



PARUL UNIVERSITY
TEACHING SCHEME FOR BBA IN AVIATION, HOSPITALITY,
TRAVEL & TOURISM MANAGEMENT AY 2021-22

SEMESTER 1

Code	Subject	Lect	Pract	Tut	Credit	Internal Marks			External Marks		Passing Marks (Theory + CE)	Passing Marks (Practical)	Total Marks
						T	P	CE	T	P	Int.+Ext.	Int.+Ext.	
21104101	English Language	3	-	-	3	20	-	20	60	-	40	-	100
21104102	Business Computing	2	2	-	3	20	20	20	60	30	40	25	150
21104103	Introduction to Aviation	3	4	-	5	20	20	20	60	30	40	25	150
21104104	Personality Development I	3	2	-	4	20	20	20	60	30	40	25	150
21104105	Environmental Studies	2	-	-	2	20	-	20	60	-	40	-	100
21104106	Airline Marketing Management	3	-	2	5	20	-	20	60	-	40	-	100
	TOTAL	16	8	2	22								750

Lect - Lecture, Tut-Tutorial, Pract. - Practical, T-Theory, P-Practical, CE-Continuous Evaluation
Theory Passing%:40PracticalPassing%:50

SEMESTER 2

						Internal Marks			External Marks		Passing Marks (Theory+CE)	Passing Marks (Practical)	Total Marks
Code	Subject	Lect	Prac	Tut	Credit	T	P	CE	T	P	Int.+Ext	Int.+Ext.	
21104151	Business Communication Skills	3	-	1	4	20	-	20	60	-	40	-	100
21104152	Financial Accounting	3	-	-	3	20	-	20	60	-	40	-	100
21104153	Hospitality Organizational Management	3	-	1	4	20	-	20	60	-	40	-	100
21104154	Business Statistics	3	-	-	3	20	-	20	60	-	40	-	100
21104155	Personality Development II	3	-	1	4	20	-	20	60	-	40	-	100
21104156	Airport Functions of Airlines	3	2	1	5	20	20	20	60	30	40	25	150
TOTAL		18	2	4	23								650

**Lect-Lecture, Tut-Tutorial, Pract. - Practical, T-Theory, P-Practical, CE-Continuous Evaluation
Theory Passing%:40PracticalPassing%:50**

SEMESTER 3

						Internal Marks			External Marks		Passing Marks (Theory+CE)	Passing Marks (Practical)	Total Marks
Code	Subject	Lect.	Pract.	Tut	Credit	T	P	CE	T	P	Int. + Ext.	Int. + Ext.	
21104201	Understanding of Interpersonal Skills	3	2	-	4	20	20	20	60	30	40	25	150
21104202	Travel & Tourism I	3	-	2	5	20	-	20	60	-	40	-	100
21104203	Personality Development III	3	-	2	5	20	-	20	60	-	40	-	100
21104204	Human Resource Management	3	-	1	4	20	-	20	60	-	40	-	100
21104205	Air Cargo Management	3	-	2	5	20	-	20	60	-	40	-	100
	TOTAL	15	2	7	23								550

**Lect-Lecture, Tut-Tutorial, Pract. - Practical, T-Theory, P-Practical, CE-Continuous Evaluation
Theory Passing%:40PracticalPassing%:50**

SEMESTER 4

						Internal Marks			External Marks		Passing Marks (Theory + CE)	Passing Marks (Practical)	Total Marks
Code	Subject	Lect	Pract	Tut	Credit	T	P	CE	T	P	Int. + Ext.	Int. + Ext.	
21104251	Airport Strategic Planning	3	-	2	5	20	-	20	60	-	40	-	100
21104252	French	3	-	-	3	20	-	20	60	-	40	-	100
21104253	Air Ticketing Management	3	2	1	5	20	20	20	60	30	40	25	150
21104254	Customer/Passenger Relationship Management	2	2	1	4	20	20	20	60	30	40	25	150
21104255	Introduction to In-Flight Catering	3	2	1	5	20	20	20	60	30	40	25	150
Total		14	6	5	22								650

**Lect-Lecture, Tut-Tutorial, Pract. - Practical, T-Theory, P-Practical, CE-Continuous Evaluation
Theory Passing%:40 Practical Passing%:50**

SEMESTER 5

						Internal Marks			External Marks		Passing Marks (Theory + CE)	Passing Marks (Practical)	Total Marks
Code	Subject	Lect	Pract	Tut	Credit	T	P	CE	T	P	Int. + Ext.	Int+Ext	
21104301	Travel & Tourism II	3	-	2	5	20	-	20	60	-	40	-	100
21104302	Marketing Research	3	-	-	3	20	-	20	60	-	40	-	100
21104303	Aviation Safety & Security Management	3	2	1	5	20	20	20	60	30	40	25	150
21104304	Skill Based Subject: Passenger/Customer Behavior	3	2	1	5	20	20	20	60	30	40	25	150
21104305	First Aid	3	2	-	4	20	20	20	60	30	40	25	150
TOTAL		15	6	4	22								650

**Lect-Lecture, Tut-Tutorial, Pract. - Practical, T-Theory, P-Practical, CE-Continuous Evaluation
Theory Passing%:40 Practical Passing%:50**

SEMESTER 6

						Internal Marks			External Marks		Passing Marks (Theory + CE)	Passing Marks (Practical)	Total Marks
Code	Subject	Lect	Prac	Tut	Credit	T	P	CE	T	P	Int. + Ext.	Int. + Ext.	
21104351	Principles of Travel & Tourism & Travel Agency Operations	3	-	2	5	20	-	20	60	-	40	-	100
21104352	In-Flight Services	3	2	1	5	20	20	20	60	30	40	25	150
21104353	Aviation Law, Aircraft Rules and Regulations	3	-	2	5	20	-	20	60	-	40	-	100
21104354	Air Hostess/Cabin Crew/Flight Attendant Management	3	4	-	5	20	20	20	60	30	40	25	150
TOTAL		12	6	5	20								500

**Lect-Lecture, Tut-Tutorial, Pract. - Practical, T-Theory, P-Practical, CE-Continuous Evaluation
Theory Passing%:40 Practical Passing%:50**

PARUL UNIVERSITY, VADODARA, GUJARAT
SYLLABUS OF 3-YEAR BBA IN AVIATION, HOSPITALITY, TRAVEL & TOURISM
MANAGEMENT PROGRAMME
(w.e.f. Academic Session 2021-22)

Semester – I

Type of Course: English Language

Prerequisite: The student studying this course should be able to read, speak and write the basics of English as a language.

Rationale: The program provides details of about

1. Defining the role of the English Professionals
2. To communicate in the language with fluency
3. Read write and speak and listen with no hazards

Teaching Scheme (Hrs/Week)									
L	P	T	Credit	Internal			External		
				Theory	Practical	CE	Theory	Practical	Total
3	-	-	3	20	-	20	60	-	100

L- Lectures; T- Tutorial; P- Practical; C.E. -Continuous Evaluation

Theory Passing %: 40 Practical Passing %: 50

Sr. No.	Topic	Teaching hrs	Weightage
Unit1.	Grammar and Vocabulary Tenses, Active – Passive voice, Concord Vocabulary: Word Formation Language functions: Agreeing and disagreeing, Apologizing, asking for assistance or directions, asking for permission, Classifying, Commanding/Giving instructions, Comparing, Describing, Evaluating, Explaining, expressing obligation, Identifying, Inferring, Inquiring/Questioning, Planning and predicting, Refusing, Reporting, Sequencing, Wishing and hoping.	10	22%
Unit 2.	Introduction to listening: (a) Definition of listening (b) Listening skills (c) Strategies of listening (d) Listening v/s hearing (e) Sub-skills of listening (f) Barriers to listening (g) Listening in the workplace	8	18%
Unit 3.	Introduction to speaking: (a) English (b) Received pronunciation (c) Speech mechanism (d) Classification of English sounds – Vowels (e) Syllable structure (f) Speaking as a skill	12	27%

Unit 4.	Introduction to reading: (a) The reading processes (b) Reading and meaning (c) Methods to improve reading (d) Strengthen the vocabulary (e) Barriers to reading (f) Skills of speed reading	8	18%
Unit 5.	Introduction to writing: (a) Writing process (b) Paraphrasing the sentences (c) Methods to improve writing (d) Barriers to writing (e) Essay formation (f) Difference of essay writing and comprehension	7	15%
	Total	45	100%

Recommended Books:

1. The Elements of Style – William Strunk/E.B. White
2. The Quick and Easy Way to Effective Speaking – Dale Carnegie
3. Key to High School English Grammar and Composition - Book by H. Martin, N D V PRASADA RAO, and P. C. Wren
4. Just Listen: Discover the Secret to Getting Through to Absolutely Anyone – Mark Goulston
5. Oxford Practice Grammar Advanced – George Yule

Learning Outcome:

1. Student will be well-versed with English as a language
2. Fluency with the communication of English
3. Knowledge about the tenses and Grammar

Type of Course: Business Computing**Prerequisite:** Student should be able to communicate in English language.**Rationale:** The program provides details of about

1. To understand the Hardware, Software, types of Computers and their usage.
2. To understand Operating systems its types and applications.
3. To learn what is a computer program and how it works.

Teaching Scheme (Hrs/Week)									
L	P	T	Credit	Internal			External		
				Theory	Practical	CE	Theory	Practical	Total
2	2	-	3	20	20	20	60	30	150

L- Lectures; T- Tutorial; P- Practical; C.E. -Continuous Evaluation

Theory Passing %: 40 Practical Passing %: 50

Sr. No.	Topic	Teaching hrs	Weightage
Unit 1.	Introduction to Computer system: (a) Basic Computer Organization, (b) Differentiating between Data & Information (c) Types of Computers.	7	23%
Unit 2.	Software: (a) Various Types of Software (b) System Software (c) Application Software (ready to use / Customized Software) (d) Compiler Software (e) Programming Language Software's.	7	23%
Unit3.	Introduction to Windows Operating system: (a) Windows architecture (b) Features (c) GUI (d) Security	8	27%
Unit 4.	Introduction to programming: (a) Writing Logic for Program/ Pseudo Code, Flowcharting, Introduction to Programming Languages with examples in Visual Basic. (b) Introduction to Analysis / Accounting Software (c) SPSS/ Tally	8	27%
	Total	30	100%

Practical's**INTRODUCTION TO MS- OFFICE:**

- (a) Microsoft Excel – Create a chart and show product prices comparison between 2018,2019, 2020
- (b) Microsoft Power Point- Make a PPT on any topic using MS Power Point
- (c) Microsoft Access- Create a table enter minimum 10 entries into it using MS Access
- (d) Networking Basics Topologies – Create a report on types of topologies
- (e) Basics of Internet – Make a report on history of internet
- (f) Bandwidth Issuesm – Make a report on different kinds of cellular and network bands
- (g) E- mail – Create professional email and give example of formal, informal emails and auto generated emails
- (h) Risks and Protection of Networks – Write a brief on network security

Recommended Books:

1. Introduction to Computers, Peter Norton, TMH Publications, Seventh edition.

Learning Outcome:

1. Identify the basics of information technology and apply software applications to enhance efficiency of business functions.
2. Create effective oral and written business communications utilizing modern communication technologies.
3. Demonstrate knowledge of basic economic concepts and how they affect business.

