

Objective of the Syllabus

BBA in Tourism, Aviation & Hospitality

Time changes and so does thought processes. Nothing seems grandeur and productive unless an initiative taken has a noble task instilled into it. Keeping this conviction in mind, it takes immense pride to “REDEFINE” conventional BBA in Tourism, Aviation and Hospitality to broaden the scope of employment in the industry. This application oriented program emphasizes not only on the subject related courses but at the same time paves the path towards the overall development of the students. Keeping this ideology in mind therefore, it is imperative that the industry diversification reflect upon the education that is imparted to the students. Hence, the importance of bringing in certain changes with regard to the syllabus has been found mandatory.

Considerations have been made to enhance the quality of education. Several subjects have been added in the new syllabus like Principles of Travel and Tourism and Communication & Presentation – Paper 2. These subjects aim to provide more knowledge and improve the communication of students. Other subjects like Persona Management, Soft Skills and Personality Development, Principles of Aviation, Language Enhancement, Business Economics and Hospitality Management subjects have been modified with the same motive.

The new syllabus has been formulated with the hope that it will, not only, result in knowledge enhancement but also motivate the students to add a glimpse of success to one’s career.

SYLLABUS FOR BBA PROGRAMME
IN
TOURISM, AVIATION & HOSPITALITY

Annexure:

Semester – I

Subject Code	Title of the Course	Full Marks	Credits
DSC 1	Persona Management, Soft skills and Personality Development	75	6
DSC 2	Fundamentals of Aviation & Hospitality	75	6
LCC 1	English Language Enhancement	75	6
AECC 1	(Environmental Studies)	100	2
		Total Marks 325	Total Credits 20

Semester – II

Subject Code	Title of the Course	Full Marks	Credits
DSC 3	Fundamentals of Travel & Tourism	75	6
DSC 4	Customer Service & Passenger Handling	75	6
LCC 2 (Paper- I)	Communication and Presentation	75	6
AECC 2 (MIL)	Alternative English / Bengali/ Sanskrit / Hindi/ Nepali	50	2
		Total Marks 275	Total Credits 20

Semester – III

Subject Code	Title of the Course	Full Marks	Credits
DSC 5	Aviation Safety & Security Management	75	6
DSC 6	Principles of Management	75	6
LCC 1	Business Language	75	6
SEC 1	Business Organization and Organizational Behaviour Administration	75	2
		Total Marks 300	Total Credits 20

Semester – IV

Subject Code	Title of the Course	Full Marks	Credits
DSC 7	Load Planning & DGR	75	6
DSC 8	Front Office & Accommodation Operations	75	6
LCC 2 (Paper- II)	Communication and Presentation	75	6
SEC 2	Human Resource Development	75	2
		Total Marks 300	Total Credits 20

Semester – V

Subject Code	Title of the Course	Full Marks	Credits
SEC 3	Crew Management & In-flight services	75	2
DSE 1	Food & Beverages and Food Production	75	6
DSE 2	Business Finance & Hotel Accounting	75	6
GE 1	Business Economics & Elementary Statistic	75	6
		Total Marks 300	Total Credits 20

Semester – VI

Subject Code	Title of the Course	Full Marks	Credits
DSE 3	Cargo Transportation Management & Airfares & Ticketing	75	2
DSE 4	Tourism Business & Product	75	6
SEC 4	Industry Project	75	6
GE 2	India as a Destination Cruise Destination (Inbound and Outbound)	75	6
		Total Marks 300	Total Credits 20

Total Credit: 120

Full Marks: 1800

SEMESTER – I

DSC 1:

Persona Management, Soft Skills and Personality Development

Full Marks: 75, Credits: 6

UNIT 1

Self Analysis, SWOT Analysis, Self Introspection, Career Goals, Achieving Goals, Attributes, Self Confidence, Self Esteem

UNIT 2

Creativity, Out of Box thinking, Lateral thinking, Etiquette, Motivation, Factors of Motivation, Personal Grooming Part 1 and 2, Health and Nutrition, Team building skills, Airline and Corporate etiquette.

DSC 2:

Fundamentals' of Aviation & Hospitality

Full Marks: 75, Credits: 6

UNIT-1

History of Aviation- The Evolution of Aviation, Issues and Challenges, Global Aviation Industry, Aviation Industry in India- An Overview, Aircraft Types and Structures, Aircraft manufacturers.

