COURSE OUTCOME:

Capability to acquire and apply fundamental principles of chosen department in hospitality industry, become master in one's specialized technology, become updated with all the latest changes in the respective field, ability to communicate efficiently, capability and enthusiasm for self-improvement through continuous professional development and life-long learning.

INDUSTRIAL TRAINING:

In this semester the student shall be sent for industrial training for a period of 20 Weeks in a reputed organization (min. 4 star hotel in case a candidate opts for hotel training). The student shall maintain a logbook on daily basis. At the end of the industrial training the student shall submit a training report along with the logbook maintained on daily basis during the period of training and the performance appraisal from each department. The training report is to be prepared by the student in two typed copies and to be submitted to the institution within the stipulated time for assessment. The report will be assessed by the internal examiner and only on the basis of a certificate of the examiner concerned that the training has been satisfactorily completed would the student be allowed to appear for the viva-voce. The training report will be assessed by a panel of examiners comprising of one external examiner (the external would include preferably one from the Aviation or Hospitality Industry of the level of Head of the Department and above) and one internal examiner.

Marks would be awarded as follows by a panel of examiners (one external and one internal):

Particular	Internal	External
Performance Appraisal	40	-
Logbook	40	-
Project Report	-	60
Viva-voce	-	60
Total	80	120

Course: Industrial Training Report

Course Code: BAHM 602

Semester: - Sixth

Teaching & Examination Scheme: Training Based

Course Code	Course Name	Examination Scheme			Credit Points
		External	Internal	Total	
BAHM 602	Industrial Training Report	120	80	200	08

COURSE RATIONALE:

To enable the student to apply the knowledge and skills acquired in the many facets of Aviation & Hospitality Operations while on industrial training and learn to analyze data situations at logical decisions.

CONTENT FOR THE INDUSTRIAL TRAINING REPORT WORK:

Sr. No.	Particulars
1	Cover Page
2	Title Page
3	Acknowledgment
4	Certificate of Hotel
5	Certificate of Examiner
6	Synopsis
7	Index (Table of Contents)
8	Training Report Content: Details of Learning during the training period
9	Annexure

Marks would be awarded as follows by a panel of examiners (one external and one internal): -

	Internal	External
Internal Assessment	80	-
Training Report	-	60
Viva-voce	-	60
Total	80	120