Type of course: Introduction to Aviation**Prerequisite:** Student should be able to communicate in English language.**Rationale:** The program provides details of:

1. It would provide the in-depth knowledge of the Aviation industry.
2. Through this course, the students can learn airport planning, passenger forecasting, airport security, fire safety, etc.
3. This course will help them understand the business, recognize and solve the problems that may arise with the changing scenarios in the aviation industry.

Teaching Scheme (Hrs/Week)									
L	P	T	Credit	Internal			External		
				Theory	Practical	CE	Theory	Practical	Total
3	4	-	5	20	20	20	60	30	150

L- Lectures; T- Tutorial; P- Practical; C.E. -Continuous Evaluation

Theory Passing %: 40 Practical Passing %: 50

Sr. No.	Topic	Teaching hrs	Weightage
Unit 1.	History of Aviation: (a) The Evolution of Aviation (b) Growth Drivers - Issues and Challenges (c) Global Aviation Industry (d) Aviation Industry in India (e) An Overview - Aircraft Types and Structures - Aircraft Manufacturers	12	27%
Unit 2.	World Airlines and Airports, world Aviation bodies: (a) Airports - Civil, Military (b) Domestic/International (c) Passenger/Cargo Terminals (d) World Airlines (e) World's Major Airports (f) IATA / ICAO - National Aviation Authorities & Role of State and Central Governments (g) Airports Authority of India	11	24%
Unit 3.	Airport handling: (a) Airport Services (b) Standard Operations (c) Freight Warehouse Management & Airline Terminal Management (d) Flight Information Counter/Reservation and Ticketing-Check In/Issue of Boarding Pass-Customs and Immigration Formalities-Co-ordination-Security Clearance-Baggage	11	24%
Unit 4.	Aviation in General: (a) Airport & Aircraft Security (b) Managerial Operations (c) Various Bodies Handling of Unaccompanied minors and Special Handling Passengers-Handling of Stretcher Passengers and Human Remains-Handling of CIP,VIP& VVIP-Co-ordination of Supporting Agencies /Departments.	11	24%
	Total	45	100%

Practical's**MANAGEMENT AT AIRPORTS**

- (a) Various Crisis at Airport
- (b) SOP for Bomb Threat for Airport
- (c) Mitigating Hijack Crisis Situation
- (d) Response to Acts of Unlawful Interference: Developing Plans
- (e) Layout of an Airport & Ground Handling
- (f) Ramp Services & Airside Safety
- (g) SOP Bomb Threat for Aircraft

Recommended Books:

1. Commercial Aviation 101 – Grey Garden
2. The Global commercial Aviation Industry
3. Aviation Maintenance Management – Harry A. Kinnison – McGraw Hill
4. Come Fly the World: The Jet-Age Story of the Women of Pan Am - Julia Cooke
5. Airplane Flying Handbook, 2004 - Federal Aviation Administration
6. Commercial Aviation-An Insider's Story - Book by LeRoy Paine
7. Airline: Style at 30,000 Feet - Book by Keith Lovegrove

Learning Outcome:

1. Student will have knowledge of the Aviation industry
2. One can find a wide range of job opportunities which have increased with more development in the Aviation industry.
3. The programme creates skilled professionals in the field as Airport Manager, Program Manager and Airport Operations Manager

Type of course: Personality Development I**Prerequisite:** Student should be able to communicate in English language.**Rationale:** The program provides details of about

1. Shaping-up the personality as per the requirements of the hospitality industry.
2. Well-groomed and presentable at any point of time.
3. Opening up doors to the gateway of positive and extrovert personality.

Teaching Scheme (Hrs/Week)									
L	P	T	Credit	Internal			External		
				Theory	Practical	CE	Theory	Practical	Total
3	2	-	4	20	20	20	60	30	150

L- Lectures; T- Tutorial; P- Practical; C.E. -Continuous Evaluation

Theory Passing %: 40 Practical Passing %: 50

Sr. No.	Topic	Teaching hrs	Weightage
Unit 1.	Introduction to Personality Development: (a) The concept personality- Dimensions of theories of Freud & Erickson- personality – significant of personality development. (b) The concept of success and failure: What is success? Hurdles in achieving success - Overcoming hurdles Factors responsible for success (c) What is failure - Causes of failure. (d) SWOT analyses.	12	27%
Unit 2.	Attitude & Motivation: (a) Attitude - Concept - Significance - Factors affecting attitudes – (b) Positive attitude - Advantages (c) Negative attitude - Disadvantages (d) Ways to develop positive attitude (e) Difference between personalities having positive and negative attitude. (f) Concept of motivation - Significance - Internal and external motives. (g) Importance of self-motivation- Factors leading to de-motivation	11	24%
Unit 3.	Self-Esteem: (a) Symptoms - Advantages - Do's and Don'ts to develop positive self-esteem (b) Low self-esteem - Symptoms (c) Personality having low self esteem (d) Positive and negative self-esteem (e) Interpersonal Relationships (f) Defining the difference between aggressive, submissive and assertive behaviours (g) Lateral thinking.	12	27%

Unit 4.	Other Aspects of Personality Development: (a) Problem-solving (b) Conflict and Stress Management (c) Decision-making skills (d) Leadership and qualities of a successful leader (e) Character-building (f) Time management (g) Work ethics (h) Good manners and etiquette.	10	22%
	Total	45	100%

Practical's
(a) Resume building (b) The art of participating in Group Discussion (c) Acing the Personal (HR & Technical) Interview (d) Frequently Asked Questions - Psychometric Analysis (e) Mock Interview Sessions (f) Body language (g) Team-work

Recommended Books:

1. Personality Development and Soft Skills – Barun Mitra
2. Youngster's guide to personality development – S P Sharma
3. Awaken the Giant Within - Book by Tony Robbins
4. How to Win Friends and Influence People - Book by Dale Carnegie
5. Atomic Habits: An Easy & Proven Way to Build Good Habits & Break Bad Ones - Book by James Clear
6. Think and Grow Rich - Book by Napoleon Hill
7. The Power of Positive Thinking - Book by Norman Vincent Peale
8. The Power of Now Journal - Book by Eckhart Tolle
9. The Magic of Thinking Big - Book by David J. Schwartz
10. Flow - Book by Mihaly Csikszentmihalyi

Learning Outcome:

1. Polishing manners to behave appropriately in social and professional circles.
2. Enhancing the ability to handle casual and formal situations in terms of personal grooming, dining and entertaining etiquette.
3. Developing and maintaining a positive attitude and being assertive.

Type of course: Environmental Studies**Prerequisite:** Student should be able to communicate in English language.**Rationale:** The program provides details of about

1. Students shall have in-depth knowledge of the environmental studies.
2. It contains not only the study of physical and biological characters of the environment but also the social and the cultural factors.
3. The more sustainable way of living with the behaviour of organism under natural conditions.
4. The interrelationship between organism in populations and communities.

Teaching Scheme (Hrs/Week)									
L	P	T	Credit	Internal			External		
				Theory	Practical	CE	Theory	Practical	Total
2	-	-	2	20	-	20	60	-	100

L- Lectures; T- Tutorial; P- Practical; C.E. -Continuous Evaluation

Theory Passing %: 40 Practical Passing %: 50

Sr. No.	Topic	Teaching hrs	Weightage
Unit 1.	(a) Introduction to environmental studies (b) Multidisciplinary nature of environmental studies; (c) Scope and importance; the need for environmental education. (d) Concept of sustainability and sustainable development.	4	13%
Unit 2.	(a) Ecosystems: What is an ecosystem? (b) Structure: food chains, food webs and function of ecosystem: Energy flow in an ecosystem, nutrient cycle and ecological succession. (c) Ecological Interactions. Case studies of the following ecosystems: a) Forest ecosystem b) Grassland ecosystem c) Desert ecosystem d) Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)	4	13%
Unit 3.	(a) Biodiversity and Conservation (b) Levels of biological diversity: genetic, species and ecosystem diversity (c) Bio geographic zones of India (d) India as a mega-biodiversity nation (e) Endangered and endemic species of India (f) Threats to biodiversity: Habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions (g) Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity. (h) Nature reserves, tribal populations and rights (Niyamgiri-Vedanta, POSCO), and human wildlife conflicts in Indian context (Sundarban-Human-Tiger encounters). (i) Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and Informational value.	7	23%
Unit 4.	(a) Environmental Pollution and Global Environmental Issues Environmental pollution: types, causes, effects and controls; Air, water, soil and noise pollution. (b) Climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture (c) Nuclear hazards and human health risks (Chernobyl, 3mile	7	23%

	Island, Daiichi- Fukushima) (d) Solid waste management: Control measures of urban and industrial waste, special reference e-waste, and biomedical waste. Pollution Tragedies: Love canal, Bhopal Gas, Endosulfan, Minamata and Flint water		
Unit 5.	(a) Natural Resources: Renewable and Non-renewable Resources (b) Land resources and land use change; Land degradation, soil erosion and desertification. (c) Deforestation: Causes and impacts due to mining, dam building on environment, forests, biodiversity and tribal populations. (d) Disaster management: floods, earthquake, cyclones and landslides. Resettlement and rehabilitation of project affected persons; case studies. Water: Use and over-exploitation of surface and ground water, floods, droughts, conflicts over water (e) Energy resources: Renewable and non-renewable energy sources, use of alternate energy sources, growing energy needs, case studies.	8	28%
	Total	30	100%

Recommended Books:

1. Text Book of Environmental studies – D.K. Asthana
2. Awareness Environmental Studies book 5 – Abha Sahgal
3. Essentials of Environmental Science – Andrew Friedland & Rick A Relyea

Learning Outcome:

1. The Environmental Studies major prepares students for careers as leaders in understanding and addressing complex environmental issues from a problem-oriented, interdisciplinary perspective.
2. Master core concepts and methods from ecological and physical sciences and their application in environmental problem solving.

Type of Course: Airline Marketing Management**Prerequisite:** Student should be able to communicate in English language.**Rationale:** The program provides details of about

1. Understanding the marketing principles in Aviation industry
2. Analysing the pricing strategies in related to product features.
3. Researching the process and tools to find the competitor and their sustainability in the fields.