UNIT-2

World Airlines and Airports, World Aviation Bodies- Airports- Domestic and International, General physical characteristics of an airport – Domestic & International

Airports, World Airlines, World Major Airports, IATA and ICAO, National Aviation Authorities.

UNIT-3

General Subjects – Layout of an Airport and Ground handling - Passenger Services. Airport and Aircraft Security, managerial Operations, Airline catering and Various Bodies.

UNIT– 4

Introduction to Hospitality - History of Hospitality Industry; Introduction to Hotel Industry, Types of Hotels, Classification of Star Category & Scaling of large, medium, small and budgetary hotel: All major & Minor departments of Hotel.

LCC 1:

English Language Enhancement

Full Marks: 75, Credits: 6

UNIT 1

Nouns – Definition of a noun, Articles – Definition and types of articles, Verbs and verb Tenses, Adjectives, Adverbs, Prepositions, Subjects-Verbs Agreement.

UNIT 2

Idioms, Metaphors and Similes, Vowel Sounds, Consonant Sounds, Diphthongs, Intonations, Syllable and Syllable Stress, Current Usage of Idioms, Metaphors and Similes.

AECC 1:

Environmental Studies

Full Marks: 100, Credits: 2

As per the syllabus of University of North Bengal

SEMESTER – II

Fundamentals of Travel and Tourism

Full Marks: 75, Credits: 6

DSC 3:

UNIT -1

Introduction to Tourism – Tourism Definition, Meaning, Nature & Scope, Tourists, Travelers, Visitors, Transit Visitors & Excursionist – Definition & Differentiation. Types of Tourist – International & Domestic, Inbound & Outbound, Types of Tourism

UNIT-2

Components of Tourism Infrastructure – Introduction, 4 A's of Tourism (Accessibility, Accommodation, Attraction, Amenities) Types, Forms & Significance

UNIT-3

History of Tourism - Ancient Era, Imperial Era, Pilgrimage Era, Grand Tour Era, Transition Era, Modern Era. Factors affecting Growth in Tourism

UNIT-4

Tourism Geography – Role of Geography in Tourism. Types of Indian Landforms. Physical Geography of Asia, Pacific Regions, Tourist Destinations, Attraction & Accessibilities of Major Countries such as India, Thailand, Nepal, Bhutan, Bangladesh, Srilanka, Singapore. Basic idea of different seasons in the Indian sub continent

UNIT-5

Impacts of Tourism – Socio cultural Impact, Economic Impact, Political Impact, Environmental Impact.

DSC 4:

Customer Service and Passenger Handling

Full Marks: 75, Credits: 6

Unit-1

Components of Customer Care - Airline and Corporate Etiquette, Defining a Customer, Types of Customer, Customer Service and Retention.

Unit-2

Behavior Patterns and Building Rapport- Behavior Styles, Assertive Behavior, Empathy
Ns Sympathy, Rapport Building Techniques.

Unit-3

Passenger handling- International and Domestic Passenger Terminals, International Travel Documentation, baggage Allowance and Baggage irregularities, passenger needing Special Attention.

Unit-4

Airport Handling- Airport Services, Standard Operations, ramp Services and Airside Safety, Freight ware House management

LCC 2 (PAPER 1)

Communication and Presentation

Full Marks: 75, Credits: 6

UNIT - 1

The fundamentals of Communication-The communication process, types of Communication skills, Fundamental components of communication, barriers to effective communication skills.

UNIT-2

The Art of Conversation and Active Listening- Conversation skills, how to start a conversation, Active Listening, Barriers to good listening.

AECC 2 (MIL):

Alternative English / Bengali / Sanskrit / Hindi / Nepali

Full Marks: 50, Credits: 2

As per the syllabus of University of North Bengal.

SEMESTER – III

DSC 5:

Aviation Safety & Security Management

Full Marks: 75, Credits: 6

UNIT 1

Aviation Security: Infrastructural requirement, planning and design consideration for security in Airport, In Flight safety & Security, Global Security Perspective , Role & Responsibilities – IATA, ICAO, Aviation Security Group.

UNIT 2

Crisis management at airport, SOP for bomb threat, Mitigating hijack crisis situation, Response to acts of unlawful interference.