Teaching Scheme (Hrs/Week)									
L	P	T	Credit	Internal			External		
				Theory	Practical	CE	Theory	Practical	Total
3	-	2	5	20	-	20	60	-	100

L- Lectures; T- Tutorial; P- Practical; C.E. -Continuous Evaluation

Theory Passing %: 40 Practical Passing %: 50

Sr. No.	Topic	Teaching hrs	Weightage
Unit 1.	Introduction to Airline Management: (a) Marketing Philosophies (b) Core marketing concepts (c) Customer value and satisfaction (d) Marketing mix (e) Stages in application of marketing principles to airline management	9	20%
Unit 2.	Consumer Behaviour: (a) Factors influencing consumer buying behaviour, (b) Key psychological processes, (c) Consumer and business buying decision process (d) Customer in the Business Air Travel Market & Leisure Market (e) Air Freight Market (f) Theoretical basis of PESTE Analysis (g) SWOT analysis	9	20%
Unit 3.	Product definition: (a) Product Levels, product hierarchy, product Life Cycle, Product Life Cycles in Aviation Industry (b) Managing Product Portfolio (c) Marketing Services and managing service quality (d) Fleet & Schedules related Product Features (e) Customer Service-Related Product features,	8	18%
Unit 4.	Product: (a) New Product offerings, New product launching (b) Brand elements and Brand equity, (c) Competitive dynamics–market leader, challenger, follower and nicher strategies (d) Marketing Communications (e) Advertising, Sales Promotion, Personal Selling, Public Relations, Pricing Decisions (f) Building Blocks in the Airline Pricing Policy	9	20%
Unit 5.	Marketing Online: (a) Understanding Social media marketing (b) Web-based marketing programmes (c) Emerging now trends and challenges to marketers (d) Sample case studies	10	22%
	Total	45	100%

Recommended Books:

1. Stephen Shaw "Airline Marketing and Management " Ashgate Sixth Edition.
2. Boyd Walker, Marketing Management, McGraw Hill, 2002
3. Keith Flether, Marketing Management and Information Technology Prentice Hall, 1998
4. Airline Management – Book by Alessandro Loddo

Learning Outcome:

1. An Airline's loyalty program can help in reaching new audiences and converting them into potential customers.
2. To retain the customers, increase their loyalty, and facilitating the spread of positive word of mouth.

PARUL UNIVERSITY, VADODARA, GUJARAT
SYLLABUS OF 3-YEAR BBA IN AVIATION, HOSPITALITY, TRAVEL & TOURISM
MANAGEMENT PROGRAMME

(w.e.f. Academic Session 2021-22)

Semester – II

Type of Course: Business Communication Skills

Prerequisite: Student should be able to communicate in English language.

Rationale: The program provides details of about

1. Its communication enhances the overall relationship maintenance capabilities of the organization.
2. The purpose of all business communication is to elicit action.
3. The purpose of business communication may not always be to elicit action. Seeking information or persuading others to a certain point of view can be equally important objectives of communication.

Teaching Scheme (Hrs/Week)									
L	P	T	Credit	Internal			External		
				Theory	Practical	CE	Theory	Practical	Total
3	-	1	4	20	-	20	60	-	100

L- Lectures; T- Tutorial; P- Practical; C.E. -Continuous Evaluation

Theory Passing %: 40 Practical Passing %: 50

Sr. No.	Topic	Teaching hrs	Weightage
Unit 1.	Communication: (a) Defining communication (b) Process of communication (c) Communication Model (d) Objectives of communication (e) Principles of communication (f) Importance of Business communication (g) Importance Feedback	10	22%
Unit 2.	Channels of communication: (a) Types of communication (b) Dimensions of communication (c) Barriers to communication Verbal (d) Non-Verbal, Formal, Informal communication.	8	18%
Unit 3.	Business Writing: (a) Fundamental of Business writing (b) Format of Business, Types of Business letter (c) Inquiry letter, complaint letter Persuasive letter (d) Proposal, Report Writing.	9	20%
Unit 4.	Letter Writing: (a) Employment Messages Writing Resume (b) Application letter (c) Writing the opening paragraph, Writing the closing paragraph (d) Summarizing	9	20%
Unit 5.	Spoken skills: (a) Conducting Presentation (b) Oral presentation, Debates, Speeches	9	20%

	(c) Interview, Group Discussion, English Pronunciation (d) Building Vocabulary		
	Total	45	100%

Recommended Books:

1. Essentials of Business Communication
2. Business Communication for Success – Scott McLean
3. Effective Business Communication – Asha Kaul
4. Business Communication: Process and Product – Mary Guffey

Learning Outcome:

1. Students will gain confidence in their ability to communicate by practising and receiving feedback on business communication skills.
2. Opportunities for improving academic and workplace language proficiency are embedded in the course

Type of Course: Financial Accounting**Prerequisite:** Student should be able to communicate in English language.**Rationale:** The program provides details of about

1. Understanding regulatory issues related to accounting.
2. Understanding of ethical, legal and social responsibility in business including accountability.
3. Advanced analytical and problem-solving ability.

Teaching Scheme (Hrs/Week)									
L	P	T	Credit	Internal			External		
				Theory	Practical	CE	Theory	Practical	Total
3	-	-	3	20	-	20	60	-	100

L- Lectures; T- Tutorial; P- Practical; C.E. -Continuous Evaluation

Theory Passing %: 40 Practical Passing %: 50

Sr. No.	Topic	Teaching hrs	Weightage
Unit 1.	Theoretical Framework: (a) Introduction to Financial Accounting (b) Meaning of Book Keeping (c) Distinction between Book Keeping and Accounting (d) Accounting Process (e) Objectives of Accounting (f) Limitations of Accounting	10	22%
Unit 2.	Rules of Accounting: (a) Accounting Concepts, Principles and Conventions (b) Meaning of Accounting Concepts (c) Types of Accounting Concepts (d) Double Entry System and Rules of Debit and Credit Entries	8	18%
Unit3.	Accounting Process (a) Introduction to Secondary Books (b) Cash Book (c) Petty Cash Book (d) Ledger (e) Introduction (f) Partnership - Meaning and Features,	9	20%
Unit 4.	Final Accounts I (a) Introduction to final accounts (b) Trading Account (c) Profit and Loss Account	9	20%
Unit 5.	Final Accounts II (a) Balance Sheet (b) Treatment of Adjustments (c) Depreciation (d) Practical Problems Fixed	9	20%
	Total	45	100%

Recommended Books:

1. The Accounting Game: Basic Accounting Fresh from the Lemonade Stand – Darrell Mullis, Judith Orloff
2. Financial Accounting: Managerial Perspective - R Narayanaswamy
3. Financial Accounting – V.K. Goyal

Learning Outcome:

1. Know and apply accounting and finance theory.
2. Explain and apply international accounting standards.
3. Critically evaluate financial statement information.
4. Evaluate and compare different investments.

Type of Course: Hospitality Organizational Management**Prerequisite:** Student should be able to communicate in English language.**Rationale:** The program provides details of about

1. Hospitality Management focuses on the application of management principles in the field of hospitality.
2. Different concepts of hospitality management such as leadership management, operations management, project management and business strategy.
3. Entrepreneurship in hospitality business strategy, tourism and event management. Implementation of theories and strategies related to business.

Teaching Scheme (Hrs/Week)									
L	P	T	Credit	Internal			External		
				Theory	Practical	CE	Theory	Practical	Total
3	-	1	4	20	-	20	60	-	100

L-Lectures; T- Tutorial; P- Practical; C.E. -Continuous Evaluation

Theory Passing %: 40 Practical Passing %: 50

Sr. No.	Topic	Teaching hrs	Weightage
Unit 1.	Concept of Hospitality Organizational Management (a) Individual Differences (b) Intelligence (c) Personality	10	22%
Unit 2.	Perception: (a) Motivation and Content Theories of Motivation (b) Process Theories of Motivation (c) Contemporary Theories of Motivation (d) Financial and Non-Financial Motivation	9	20%
Unit 3.	Concept of Job Satisfaction: (a) Concept of Job Design (b) Morale and its implications on Productivity (c) Attitudes	8	17%
Unit 4.	Organizations: (a) Groups in Organisations (b) Experiment on Human Relations (c) Conflicts	9	20%
Unit 5.	Fundamentals of HOM: (a) Communication (b) Organizational Development intervention (c) Counselling and Guidance	10	22%
	Total	46	100%

Recommended Books:

1. Principals of Management for the Hospitality Industry – Dana V Tesone
2. Service Management Principles for Hospitality and Tourism –David Solnet& Jay Kandampully
3. Sustainability in the Hospitality Industry: Principles of Sustainable Operations - Department of Recreation Park and Tourism Studies Joseph S Chen, Philip Sloan, and Willy Legrand
4. Managing Hospitality Organizations: Achieving Excellence in the Guest Experience - Book by Michael Craig Sturman and Robert Clayton Ford
5. Organizational Behaviour for the Hospitality – Florence Berger

Learning Outcome:

1. Utilize interpersonal skills to lead/manage first-level employees in a hospitality setting.
2. Perform cost calculations and apply them to decision-making situations.
3. Evaluate safety and sanitation to maintain a safe and sanitary work environment.

Prerequisite: Student should be able to communicate in English language.

Rationale: The program provides details of about

1. This program will help the students to have hands-on practise in regards to the statistics of business.
2. It would help students produce appropriate graphical and numerical descriptive statistics for different types of data.
3. Apply probability rules and concepts relating to discrete and continuous random variables to answer questions within a business context.

Teaching Scheme (Hrs/Week)									
L	P	T	Credit	Internal			External		
				Theory	Practical	CE	Theory	Practical	Total
3	-	-	3	20	-	20	60	-	100

L - Lectures; T- Tutorial; P- Practical; C.E. -Continuous Evaluation

Theory Passing %: 40 Practical Passing %: 50

Sr. No.	Topic	Teaching hrs	Weightage
Unit 1.	<p>Introduction of Statistics & Grouping and Displaying Data to Convey Meaning: Tables and Graphs:</p> <p>(a) Introduction: Meaning and Definition of Statistics (b) Scope of Statistics in Economics, Management (c) Concept of Population and sample with illustration (d) Methods of Sampling SRSWR, SRSWOR, Stratified, Systematic. (e) Data condensation and graphical methods. (f) Raw Data, Attributes and variables (g) Classification frequency distribution, cumulative frequency distribution (h) Graphs- Histogram, Frequency Polygon Diagrams – Multiple bar, Pie, Subdivided bar.</p>	10	21%
Unit 2.	<p>Measurement of Central Tendency I:</p> <p>(a) Measuring of Central Tendency Criteria for good measures of central tendency Arithmetic Mean (b) Median, Mode for grouped and ungrouped data, combined mean.</p>	8	18%
Unit 3.	<p>Measurement of Central Tendency II:</p> <p>(a) Concept of Dispersion (b) Measure of dispersion (c) Absolute and Relative Measures of Dispersion (d) Range, Variance (e) Standard Deviation (f) Coefficient of variation, Quartile. (g) Correlation and Regression</p>	9	19%
Unit 4.	<p>Sampling and Sampling Distributions:</p> <p>(a) Introduction, (b) Random Sampling, (c) Design of Experiments, (d) Introductions to Sampling Distribution, (e) Sampling Distribution in Detail, (f) Relationship between Sample Size and Standard Error.</p>	10	21%
Unit 5.	<p>Probability:</p> <p>(a) Introduction,</p>	10	21%

	(b) Basic Terminology, (c) Three types of Probability, (d) Probability Rules, (e) Probability under Conditions (Statistical Independence and Dependence) Bayes' Theorem.		
	Total	47	100%

Recommended Books:

1. Business Statistics – J.K.Sharma
2. Introductory Business Statistics – Alexander Holmes, Barbara Illowsky& Susan Dean
3. Business Statistics: For Contemporary Decision Making – Ken Black

Learning Outcome:

1. Produce appropriate graphical and numerical descriptive statistics for different types of data
2. Apply probability rules and concepts relating to discrete and continuous random variables to answer questions within a business context.