UNIT 3

Major accident analysis – midair collision, Runway incursion. Weather factors, Human factors, Managing human error - Human reliability assessment, Safety cultures in airlines, Nature of accident – causes, investigation, analyses and reporting.

UNIT 4

Major issues – contemporary assessment, psychological aspects and training, Bird strike, Airport operators – responsibilities, airside discipline, Maintenance of Airport and Aircraft.

DSC 6:

Principles of Management

Full Marks: 75, Credits: 6

Unit 1

Conceptual Framework of Management: Definition & Meaning of Management, Levels of Management, Functions of Management, Significance of Management in modern Business Operations

Unit 2

System Approach to an Organization: Definition & Meaning of Organization, Importance of an organization, Principles of an Organization and Formal and Informal Organization & their benefits, Span of Control – Introduction & Factors affecting Span of Control.

Unit 3:

Coordination: Definition & Meaning, Objectives & Needs of Coordination, Steps to achieve Coordination, Distinction between coordination and cooperation.

LCC 1:

Business Language

Full Marks: 75, Credits: 6

Business E mail, drafting a business letter, reporting skills and report writing, effective essay writing.

SEC 1:

Business Organization and Organizational Behavior administration

Full Marks: 75, Credits: 6

UNIT -1

Introduction to Organizational Behavior – Definition of organization, Managers in Organization, Managerial Functions and Skills, Behavioral & Contingency Approach to Management.

UNIT -2

Management Planning Process – Nature of planning, Types of Planning and Planning Process, Forecasting & its various aspects- Importance of forecasting and elements of forecasting process. Management by Objectives – Concept of MBO, MBO Characteristics, Elements in MBO Process, Benefits and Limitation of MBO.

UNIT-3

Motivation at Work- Concept of Motivation, Importance of Motivation, Types of Motivation and Theories of Motivation (Maslow's and Herzberg's theory), Designing Motivating Jobs – approaches for job redesign.

UNIT – 4

Personality & Attitude, Stress and Behavior – Personality - Concept of personality, values and attitude, Types of Personality. Psychological Testing – Introduction & Types of Test.

Stress & Behaviour – Introduction, Stress sources and Responses , Consequences of Stress and Coping with Stress/Managing Stress.

SEMESTER IV

DSC 7:

LOAD PLANNING & DGR

UNIT -1

Introduction to Load and Trim- Elements of Load and Trim and Aerodynamic Principals, The four Forces and the principal Involved. Provisions of Information to PIC, Passenger and Employees, Load Sheet Functionality, Trim Sheet Functionality, Principal of Storage.

UNIT -2

Dangerous Goods Regulation-radioactive materials- general Classification of Authorized Bodies, Packing Loading of Radioactive Materials and Objectives, Marking and Labeling of Radioactive Goods.

DSC 8

Front Office & Accommodation operations

Full Marks: 75, Credits: 6

Unit 1: History of hospitality industry; introduction to hotel industry, types of hotel, classification of star category and scaling of large, medium, small and budgetary hotel:All major and minor departments of hotel.

Sem- 4: Accommodation operation, room division , housekeeping and front office

Unit 1: Introduction to front office and housekeeping, organization chart of department and its function, business centre, job responsibility, introduction to lodging industry, reservation, registration of guests

Unit-2: Hotel product, types of rules and services(sub-departments), meals plan, room tariff,left luggage, telephone handling, back office, amendment, preparation and settlement of bills and check-out, night audit, vouchers and allowances

Unit-3: Types of beds, cleaning agent and equipment, cleaning method, linen room, coordination of front office, locker system, key handling, coupons, budgeting, laundry, fabric and fibre, flower arrangement (horticulture), pest control maintenance

LCC 2 (PAPER 2):

Communication and Presentation

Full Marks: 75, Credits: 6

UNIT- 1

Master the four Ps of Presentation skills- Types of Presentation, Parts of Presentation, the Four Ps of Presentation skills, Handling queries and the audience.

UNIT - 2

Conquering Fears- Extempore and Impromptu speeches, eye contact, hand gestures, Do's and Don'ts of Body language.