Type of Course: Personality Development II

Prerequisite: Student should be able to communicate in English language.

Rationale: The program provides details of about

1. Perception of personality development would organize, identify, and interpret the sensory information in order to represent and understand the environment.
2. Personality would be patterned body of habits, traits, attitudes, and ideas of an individual's, as these are organized externally into roles and statues and as they would relate internally to motivate, goals, and various aspects of selfhood.
3. Personality traits would reflect student's characteristic patterns of thoughts, feelings, and behaviours.
4. Personality will be developed of the organized pattern of behaviours and attitudes that makes a person distinctive. Personality development occurs through the ongoing interaction of temperament, character, and environment.

Teaching Scheme (Hrs/Week)									
L	P	T	Credit	Internal			External		
				Theory	Practical	CE	Theory	Practical	Total
3	-	1	4	20	-	20	60	-	100

L- Lectures; T- Tutorial; P- Practical; C.E. -Continuous Evaluation

Theory Passing %: 40 Practical Passing %: 50

Sr. No.	Topic	Teaching hrs	Weightage
Unit 1.	Introduction: (a) Meaning of personality (b) Definition of personality (c) Perceptions about personality (d) Personality development (e) Factors affecting personality development (f) Public relations and personality	10	22%
Unit 2.	Trait Personification / Personality Trait: (a) Meaning of personality traits (b) Meaning of habits (c) Habits of highly effective people	8	18%
Unit 3.	Five Pillars of Personality Development: (a) Introspection (b) Self-assessment (c) Self-appraisal (d) Self-development (e) Self-introduction	10	22%
Unit 4.	Self-introduction: (a) Term of self-esteem (b) Symptoms (c) Advantages (d) Do's & Don'ts to develop positive self-esteem (e) Positive self-esteem (f) Negative self-esteem	10	22%
Unit 5.	Personality Formation Structure: (a) Mind mapping (b) Competency mapping (c) 360* assessment and development (d) Types of persons: Extrovert - introvert – ambivert (e) Problem solving (f) Conflict and stress management (g) Decision making (h) Positive thinking	7	15%

	(i) Team work (j) Time management (k) Good manners and etiquettes Practical (l) Character building		
	Total	45	100%

Recommended Books:

1. Emotional Intelligence – Daneil Goleman
2. Big Magic – Elizabeth Gilbert
3. Personality Development – Elizabeth Bergner Hurlock
4. How to Stop Worrying and Start Living - Book by Dale Carnegie
5. Atomic Habits: An Easy & Proven Way to Build Good Habits & Break Bad Ones - Book by James Clear
6. Think and Grow Rich - Book by Napoleon Hill
7. The Power of Now Journal - Book by Eckhart Tolle
8. The Magic of Thinking Big - Book by David J. Schwartz

Learning Outcome:

1. Polishing manners to behave appropriately in social and professional circles.
2. Enhancing the ability to handle casual and formal situations in terms of personal grooming, dining and entertaining etiquette.
3. Developing and maintaining a positive attitude and being assertive.

Type of Course: Airport functions of Airlines

Prerequisite: Student should be able to communicate in English language.

Rationale: The program provides details of about

1. This program will help the students to have hands-on practise about airport planning, passenger forecasting, airport security, fire safety, etc.
2. It will also educate the understudies in citation to the airport's fundamentals of the handling of passengers and other equipment's.
3. At the end of this course a student will have expertise in the field of the productiveness of the airport's fundamentals of the airlines.

Teaching Scheme (Hrs/Week)									
L	P	T	Credit	Internal			External		
				Theory	Practical	CE	Theory	Practical	Total
3	2	1	5	20	20	20	60	30	150

L- Lectures; T- Tutorial; P- Practical; C.E. -Continuous Evaluation

Theory Passing %: 40 Practical Passing %: 50

Sr. No.	Topic	Teaching hrs	Weightage
Unit 1.	Airport Planning: (a) Introduction – Growth of air transport, Airport organization and associations (b) Classification of airports airfield components (c) Air traffic Zones and approach areas (d) Context of Airport system planning (e) Development of Airport Planning process (f) Ultimate consumers (g) Airline decision (h) Other Airport operations.	10	22%
Unit 2.	Airport Operations: (a) Airport planning (b) Airport functions (c) Organization structure of Airline and Airports sectors (d) Airport Authorities (e) Global and Indian scenario of Airport management (DGCA & AAI)	12	27%
Unit 3.	Ground handling services: (a) Role and Responsibilities of Ground Handlers (b) Ground Handling: Self Handling vs. Outsourcing (c) Ground Handling: Case Studies at India and Abroad	11	24%
Unit 4.	Other services - Responsibilities: (a) Catering: Preparation, Escort and Security, Inter-terminus Transfers (b) Medical Services (c) Accommodation and Hospitality (d) Information Dissemination (e) Airport Management (f) SOP for ATC	12	27%
Total		45	100%

Practical's
(a) Passenger Handling: Departure Concourse (b) Passenger Handling: Transit and Arrivals (c) Passengers' Baggage Handling (d) Specialized Handling of Passengers: VVIPs, VIPs, Physically Challenged

(e) Ground Handling of passengers

(f) Operational area and Terminal planning, design, and operation.

Recommended Books:

1. Airport Management – Daniel Prather
2. Airline and Airport Operations – Edissa Uwayo
3. Airport Operations – Norman Ashford, Pierre Coutu, John Beasley
4. Aircraft Ground Handling – Subash S Narayan
5. Airlines Operations And Management – Gerald N Cook Bruce G Billig

Learning Outcome:

1. Student will have knowledge of the Aviation industry
2. One can find a wide range of job opportunities which have increased with more development in the Aviation industry.
3. The programme creates skilled professionals in the field as Airport Manager, Program Manager, and Airport Operations Manager

Semester – III

Type of Course: Understanding of Interpersonal skills

Prerequisite: Student needs to speak English language as mode of communication.

Rationale: The program provides details of about

1. Students will get educated on the skills of communication and extrovert personality.
2. The program will provide with the details of a positive personality alongside maintaining the decorum.
3. The outcomes will shape-up the students in professional personality.

Teaching Scheme (Hrs/Week)									
L	P	T	Credit	Internal			External		
				Theory	Practical	CE	Theory	Practical	Total
3	2	-	4	20	20	20	60	30	150

L- Lectures; T- Tutorial; P- Practical; C.E. -Continuous Evaluation

Theory Passing %: 40 Practical Passing %: 50

Sr. No.	Topic	Teaching hrs	Weightage
Unit1.	Introduction to interpersonal dexterity: (a) Purpose of interpersonal skills (b) Process of interpersonal skills (c) Importance of Communication in Business (d) Differences between Technical and General interpersonal skills (e) Barriers to interpersonal skills (f) Measures to Overcome the Barriers to interpersonal skills.	10	22%
Unit 2.	Types of interpersonal skills: (a) Types of interpersonal skills (b) Verbal Communication-Importance of verbal communication (c) Advantages of verbal communication- Advantages of written communication (d) Significance of Non-verbal Communication	12	27%
Unit 3.	Oral interpersonal Skills: (a) Oral Business Presentation- Purpose –Audience- Locale (b) Steps in Making a Presentation- Research and planning-Structure and style-Preparation – Presentation (c) Delivering a Presentation.	11	24%
Unit 4.	Meetings: (a) Types of Meetings (b) Importance of Business Meetings (c) Different Types of Business Meetings (d) Selecting participants Developing Agendas-Opening Meetings-Establishing ground rules for meetings- Time Management-Evaluating the overall meeting- Closing meetings (e) Common Mistakes Made at Meetings.	12	27%

	Total	45	100%
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Practical's

Writing E-mail:

- (a) Principles of E-mail
- (b) E-mail Etiquette
- (c) Overcoming Problems in E-mail Communication
- (d) Conducting Meetings
- (e) Evaluations of meeting process
- (f) Organizing Business Meetings

Recommended Books:

1. Interpersonal skills at work – John Hayes
2. Training in interpersonal – Phillip L. Hunsaker & Stephen P. Robbins
3. How to Win Friends and Influence People - Book by Dale Carnegie
4. Crucial Conversations: Tools for Talking When Stakes Are High, Second Edition
5. Interpersonal Relationships: Professional Communication Skills - Book by Elizabeth Arnold and Kathleen Underman Boggs
6. How to Instantly Connect With Anyone: 96 All-new Little Tricks for Big Success - Book by Leil Lowndes
7. The Fine Art of Small Talk: How to Start a Conversation - Book by Debra Fine

Learning Outcome:

1. After studying this course, one can recognise the importance of interpersonal skills.
2. Describe how good communication with other can influence our working relationships.
3. Outline the roles we play in our work groups and teams.

Type of Course: Travel & Tourism I

Prerequisite: Student needs to speak English language as mode of communication.

Rationale: The program provides details of about

1. Travel and Tourism Management is to provide competent young men and women with the necessary knowledge, skills, values and attitudes to occupy key operational positions in the Travel and Tourism Industry.
2. The programme would attract students from all over the world, giving them the highest quality academic and practical learning.
3. Students are taught to identify the tourism industry's unique features and understand the environmental hazards that have become a part of the tourism industry globally.

Teaching Scheme (Hrs/Week)									
L	P	T	Credit	Internal			External		
				Theory	Practical	CE	Theory	Practical	Total
3	-	2	5	20	-	20	60	-	100

L- Lectures; T- Tutorial; P- Practical; C.E. -Continuous Evaluation

Theory Passing %: 40 Practical Passing %: 50

Sr. No.	Topic	Teaching hrs	Weightage
Unit 1.	Introduction to Tourism Management: (a) Components of Tourism (b) Geographic Components of Tourism (c) Motivation for Travel (d) Elements of Tourism (e) Principles of Tourism (f) Investigating leisure & Tourism.	10	21%
Unit 2.	Tours & Travels (a) Customer Services, career opportunities in Travel Trade (b) Travel Insurance (c) Travel Information Manual (d) Travel formalities: the passport and Visas, health certificates, Taxes, Custom and currencies.	8	18%
Unit 3.	Organisation and management of the Travel Agency (a) Main departments (b) Ticketing and reservations (c) Information (d) Tours, transport, administration. (e) Tour Operation Business: Itinerary Preparation, Tour Costing, Hotel/ Transportation Booking, and Ground Arrangement.	9	19%
Unit4.	Managing Promotion, Public Relations. (a) Prospection (b) Planning and promotion of new travel destination (c) Maintenance of up-to-date travel information about domestic and international travel destinations, schedules, time and fare tables of all networks of carriers by sea, land and air, weather conditions, currency exchange restrictions, passport, visa, health and immigration regulations	10	21%

Unit 5.	Organization, role and functions of (a) World Travel Organisation (WTO) (b) Pacific Area Travel Association (PATA) (c) Universal Federation of Travel Agent (UFTA) (d) Indian Association of Tour Operator (IATO) (e) Travel Agents Association of India (TAAI) (f) International Civil Aviation Organisation (ICAO) (g) International Air Transportation Association (IATA)	10	21%
	Total	47	100%

Recommended Books:

1. Travel and Tourism Management – Abu Barkat Ali
2. Travel and Tourism – Richard Sharpley
3. World Geography of Travel & Tourism: A Regional Approach – Alan A. Lew, Colin Michael Hall & Dallen Timothy
4. Tourism Operations and Management - Textbook by Archana Biwal, Joshi Vandana, and S. Roday
5. Tourism: Principles and Practices - Textbook by Jitendra Mohan Mishra and Sampad Kumar Swain
6. Travel Connections: Tourism, Technology and Togetherness in a Mobile World - Book by Jennie Germann Molz
7. Travel and Tourism Public Relations - Book by Dennis Deuschl

Learning Outcome:

1. Understand fundamentals of tourism from the management, marketing and financial perspectives.
2. Understand the concepts of travel and tourism, the framework of the system, types and form of tourism as well as the impacts of tourism.

Type of Course: Personality Development III**Prerequisite:** Student should have the basic knowledge of English.**Rationale:** The program provides details of about

1. To enable the Student to gain an insight into the self and the process of Personality Development
2. To enable the student to explain the factors that determines personality.

Teaching Scheme (Hrs/Week)									
L	P	T	Credit	Internal			External		
				Theory	Practical	CE	Theory	Practical	Total
3	-	2	5	20	-	20	60	-	100

L- Lectures; T- Tutorial; P- Practical; C.E. -Continuous Evaluation

Theory Passing %: 40 Practical Passing %: 50

Sr. No.	Topic	Teaching hrs	Weightage
Unit 1.	Introduction to Personality Development: (a) Personality, Nature and Importance (b) Individuality, Character, (c) Determinants of Personality (d) Hereditary Potentials (e) Environmental Influences (f) Situational Factors	10	21%
Unit 2.	Self-Development: (a) Self Esteem, Know Yourself, Develop Self Esteem, Face and Accept Reality, Accept Yourself, Self-Improvement (b) Plan to improve yourself, Visualize your best self, Long term goals, Short term objectives, Action Plans (c) The student will be able to understand his/her personality and the process of self-development. (d) Developing Positive Attitudes, Development of Attitudes, Learning Attitudes, improve your attitudes, Coping with other people's negative attitudes.	8	18%
Unit 3.	Motivation: (a) Self-Motivation, Sources of Motivation, Willingness to work, Unpleasant tasks, Responsibility, Dependability (b) Self-Management, Efficient work habits, (c) Time Management (d) Resource Management, Stress Management (e) Thinking Skills, Thinking Defined, Higher-order thinking abilities, Critical thinking, Creative thinking, Decision Making (f) Problem Solving,	9	19%
Unit 4.	Transactional Analysis: (a) Nature and Importance, (b) Ego States, Life Positions, Transactions (c) Johari Window, Nature and Importance, Johari Window as a Model of Interpersonal Interactions,	10	21%
Unit 5.	Emotional Intelligence: (a) Nature and Importance (b) IQ versus EQ, Components of Emotional Intelligence (c) Self-regulation, Self-Awareness, Motivation, Empathy, Social Skills.	10	21%
	Total	47	100%

Recommended Books:

1. Robbins, Stephen & Sanghi.S. (2013), Organizational Behaviour, New Delhi: Pearson Education.
2. Clegg, Brian(2012),Personal Development, New Delhi: Kogan Page Ltd.,
3. McGrath E H.(2011), Basic Managerial Skills for All 6 the Edition India, Prentice Hall.
4. The Magic of Thinking Big - Book by David J. Schwart
5. Flow - Book by Mihaly Csikszentmihalyi
6. How to Win Friends and Influence People - Book by Dale Carnegie
7. The Power of Now Journal - Book by Eckhart Tolle

Learning Outcome:

1. Polishing manners to behave appropriately in social and professional circles.
2. Enhancing the ability to handle casual and formal situations in terms of personal grooming etiquette.
3. Developing and maintaining a positive attitude and being assertive

Type of Course: Human Resource Management**Prerequisite:** Student should be able to speak basic of English language.**Rationale:** The program provides details of about

1. The functional aspects of human resource management such as compensation, recruitment, employee training and development, career planning, labor relations, and collective bargaining;
2. The development of leadership to implement organizational effectiveness.
3. The management of change and conflict in organizational and labour contacts, as a catalyst to improve operational effectiveness.

Teaching Scheme (Hrs/Week)									
L	P	T	Credit	Internal			External		
				Theory	Practical	CE	Theory	Practical	Total
3	-	1	4	20	-	20	60	-	100

L- Lectures; T- Tutorial; P- Practical; C.E. -Continuous Evaluation

Theory Passing %: 40 Practical Passing %: 50

Sr. No.	Topic	Teaching hrs	Weightage
Unit 1.	Introduction to Human Resource Management: (a) Definition and Concept (b) Features (c) Objectives (d) Functions (e) Scope and Development of Human Resource Management (f) Importance of Human Resource Management (g) Human Resource Practices	9	20%
Unit 2.	HRM and Personnel Management: (a) Introduction (b) Concept of Personnel Management (c) Personnel Management in India (d) Functions of the Labour Welfare Officer (e) Difference Between Personnel Management and HRM	10	22%
Unit 3.	Human Resource Planning: (a) Concept of Human Resource Planning (HRP) (b) Factors in HRP (c) Process of HRP (a) Recruitment: Introduction (b) Concept of Recruitment (c) Factors Affecting Recruitment (d) Sources of Recruitment	9	20%
Unit 4.	Leadership: (a) Concept, Importance, Types of Leadership. Theories of Leadership (b) Organizational Change: Concept, Factors affecting change, resistance to change, overcoming resistance to change.	8	18%
Unit 5.	Wages and Salary: (a) Introduction (b) Nature and Significance of Wage and Salary Administration (c) Theories of Wages (d) Methods of Wage Fixation	9	20%
	Total	45	100%

Recommended Books:

1. Handbook of Human Resource Management Practise –Michael Armstrong
2. International Human Resource Management
3. The Essential Handbook 10th Edition – Barbara Mitchell & Sharon Armstrong

Learning Outcome:

1. Demonstrate an understanding of key terms, theories/concepts and practices within the field of HRM.
2. Demonstrate competence in development and problem-solving in the area of HR Management.
3. Provide innovative solutions to problems in the fields of HRM.

Type of Course: Air Cargo Management**Prerequisite:** Student should be able to understand the basic of English language.**Rationale:** The program provides details of about

1. In this course, students will learn how an aviation, air cargo functions, Air Cargo operations and role of human resource in the aviation industry.
2. Students will have in-depth knowledge about Air Cargo management and its functionalities.

Teaching Scheme (Hrs/Week)									
L	P	T	Credit	Internal			External		
				Theory	Practical	CE	Theory	Practical	Total
3	-	2	5	20	-	20	60	-	100

L- Lectures; T- Tutorial; P- Practical; C.E. -Continuous Evaluation

Theory Passing %: 40 Practical Passing %: 50

Sr. No.	Topic	Teaching hrs	Weightage
Unit 1.	Introduction to Air Cargo: (a) Cargo Services at Export Shed (b) Cargo Services at Import Shed (c) Cargo Services at Transit Shed (d) Cargo Aircraft Handling, Air Cargo	9	20%
Unit 2.	Cargo Services: (a) Cargo Handling (b) Booking of Perishable Cargo and Live Animals (c) Industry Relation (d) Air Cargo Tariff, ratios and Charges (e) Type of Air Cargo	9	20%
Unit 3.	Cargo Operators: (a) Operations at cargo agencies, airlines, and freight forwarders (b) Air cargo acceptance basic rating principle (c) Air waybill completion	8	18%
Unit 4.	Air Cargo Security: (a) Threats to aviation and introduction to cargo security (b) Importance of implementation of Air Cargo security measures (c) Catering and mail security (d) Crime prevention. Recognition and management of treats, Human factors in Cargo security.	9	20%
Unit 5.	Air Cargo Terminals: (a) Cargo terminals domestic (b) Cargo terminals international (c) Air Freight Forwarding: Air freight Exports and Imports (d) Special Cargos (e) Documentation (f) Handling COD shipments (g) Dangerous (DGR) or Hazardous goods	10	22%
Total		45	100%

Recommended Books:

1. Air Cargo Management – Michael Sales

2. Introduction to Air Cargo Management – Babu P
3. Risk Management in the Air Cargo Industry – Paul Hertwig
4. Air Cargo Security – Turrion Pierre
5. Air Transportation – Book by John G Wensveen
6. The History of Air Cargo & Airmail - Book by Camellie Allaz

Learning Outcome:

1. Well-versed with the transportation of the goods
2. Able to solve conflicts between the freight and goods
3. Knowledge about the dangerous goods in Air Cargo

PARUL UNIVERSITY, VADODARA, GUJARAT
SYLLABUS OF 3-YEAR BBA IN AVIATION, HOSPITALITY, TRAVEL & TOURISM
MANAGEMENT PROGRAMME
(w.e.f. Academic Session 2021-22)

Semester – IV

Type of Course: Airport Strategic Planning

Prerequisite: Student should be able to communicate in English language.

Rationale: The program provides details of about

1. Demonstrate a clear understanding of the process of airport capacity planning within the context of changing airline industry structure, national airport policy goals and planning constraints.
2. Identify the key components involved in approving airport development projects and be able to appraise the arguments for and against expansion.
3. Compare, analyze and assess different location options for new airports and understanding the interaction of key variables in the decision-making process.

Teaching Scheme (Hrs/Week)									
L	P	T	Credit	Internal			External		
				Theory	Practical	CE	Theory	Practical	Total
3	-	2	5	20	-	20	60	-	100

L- Lectures; T- Tutorial; P- Practical; C.E. -Continuous Evaluation

Theory Passing %: 40 Practical Passing %: 50

Sr. No.	Topic	Teaching hrs	Weightage
Unit 1.	Airport Planning: (a) Introduction Growth of air transport (b) Airport organization and associations (c) Classification of airports airfield components (d) Air traffic Zones and approach areas	9	20%
Unit 2.	Airport Planning Process: (a) Context of Airport system planning (b) Development of Airport Planning process Ultimate consumers (c) Airline decision (d) Other Airport operations	9	20%
Unit 3.	Concept of Airport Planning: (a) Short-term vs Long-term Planning (b) Principles of Airport Management (c) Growth of Air Transport (d) Air Traffic Zones	8	18%
Unit 4.	Airport Organizations & Associations: (a) Airports under Civil Aviation Administration (b) Autonomous Airport Authorities (c) Multi-purpose Authorities (d) Autonomous Civil Aviation Authority (e) Airport as a Business Enterprise Engine	9	20%

Unit 5.	Classification of Airport's Airfield components: (a) Functions of Airfield (b) Airfield Components (c) Customer-focused Approach Area (d) Business Approach Area	10	22%
Total		45	100%

Recommended Books:

1. Strategic airport planning and marketing –Emmy Arsonval Maniriho
2. Strategic airport planning –Robert E Caves & G.D. Gosling
3. Airport Planning & Management – Alexander Wells 2019
4. Airport Planning & Management – Alexander Wells 1986
5. Airport Systems – Richard De Nuevfillle
6. Airport Planning & Development – Paul Dempsey

Learning Outcome:

1. Your Airport strategic planning project should result in greater clarity, confidence, and productivity.
2. The strategic planning process should result in greater alignment and deeper knowledge about airports

Type of Course: French**Prerequisite:** Student should be able to communicate in English language.**Rationale:** The program provides details of about

1. Individuals can also work in embassies to assist in data entry work and transliteration/translation of official documents etc.
2. Aspirants can also seek employment in bilingual offices in India and France to work on corporate dealings and routine transactions involving exchange of data and information.
3. Students will possess the knowledge and will be able to communicate French to make up sentences and statements.