SEC 2:

Human Resource Development

Full Marks: 75, Credits: 2

UNIT – 1

Positional HRD & HRM: HRD - Definition & concept of HRD, Scope of HRD, challenges in HRD, HRM – Definition, Objectives, components & Functions , HR Strategies & Policies

UNIT - 2

Approaches to HRD: Performance Management System – Definition, Components, Performance Management Cycle & High impact areas for Improvement. Communication- Definition, Objectives & elements of comm., Barriers of Comm., Types of Comm., , Quality Management- Concept, Benefits of TQM, Differences b/w TQM & Traditional Mgmt., Project management – Definition & Concept, Elements of Project Mgmt and

Project Mgmt.Cycle. Training – Definition & concept, Need & Importance of Training,
Training Process/ Cycle.

UNIT - 3

Learning: Definition & Concept, Learning Outcomes & components, learning cycle, learning styles and lifelong learning.

UNIT- 4

Human Resource Development & Change through Groups: Definition of Groups & Teams, Types & comparison of Group and Team in Organization, Stages of Group Development, role of groups in Organizational Development/change management, Functions of team.

SEMESTER – V

Crew Management & Inflight Services

SEC 3:

Full Marks: 75, Credits: 6

UNIT -1

Introduction to In-flight services and procedures, Aviation terminologies

UNIT-2

Role and responsibility of cabin crew, Duties and functions of cabin crew, Pre-flight and pre-boarding procedures, Special Passenger Handling

UNIT-3

Turbulence and Emergency Procedures

UNIT-4

Crew Resource Management: An Overview – CRM: Evolution and Basics, Flight Control Crew Management, Maintenance Resource Management, Impact of CRM in Aviation Safety, CRM Training

UNIT-5

CRM Aspects in Incidents/Accidents – Data on Incidents/Accidents: Human Performance Analysis, Evaluation of Flight Crew CRM Skills

UNIT-6

Issues in CRM – Individual Performance: Relevant Factors, Automation and Upgradation Skills, CRM: Training Methods and Standardization

DSE 1:

Business Finance and Hotel Accounting

Full Marks: 75, Credits: 6

UNIT -1

Concept of Accounting, Difference between Book Keeping & Accounting, Objectives, advantages and limitations of Accounting, Branches of Accounting, Terminologies, Cash Basis and accrual basis .

UNIT -2

Journal Ledger, Trial Balance, Balance Trading, Accounts Profit and Loss Account, Balance sheet , Cash Flow Statement

UNIT 3-

Concept of Financial Management, Evolution of Financial Management, Objective of Finance Management

UNIT -4

Time value of money, Cost of Capital & structure, Capital Budgeting, Working capital management Dividend policy,

UNIT-5

Hospitality Accounting Overview, Revenue Process of Hotels

DSE 2:

Food & Beverages and Food Production

Full Marks: 75, Credits: 6

Unit-1:

Introduction hierarchy in F & B service and its job, F & B outlet, F & B service equipment, glassware, crockery, cutlery, general points for all supervisor staff and checklist, menu and menu planning, covers and accompaniment

Unit-2:

Restaurant setup, mis-e-scene and mis-en-place, types of service i, types of service ii, method of billing and payment, banquet, alcoholic and non-alcoholic beverage, wines, spirits and service, beer, cocktail and mocktail

Unit-3:

Scope of catering industry, assessment on cocktail and mocktail

Unit-4:

Introduction to cookery; definition and origin of cookery, kitchen staffing: Operation of kitchen, organization chart of staff, duties and responsibilities, kitchen tools and equipment: Equipment(large), safety from cuts, scratches and maintenance, aims and objectives of cooking food: Benefits of cooking, effect of cooking, preparation of ingredients

Unit-5:

Method of cooking i: Role of heat, water, fat, smoke cooking, method of cooking ii: Role of microwave, pressure and slow cooker, vegetables, cuts of vegetables and preparation, method of cooking egg, fish, meat, poultry, kitchen management and planning, portion control i and ii, soup, stock, sauce, rice and cereal, milk product, herbs, Indian spices and masala

Unit-6:

Project of fifteen to twenty-five pages on industrial visit

GE 1:

Business Economics & Elementary Statistics

Full Marks: 75, Credits: 6

UNIT -1

Business Economics, Profit and Profit Maximization: Overview of Economic Analysis, Analysis of an Individual Demand. Market Demand and Theory of Production: BASIC Elements of Demand, Price Elasticity of Demand and Supply, Introduction to Production.

UNIT -3

Market Structure and Economic Growth- market Structure, Overview of economic Growth, Four Wheels of Growth and Theories of Economic growth. Overview of Macro Economics- Basic of Macro Economics, Economic Growth and Development, Theories of Macro Economics.