Teaching Scheme (Hrs/Week)									
L	P	T	Credit	Internal			External		
				Theory	Practical	CE	Theory	Practical	Total
3	-	-	3	20	-	20	60	-	100

L- Lectures; T- Tutorial; P- Practical; C.E. -Continuous Evaluation

Theory Passing %: 40 Practical Passing %: 50

Sr. No.	Topic	Teaching hrs	Weightage
Unit 1.	Grammar: Alphabets (a) Numbers (b) Verb conjugations (Le présent) (c) Masculine & feminine nouns (d) Singular and plural nouns (e) Articles (definite, indefinite, partitive) (f) Prepositions, Pronouns (g) Negative and Interrogative sentences (h) Future Proche (i) Countries and nationalities. (j) Telling date and time, months of the year, days of the week. Adjective possessive and demonstrative	10	22%
Unit 2.	Listening Skills: (a) Listening to sounds singular-plural (b) Masculine-feminine. (c) Difference between sounds	8	18%
Unit3.	Speaking Skills: Self-introduction, my family, My hobbies, Greetings, Asking questions, telling time.	9	20%
Unit 4.	Reading Skills: News articles, short messages and emails	8	18%
Unit 5.	Writing Skills: Writing short SMS, messages and emails, Self-introduction, My family, My hobbies, My Best friend, conversation with a stranger in French.	10	22%
	Total	45	100%

Recommended Books:

1. French all in one for dummies
2. Fluent in French: The most complete study guide to learn French

Learning Outcome:

1. Learning outcomes are focused on all four modalities of the language: speaking, listening, reading and writing as well as knowledge of Francophone cultures and the skills of collaboration and critical thinking.

Type of Course: Air Ticketing Management

Prerequisite: Student should be able to communicate in English language.

Rationale: The program provides details of about

1. The course provides great career exposure to the aviation industry. This is basic knowledge in the field further as students will get the experience they could be promoted in the higher positions.
2. Air Ticketing Management is a competitive field requiring good communication skills and different kinds of language knowledge. Smart candidates have a chance to travel with top business and political personalities.

Teaching Scheme (Hrs/Week)									
L	P	T	Credit	Internal			External		
				Theory	Practical	CE	Theory	Practical	Total
3	2	1	5	20	20	20	60	30	150

L- Lectures; T- Tutorial; P- Practical; C.E. -Continuous Evaluation

Theory Passing %: 40 Practical Passing %: 50

Sr. No.	Topic	Teaching hrs	Weightage
Unit 1.	Concept of Air Ticketing: (a) One Way and Return Trip, Circle trip journey, open jaw, add-on, mixed class journey (b) HIP check, Back Haul Minimum Check (BHC) (c) CTM check Indirect Travel Limitation (d) Around the world fare, special fares	12	27%
Unit 2.	Fundamentals of Air Ticketing (a) Airline & Airport codes (b) Fare construction rules and policies (c) Elementary location & Geography	10	22%
Unit 3.	Components of Ticketing (a) Tourist Accommodation (b) Travel Sales (c) Ticketing formalities (d) Customer service	12	27%
Unit 4.	(a) Review of basic Fare Construction Principles, The mileage system (b) Lowest combination principle (c) Around the World Fares, "Open Jaw" Journeys (d) Re – routings itinerary (e) Collection of Fares-	11	24%
	Total	45	100%

Practical's
Air Ticketing Software Handling
(a) Time Zones (b) Air ticketing Hazard (c) Physiology Passenger Behavior (d) Airline Marketing (e) Flight Operation Management (f) IATA Galileo (g) Amadeus

Recommended Books:

1. Flight reservation and airline ticketing – Jitendra K Sharma
2. Airfares and ticketing – Doris S Davidoff & Philip S Davidoff

Learning Outcome:

1. Understand fundamentals of travel and Air ticketing from the management, marketing and financial perspectives.
2. Understand the concepts of Air ticketing, the framework of the system, types and form of tourism as well as the impacts of Air ticketing.

Prerequisite: Student should be able to communicate in English language

Rationale: The program provides details of about

1. The program provides with the in-depth exposure and knowledge about the handling of customers and passengers.
2. It also provides with the details of customer/passenger service and solving the queries of passengers/customers.

Teaching Scheme (Hrs/Week)									
L	P	T	Credit	Internal			External		
				Theory	Practical	CE	Theory	Practical	Total
2	2	1	4	20	20	20	60	30	150

L- Lectures; T- Tutorial; P- Practical; C.E. -Continuous Evaluation

Theory Passing %: 40 Practical Passing %: 50

Sr. No.	Topic	Teaching hrs	Weightage
Unit 1.	An introduction to Customer/passenger care: (a) Nature of customer service, changing customer behaviour and expectation, (b) Customer retention (c) What is excellent service? (d) Personal versus material service, Customer Relation Management (CRM)	10	27%
Unit 2.	Listening to customers/passengers: (a) Barriers to listening, monitoring of complaints and compliments (b) Monitoring customer satisfaction, measuring customer loyalty, involving employees when measuring process Recognizing achievement.	7	19%
Unit 3.	Training and Development for Customer Service: (a) Importance of training and development in customer service, identifying training and development objectives (b) Training and development for managers (c) Build customer service into all training (d) Review and refresh training and development.	10	27%
Unit 4.	Communications: (a) Disseminating the message, developing a communications strategy (b) Reinforcing the message Tips on effective internal communication, Recognition and reward (c) Motivation, Performance management, developing a reward and recognition schemes (d) Sustaining a customer focus.	10	27%
	Total	37	100%

Practical's

Customer/passenger Service Representatives

- (a) Role of customer service representatives
- (b) Job description of customer service representatives
- (c) Customer support, Customer services- orientation
- (d) Difference between customer care and customer service
- (e) Strategic customer care
- (e) Customer service training for frontline and support staff

Recommended Books:

1. Customer support – Donna Knapp
2. Customer expectation Management - Terry Schurter
3. Voice of Customer- Dr. John Anton
4. Customer satisfaction - Avinashnarula
5. Customer loyalty –Stephen. A. Butscher
6. Customer Care Excellence: How to Create an Effective Customer Focus - Sarah Cook

Learning Outcome:

1. An important tool for sales and marketing activities is the customer relationship management system (CRM).
2. At their core, CRM systems are software systems used to collect and manage information about customers and prospects, making them a valuable source of internal data.

Prerequisite: Student should be able to communicate in English language.

Rationale: The program provides details of about

1. At the end of this course a student would learn the procedures of in-flight catering and the services being offered by various airlines.
2. This course will help students to get educated on the part of the diverse classes of services for instance first class, elite class and economy class.
3. The end benefit of this program will enhance students with the dexterity of the perishable and non-perishable meals that are offered and sold on board an aircraft.

Teaching Scheme (Hrs/Week)									
L	P	T	Credit	Internal			External		
				Theory	Practical	CE	Theory	Practical	Total
3	2	1	5	20	20	20	60	30	150

L- Lectures; T- Tutorial; P- Practical; C.E. -Continuous Evaluation

Theory Passing %: 40 Practical Passing %: 50

Sr. No.	Topic	Teaching hrs	Weightage
Unit 1.	Introduction to In-flight Catering Unit: (a) Flight catering operations and organizations: introduction – organization of production unit (b) Production planning and scheduling (c) Meal production and packing (d) Cold kitchen, hot kitchen, bakery, special meals, crew meals (e) Dish packing (f) Tray and trolley assembly – flight assembly (g) Staffing	10	22%
Unit 2.	Production of meals handling: (a) Introduction principles of flight menu production unit design (b) Batch production – continuous production – cell production – scale and scope of production facilities (c) Process flow (d) Production kitchens – holding systems and facilities (e) Cook – chill – cook – freeze – sous vide – tray assembly – conveyor belt – work stations – (f) Final assembly of flight	11	24%
Unit3.	Introduction to transportation of meals: (a) Types of uplift – long haul (b) Transportation vehicles and staffing (c) Transportation control and staffing (d) Loading and unloading of vehicles (e) Correct location of load – operational issues. (f) Introduction – off loading and recycling – unloading procedures – washing ware and equipment – refurbishment – sources of waste – the quantity of flight waste – waste handling systems – waste disposal – recycling waste.	12	27%

Unit 4.	Introduction to diverse meal cutlery: (a) Continental airlines catering equipment control system – equipment (b) Operational procedures (c) Future trends in gallery design – conclusion – on-Board service (d) Introduction – cabin design and services – staffing levels and training – flight services policy – first class meal service – business class meal service – economy class meal service – flight service customer feedback – information flow from the flying passenger	12	27%
	Total	45	100%

Practical's
Aisle to aisle service procedure:
(a) Zone area meal service (b) Handling of cold meals (c) Handling of perishable meals (d) Handling of Buy on-board food products (e) Trolley and container loading (f) flight service procedures (g) Buy on-board products take-over (h) Buy on-board products hand-over

Recommended Books:

1. Flight Catering –Peter Jones
2. Flight Catering – Michael Kipps
3. Flight Catering Management – Audrey Carol McCool

Learning Outcome:

1. One would gain knowledge about the procedure of in-flight catering
2. With plunged knowledge of the food that is supplied through the catering units and kitchen.

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(w.e.f. Academic Session 2021-22)

Semester – V

Type of Course: Travel & Tourism II

Prerequisite: Student should be able to communicate in English language.

Rationale: The program provides details of about

1. The course BBA Tour Management aims to help students understand the values needed to join the travel and tourism industry.
2. Students are taught to identify the tourism industry's unique features and understand the environmental hazards that have become a part of the tourism industry globally.
3. The course primarily focuses on different topics such as tourist,
4. Resort planning, food service, intercultural communication and more.

Teaching Scheme (Hrs/Week)									
L	P	T	Credit	Internal			External		
				Theory	Practical	CE	Theory	Practical	Total
3	-	2	5	20	-	20	60	-	100

L- Lectures; T- Tutorial; P- Practical; C.E. -Continuous Evaluation

Theory Passing %: 40 Practical Passing %: 50

Sr. No.	Topic	Teaching hrs	Weightage
Unit 1.	Tourism Principles and Practices: (a) Tourist Products of India (b) Global Tourism Destinations (c) Soft Skills and Communication for Tourism (d) Tourism Related Laws in India	7	15%
Unit 2.	Tourism Management: (a) Foreign Language (b) Tourism Products of India (c) Tourism Marketing (d) Human Resource Planning & Development in Tourism (e) Tourism Planning & Administration in India	9	20%
Unit3.	Financial Management in Tourism: (a) Research Methodology in Tourism (b) Planning & Management of International Tourism (c) Management of Tourism Products and Destination Development (d) Management of Travel Agency & Tour Operations	9	20%
Unit 4.	M.I.C.E Tourism: (a) Tourist Transport (air, rail, road, sea) (b) Tourism Impact Analysis (c) Tourism	9	20%

Unit 5.	(a) Eco Tourism (b) Dissertation (c) Tourism Economy and Regional Revitalization (d) Entrepreneurship in Tourism (e) Niche Tourism	11	24%
	Total	45	100%

Recommended Books:

1. Tourism, Transport & Travel Management –M.R. Dileep
2. Marketing in Travel & Tourism –Victor T.C. Middleton
3. Tourism Operations and Management - Textbook by Archana Biwal, Joshi Vandana, and S. Roday
4. Tourism: Principles and Practices - Textbook by Jitendra Mohan Mishra and Sampad Kumar Swain
5. Travel Connections: Tourism, Technology and Togetherness in a Mobile World - Book by Jennie Germann Molz

Learning Outcome:

1. Understand fundamentals of tourism from the management, marketing and financial perspectives.
2. Understand the concepts of travel and tourism, the framework of the system, types and form of tourism as well as the impacts of tourism.

Prerequisite: Student should be able to communicate in English language.

Rationale: The program provides details of about

1. The outcome of this program is defining the basic concepts of marketing research.
2. Explanation of relationship and differences between marketing research and marketing information systems.
3. Interpret development of marketing research and list the marketing research process.

Teaching Scheme (Hrs/Week)									
L	P	T	Credit	Internal			External		
				Theory	Practical	CE	Theory	Practical	Total
3	-	-	3	20	-	20	60	-	100

L- Lectures; T- Tutorial; P- Practical; C.E. -Continuous Evaluation

Theory Passing %: 40 Practical Passing %: 50

Sr. No.	Topic	Teaching hrs	Weightage
Unit 1.	(a) Introduction, Meaning of Research, Research Characteristics (b) Various Types of Research (c) Marketing Research and its Management (d) Nature and Scope of Marketing Research (e) Marketing Research in the 21st Century (Indian Scenario) (f) Marketing Research: Value and Cost of Information	8	18%
Unit 2.	(a) Introduction, Research Process: An Overview, Formulation of a Problem, Research Methods (b) Research Design, Data Collection Methods, Sample Design (c) Data Collection (d) Analysis and Interpretation (e) Report Writing (f) Components of Research Proposal (g) Components of Research Paper	9	20%
Unit3.	(a) Introduction, Meaning of Research Design (b) Types of Research Design (c) Descriptive Research (d) Causal Research Design (e) Research Design and Marketing Decision (f) Process, Choosing a Good Research Design	10	22%
Unit 4.	(a) Meaning and Nature of Secondary Data (b) Advantages of Secondary Data (c) Drawbacks of Secondary Data (d) Types of Secondary Data Sources (e) Primary Data and its Types	9	20%
Unit 5.	(a) Questionnaire Design (b) Questionnaire Building (c) Process of Questionnaire Design (d) Information Required (e) Interview Method (f) Questionnaire Format and Question Composition (g) Individual Question Content (h) Questions Order (i) Form and Layout	9	20%
Total		45	100%

Recommended Books:

1. Marketing Research – Macgraw Hill education India
2. Marketing Research 3E by NARGUNDKAR, McGraw Hill

Learning Outcome:

1. Critically evaluate the key analytical frameworks and tools used in marketing.
2. Apply key marketing theories, frameworks and tools to solve Marketing problems.
3. Utilise information of a firm's external and internal marketing environment to identify and prioritise appropriate marketing

Prerequisite: Student should be able to communicate in English language.

Rationale: The program provides details of about

1. The result on the completion of this program will be the students will be educated on the safety procedures of the airport safety and security.
2. This program will give the students in-depth knowledge about the importance of the safety and security at the airports.

Teaching Scheme (Hrs/Week)									
L	P	T	Credit	Internal			External		
				Theory	Practical	CE	Theory	Practical	Total
3	2	1	5	20	20	20	60	30	150

L- Lectures; T- Tutorial; P- Practical; C.E. -Continuous Evaluation

Theory Passing %: 40 Practical Passing %: 50

Sr. No.	Topic	Teaching hrs	Weightage
Unit 1.	Airport Security: (a) Introduction (b) Security planning (c) Responsibility and organisation (d) Land side security procedures – passenger terminal, cargo terminal.	10	22%
Unit2.	Physical Security for the Aviation Environment: (a) Introduction Intrusion detection system (b) Security cameras (c) Determining total security system cost (d) Locks and key control (e) Security barriers and fencing security lighting window security	11	24%
Unit 3.	Airport Aircraft Emergencies: (a) Types of emergencies (b) Level of protection required (c) Water supply and emergency access roads communication and alarm requirements. (d) Rescue and fire fighting vehicles and procedures, foaming the runways, removal of disabled aircraft. (e) Major accidents analysis and measuring human errors. (f) Identifying root causes of Human Errors (g) Human Reliability Assessment - Safety cultures in Airlines (h) Threat and Error Management (TEM) - Mid-Air Collisions (i) Runway Incursions - Weather Factors - Human Factors and Mechanical Failures	12	27%

Unit 4.	1. Nature of Accidents, Major Issues: (a) Airport Emergencies Response and Noise Control: Emergency response - accident, medical emergencies, natural gas leaks, severe weather and natural disasters (b) Terrorism – bomb threats 2. A Contemporary Assessment: (a) Causes of Accidents - Major Aviation Disasters: Case Studies - Statistics of Aviation Disasters - Investigation, Analysis and Reporting Psychological Aspects and Training - Bird Strike: Airport Operators' responsibilities - Airside Discipline - Maintenance of Airport and Aircraft (b) Functions of Aerodrome committee.	12	27%
	Total	45	100%

Practical's

Airport & Aircraft Safety & Security:

- (a) Airport security programme
- (b) Airport security authority
- (c) Airport civil aviation security committee Preventative measures
- (d) Security v/s facilitation training and awareness
- (e) Testing inspection and audit.
- (f) Bureau of Civil Aviation Security (BCAS).
- (e) Air side security procedures
- (g) Hijacking Situation
- (h) Hostage Situation

Recommended Books:

1. Aviation and airport security: Terrorism and safety concerns, second edition – Kathleen Sweet
2. Airport, aircraft and airline security, second edition – Unknown Author
3. Aviation Safety & Security – Stefen J Wright
4. Commercial Aviation Safety – Alexander T Wells
5. The Human Factor in Aircraft Accidents – David Beaty
6. Aircraft Safety – Shari Stamford Krause
7. Aviation Safety & Security – Simon Bennett

Learning Outcome:

1. To keep passengers and flight crew safe while flying, Safety always comes first.
2. Importance of the Aviation safety as is important because there are lives involved in every operation of aircraft.

Type of Course: Passenger/Customer Behaviour**Prerequisite:** Student should be able to communicate in English language.**Rationale:** The program provides details of about

- Examines the principal functions of a customer service representative, the skills needed to succeed in the workplace, and the knowledge to advance into a leadership role within the service industry.
- Emphasizes effective communication skills, positive attitudes, problem solving, strategies for coping with challenging and dissatisfied customers, retention of customers, methods of measuring customer satisfaction, technology and customer service, and motivational techniques

Teaching Scheme (Hrs/Week)									
L	P	T	Credit	Internal			External		
				Theory	Practical	CE	Theory	Practical	Total
3	2	1	5	20	20	20	60	30	150

L- Lectures; T- Tutorial; P- Practical; C.E. -Continuous Evaluation

Theory Passing %: 40 Practical Passing %: 50

Sr. No.	Topic	Teaching hrs	Weightage
Unit 1.	Introduction of Customer Service: (a) Customer service classification (b) Passenger Expectations (c) Service Quality (d) Passenger experience management (e) Grievance and complaint management system (f) Service recovery (g) Communication with passengers/customers	11	24%
Unit 2.	Customer service Classification: (a) Objectives (b) Introduction (c) Characteristics of passenger service (d) Classification of passenger service (e) Goal of passenger service: customers/passengers' satisfaction	12	27%
Unit 3.	Meeting and greeting of the passengers/customers: (a) Identifying passengers needs and wants (b) Identifying passenger's personalities (c) Types of passengers/customers personalities (d) Passengers/Customers stated and unstated needs (e) Triggers and Customers/passengers Needs (f) What Customers/passengers Really Needs, Wants, and Expects (g) Effective Customer Care and Positive Attitude (h) Changing Scenario in Customers/passengers (i) Expectations	12	27%
Unit 4.	Quality of Service: (a) The Two Dimensions of Service Quality (b) Technical Quality (c) Functional Quality (d) Factors Influencing Expected Quality (e) Determinants of Service Quality	10	22%

	(f) Issues to be Focused for Delivery of Superior Service Quality, importance of Customer Experience Management, managing Customer/passengers Experience		
	Total	45	100%

Practical's
Passenger/Customer Tacking Skills
<ul style="list-style-type: none"> (a) Customers/passengers Loyalty (b) Factors affecting passengers/customers Loyalty (c) Importance of Customers/passengers Loyalty (d) Reasons for passengers Grievance (e) Behaviour of Aggrieved passengers (f) Complaint Management (g) Benefits of Service Recovery (h) Customers/passengers Response to Service Failure (i) Strategies for Service Recovery (j) Team Work (k) Listening to the Customer

Recommended Books:

1. Passenger Behaviour –Robert Bor
2. Consumer Behaviour – Michael Solomon
3. Consumer Behaviour – Jim Blythe
4. Consumer Behaviour – Ramanuj Majumdar
5. Consumer Behaviour & Analytics – Andrew J Smith

Learning Outcome:

1. They can understand the expectation of the consumers.
2. It helps to understand what makes a consumer to buy a product.
3. Marketers can understand the likes and dislikes of consumers and design base their marketing efforts based on the findings.

Prerequisite: Student should be able to communicate in English language.

Rationale: The program provides details of about

1. This course is designed to help students develop and understanding of community emergencies and be able to render first aid services as and when need arises.
2. Upon completion of this course, the students will be able to demonstrate skills in rendering first aid in case of emergencies.