UNIT-3

Definition of Statistics, Advantages & Disadvantages of Statistics, Method of collecting data, Classification of Data, Organising of Data

Central Tendency - Mean, Median, Mode, Variance, Standard Venn diagram

UNIT-4

Correlation and Regression. Pie Chart, Bar Chart, Ogive Sampling Distribution

UNIT-5

Index numbers

SEMESTER – VI

Cargo Transportation Management & Airfares & Ticketing

Full Marks: 75, Credits: 2

DSE 3:

UNIT-1

Introduction Air cargo Transportation, Transportation of Cargo-Variou ways-Relative Advantages and Disadvantages, Documentation in Cargo Transportation.

UNIT -2

Fares Ticket and DG- Global Indicator, Air Tariffs, Fare Construction, Automated and Electronic Ticketing, DGR, Airway Bills, Known Shippers-Concept and responsibilities, Acceptance of Cargo.

UNIT -3

Introduction to Fares and Ticketing - Types of Fares, Tickets- Manual, Automated and E-Tickets, Global Indicators, Geography, IATA Areas and Hemisphere, Types of Fare.

UNIT -4

The Passenger Air tariffs- Coding and De-Coding of Cities, States, Countries, TPN, EMA, EMS, Taxes and their Applicability, The Elements of Fare calculation, Terms, Definition and Types of Journey-Explanation of the terms and Definition. OW Journey, Return Journey, Round Trips, OOJ, TOJ.

Tourism Business & Product

Full Marks: 75, Credits: 2

DSE 4:

UNIT-1

Tourism Organizations - Introduction and function of Tourism Organizations. International Organizations – UNWTO, PATA, UFTAA. National Organizations – ITDC, IATO, TAAI, FHRAI. Regional Organizations – WBTDC, HPTDC, KTDC, RTDC, EHTTOA

UNIT-2

Travel Operations - Definition, Difference and Roles of Tour Operators and Travel Agents.
Guides and Escorts – Roles, responsibilities and qualities.

UNIT-3

Packages and Itinerary Planning - Tour Package – Definition and types. Definition, role, types, functions and advantages of an Itinerary. Costing and Margin.

UNIT-4

Tourism Marketing - What is Tourism Marketing? 4 P's of Marketing. Market segmentation. Tourism product life cycle. Features of Tourism Product.

UNIT-5

Tourism Entrepreneurship - Formation of Travel Agency, What is Entrepreneurship, Qualities of a good Entrepreneur, Challenges faced by an Entrepreneur, Entrepreneurship in Home stays

UNIT-6

Luxury Trains - Palace on Wheels, Deccan Odyssey, Maharaja's Express, Royal Rajasthan on Wheels, Golden Chariot – Introduction, features and route.

INDUSTRY VISIT

SEC 4:

Full Marks: 75, Credits: 2

GE 2:

India as a destination Cruise Destination

(Inbound & Outbound)

UNIT – 1

Pilgrimage tourism, Adventure tourism, Medical tourism, Cultural tourism, Beach tourism, Historical tourism, Ethnic tourism, Eco tourism, Wildlife tourism, Special Interest Tourism.

UNIT -2

Tourist destination – West Bengal, wildlife tourism, adventure tourism, historical tourism, village tourism. North Bengal Tourism – Fair and festivals, role of the Department of Tourism - Govt. of WB for development of tourism in North Bengal.

UNIT – 3

Introduction to Cruise- Cruise Tourism in India: an overview, cruising: a success story, types of cruise (cruise category), ship specification, and onboard activities. Itineraries- General itineraries and shore excursion (Part 1 -4) General itineraries and shore excursion (River Cruising)

UNIT – 4

Community support and Things to know before going onboard- Travel documents and money matters, life onboard, medical services and emergencies, general FAQs, Safety and security. Environment initiatives and community support – Part -1, environmental initiatives and community support Part 2

UNIT – 4

Cruise Destination (India and International) India- A cruise Destination, Handling Shore, excursions. Barrier to India becoming a major cruise destination, Costa cruise, Royal

Caribbean, Holland America, Carnival cruise, Celebrity cruise...Understanding your client, selling a vacation and creating a vision, closing the sale, MICE/ Group promotions, theme based cruise, booking of cruise Part 1 and 2.