Teaching Scheme (Hrs/Week)									
L	P	T	Credit	Internal			External		
				Theory	Practical	CE	Theory	Practical	Total
3	2	-	4	20	20	20	60	30	150

L- Lectures; T- Tutorial; P- Practical; C.E. -Continuous Evaluation

Theory Passing %: 40 Practical Passing %: 50

Sr. No.	Topic	Teaching hrs	Weightage
Unit 1.	Introduction to First Aid: (a) Importance of First Aid (b) Golden Rules of First Aid and Quality of First Aider (c) Concept of Emergency	10	22%
Unit 2.	First Aid in Emergency situation: (a) Fire, Burns, Fractures, Accidents, Poisoning, Drowning, Haemorrhages, Insect Bites, Foreign Bodies. (b) Transportation of the Injured (c) Bandaging and Splinting	11	24%
Unit 3.	Community, Emergencies and First Aid: (a) Agencies: Local: Government and Non-government, National, International and Red Cross Society (b) Responsibility of the Workers in Calamities (c) Floods, Earthquakes, Cyclones: Steps to be taken	12	27%
Unit 4.	Situations & their Reassurance (a) Types of recovery positions (b) Types of shock (c) Child birth (d) Contents of First Aid Kit	12	27%
	Total	45	100%

Practical's

Basic life saving techniques

- (a) CPR
- (b) Role play for CPR
- (c) Stages of Epilepsy
- (d) Basic of DR.ABC
- (e) Chocking
- (f) Bandages
- (g) Treating different types of Strokes

Recommended Books:

1. TK Indrani, "First Aid for Nurses". New Delhi, Jaypee Brothers, Medical Publishers (P) Ltd.
2. Dr. Shashank V. Parulekar, "First Aid", Mumbai, Vora Medical publications
3. The Illustrated First Aid – Angus Macvier

4. Community Care First Aid – Dynamic Health Systems
5. First Aid – American Red Cross
6. First Aid, Survival & CPR – Shirley A Jones

Learning Outcome:

1. Knowledge about basic lifesaving skills& being a first aider skilled person.

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Semester – VI

Type of Course: Principles of Tourism & Travel Agency Operations

Prerequisite: Student should be able to communicate in English language.

Rationale: The program provides details of about

1. Perception of Tourism Worldwide
2. Hospitality and Tourism Industry

Teaching Scheme (Hrs/Week)									
L	P	T	Credit	Internal			External		
				Theory	Practical	CE	Theory	Practical	Total
3	-	2	5	20	-	20	60	-	100

L- Lectures; T- Tutorial; P- Practical; C.E. -Continuous Evaluation

Theory Passing %: 40 Practical Passing %: 50

Sr. No.	Topic	Teaching hrs	Weightage
Unit 1.	(a) World Tourism (b) Important Countries/ Capitals / Currencies / Exchange (c) World Tourism Attractions - Indian Tourism (d) Transportation Commercial Aviation-Air Taxi Operations - Private Operation (e) Airport Handling Functions of IATA-ICAO (f) Aims and Objectives. -IATA Geography and Global indicators Travel Agent Management (g) Travel Partners.	9	20%
Unit 2.	(a) Currency Fluctuations and Commission Policies IATA Approved Travel Agency Appointment and Control (b) Bank guarantee. (c) IATA Billing and Settlement Plan-Credit Period (d) Customer Service-Service Provide (e) Training and Development of Travel agent-GDS.	9	20%
Unit3.	(a) Travel agent –Formation (b) Role and Responsibilities (c) Travel Agents Body in India – TAAI (d) Travel Agent and the Airline- Commercial Aviation-Air Taxi Operations-Private Operation	10	22%
Unit 4.	(a) Tour Operators Role and Responsibilities (b) Planning Tours and Preparation of Tour Brochures (c) Operating Conditions for Tour packages and Legal position in case of noncompliance and other reasons	8	18%

	(d) Pricing of Tour packages.		
Unit 5.	(a) Tourism Management-Domestic and International Tourism (b) Discover India (c) Government Regulations on Tourism Management- Exploring new Destinations (d) Foreign Currency Earner.	9	20%
	Total	45	100%

Recommended Books:

1. IATA Manual on Diploma in Travel & Tourism Management
2. Travel and Tourism – Richard Sharpley
3. World Geography of Travel & Tourism: A Regional Approach – Alan A. Lew, Colin Michael Hall & Dallen Timothy
4. Tourism, Transport & Travel Management –M.R. Dileep
5. Marketing in Travel & Tourism –Victor T.C. Middleton

Learning Outcome:

1. Understand fundamentals of tourism from the management, marketing and financial perspectives.
2. Understand the concepts of travel and tourism, the framework of the system, types and form of tourism as well as the impacts of tourism.

Type of Course: In-Flight Services**Prerequisite:** Student should be able to communicate in English language.**Rationale:** The program provides details of about

1. The end result of this program is going to be the expertise in the field of Aviation In-Flight services.
2. Plunged knowledge about the meal services served on-board a flight domestic and international.

Teaching Scheme (Hrs/Week)									
L	P	T	Credit	Internal			External		
				Theory	Practical	CE	Theory	Practical	Total
3	2	1	5	20	20	20	60	30	150

L- Lectures; T- Tutorial; P- Practical; C.E. -Continuous Evaluation

Theory Passing %: 40 Practical Passing %: 50

Sr. No.	Topic	Teaching hrs	Weightage
Unit 1.	Introduction to In-Flight services on-board an aircraft: (a) Developing passengers service skills for First/Elite and economy class (b) Duties and responsibilities of In-Flight Supervisor (c) Documentation for In-Flight Services (d) On-board entertainment system	11	24%
Unit 2.	Preparation for pre-flight departure of meals: (a) Taking handover procedure of meals (b) Hi-lift of meals and non-perishable snacks (c) Documentation for uploading of meals (d) Preparation of on-ground service cart (e) Take-over of buy on-board products	12	27%
Unit 3.	Cabin Meal Preparation (a) After take- off preparation of beverage trolley (b) Zone procedure of serving meals (c) Heating of meals procedure (d) Layout of meals on the cart/trolley	12	27%
Unit 4.	Meal Service Procedure (a) Gastronomy I (b) Reviewing E/Y, J/C, F/C, service procedures (c) Offer excellent in-flight customer service (d) Announcements for In-Flight services (e) Procedure for on-ground beverage services (f) On-ground non-perishable procedure	10	22%
	Total	45	100%

Practical's**In-Flight Services**

- (a) First class service layout
- (b) Business class service layout
- (c) Economy class service layout
- (d) Cutlery layout for First and Elite class meal service
- (e) Serving procedure for first and business class passengers
- (f) Various types of meals on-board for first, elite and economy class passengers
- (g) Methodology for clearance of beverages, meals & trays

Recommended Books:

1. Introduction to airline in-flight service – Colin C Law
2. The language of Air travel in English, in-flight services – Unknown author
3. Flight Catering – Michael Kipps
4. Flight Catering Management – Audrey Carol McCool

Learning Outcome:

1. In-depth knowledge about flight services of meals
2. Difference between First, Business and Economy class.

Prerequisite: Student should be able to communicate in English language

Rationale: The program provides details of about

1. Student will know how to recognize and avoid aviation's legal pitfalls make better employees for air carriers and corporate flight departments.
2. The outcome of this course will be the students will be able to differentiate the hazards that might occur in the aviation industry.

Teaching Scheme (Hrs/Week)									
L	P	T	Credit	Internal			External		
				Theory	Practical	CE	Theory	Practical	Total
3	-	2	5	20	-	20	60	-	100

L- Lectures; T- Tutorial; P- Practical; C.E. -Continuous Evaluation

Theory Passing %: 40 Practical Passing %: 50

Sr. No.	Topic	Teaching hrs	Weightage
Unit 1.	(a) Administrative law (b) Regulatory Agencies (c) FAA Enforcement (d) Aviation Medical Cases (e) International air law (f) Domestic air law	9	20%
Unit 2.	(a) Aircraft Accidents (b) Basic Principles of Liability (c) Organizing the Business to Limit Liability (d) Aviation Insurance (e) Exculpatory Contracts (f) Airline Liability (g) Government Liability for Aircraft Accidents (h) Accident Notification and Reporting	9	20%
Unit 3.	(a) Aircraft Transactions (b) Buying and Selling Aircraft (c) Leasing Aircraft (d) Airports & Airspace	10	22%
Unit 4.	(a) Airline Labour Law (b) Air Law (c) Aircraft General Knowledge 1 (d) Aircraft General Knowledge 2 (e) Aircraft General Knowledge 3	8	18%
Unit 5.	(a) Air Traffic Regulations and Air Traffic Services Definitions (b) Objectives of air traffic services (c) Visual flight rules (d) Carriage of dangerous goods	9	20%
	Total	45	100%

Recommended Books:

1. Aviation law and regulation – Lucy Budd, Stephen Ison
2. International Aviation law – Ron Bartsch
3. Fundamentals on Aviation Law – Raymond Speciale
4. Practical Aviation & Aerospace Law – J. Scott Hamilton

5. Far/Aim 2021: Federal Aviation Regulations/Aeronautical Information Manual – Federation Aviation Administration.

Learning Outcome:

1. Define legal terms, describe and distinguish between methods of legal systems
2. Identify and explain various characteristics of legal structure and legal relationships, and the purpose and processes of key legal organisations underpinning the aviation industry
3. Describe key areas of regulation affecting aviation

Type of Course: Air Hostess/Cabin Crew/Flight Attendant Management**Prerequisite:** Student should be able to communicate in English language.**Rationale:** The program provides details of about

1. The outcome of the program will educate the students in regards to the training of cabin crew.
2. Students will have in-depth knowledge about the duties and responsibilities of a Flight Attendant

Teaching Scheme (Hrs/Week)									
L	P	T	Credit	Internal			External		
				Theory	Practical	CE	Theory	Practical	Total
3	4	-	5	20	20	20	60	30	150

L- Lectures; T- Tutorial; P- Practical; C.E. -Continuous Evaluation

Theory Passing %: 40 Practical Passing %: 50

Sr. No.	Topic	Teaching hrs	Weightage
Unit 1.	Introduction about Cabin Crew: (a) Duties and responsibilities about a Flight Attendant (b) Familiarization of Cabin Crew safety procedure	12	27%
Unit 2.	Crew Resource Management: (a) Evolution and Basics – CRM (b) Impact of CRM in Aviation Safety (c) Familiarization of the cockpit procedure (d) Check-in procedure (e) Augmentation of Cabin Crew	11	24%
Unit 3.	Technicalities: (a) Technicalities of a SOP (Standard Operating Procedure) Domestic (b) Technicalities of SOP (Standard Operating Procedure) International (c) Safety and security on-board an aircraft (d) Practical training about emergency procedures	12	27%
Unit 4.	(a) Data on Incidents / Accidents: Human Performance Analysis (b) Communication: A Relevant factor in Aviation Safety (c) FDTL (Flight duty time limitation) (d) Customs clearance procedure international	10	22%
	Total	45	100%

Practical's
Air Hostess, Cabin Crew Services
(a) Fire drill (b) Medical drill (c) Ditching drill (d) In-flight service (e) Mock Evacuation drill (f) Mock Emergencies

Recommended Books:

1. The Cabin Crew interview made easy: The inside scoop: Book 1 –Caitlyn Rogers
2. The ultimate guide to the Cabin Crew interview: Gain your wings with style –Unknown author
3. How to become a successful Air Hostess (Alternative careers Series book 5) –Tom Prince
4. How to Become an Air Hostess and Make A Successful Career: Featuring Mock Interview – Martin Salter
5. Cruising Altitude – Heather Poole
6. The Essential Guide to Becoming a Flight Attendant – Kiki Ward
7. Introduction as a Cabin Crew – Beverly Goodman

Learning Outcome:

1. This program helps you move into mid or senior management roles in Aviation and related industries
2. Move from other industries to the ever-growing Aviation industry.