

Objective of the Syllabus

BBM 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 BBM 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 BBM

IN

TOURISM, AVIATION & HOSPITALITY

Annexure:

Semester - I

Subject Code	Title of the Course	Total Marks	Credit
DSC-1	Principles of Aviation	50	6
DSC-2	Persona Management, Soft Skills & Personality Development	50	6
LCC-1	Language Enhancement	50	6
AECC-1 (MIL)	Alternative English/Bengali/Hindi	50	2
		200	20

Semester - II

Subject Code	Title of the Course	Total Marks	Credit
DSC-3	Principles of Travel & Tourism	50	6
DSC-4	Customer Servicing & Passenger Handling	50	6
LCC-2 Paper-1	Communication & Presentation Skills	50	6
AECC-2	Environmental Studies	50	2
		200	20

Semester - III

Subject Code	Title of the Course	Total Marks	Credit
DSC-5	Business Economics	50	6
DSC-6	Introduction to Hospitality & Accommodation Operations	50	6
LCC-3	Business Language	50	6
SEC-1	Human Resource & Organizational Behavior	50	2
		200	20

Semester - IV

Subject Code	Title of the Course	Total Marks	Credit
DSC-7	Business Finance & Hotel Accounting	50	6
DSC-8	Aviation Safety Management and Resource Management at Airport	50	6
LCC-4 Paper 2	Communication & Presentation Skills	50	6
SEC-2	Crew Management & In-flight Services	50	2
		200	20

Semester - V

Subject Code	Title of the Course	Total Marks	Credit
DSE-1	Front Office & Housekeeping	50	6
DSE-2	F & B Services and Food Production & Project (15-25 Sheets) Industry Visit	50	6
GE-1	Elementary Statistics	50	6
SEC-3	Airlines & Airport Organization and Load Planning & DGR	50	2
		200	20

Semester - VI

Subject Code	Title of the Course	Total Marks	Credit
DSE-3	Tourism Business & Product	50	6
DSE-4	Security Legislation	50	6
GE-2	India as a Destination & Cruise Operations	50	6
SEC-4	Industry Project Internship	50	2
		200	20

Total Credit :120

Full marks : 1200

SEMESTER – I

DSC-1

Principles of Aviation

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

Unit-3

General Subjects – Layout of an Airport and Ground handling, Airport and Aircraft Security, Managerial Operations, Airline catering and Various Bodies.

DSC-2

Persona Management & Soft skills & Personality Development

UNIT -1

Personal Grooming – The Grooming Process, Skin Care, Hair Care, Nail Care

UNIT-2

Art of Makeup – Uses and Types of Makeup, Instruments & Ingredients, Formal & Casual Look

UNIT-3

Power Dressing, Elegant Dressing, Selection of Outfit, On the Job Dressing, Accessories

UNIT-4

Health & Nutrition, Healthy Diet, Nutritional Elements, The Ideal Menu, Do's & Don'ts of Healthy Living

UNIT-5

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

UNIT-6

Creativity, Out of Box Thinking, Lateral Thinking, Etiquette, Motivation, Factors of Motivation

LCC-1

Language Enhancement

UNIT-1

Noun, Pronoun, Article, Verb, Adjective, Adverb, Preposition, Conjunction, Interjection

UNIT-2

Tense- Present, Past, Future, Verb Tense

UNIT-3

Types of Sentences- Simple, Compound & Complex, Active & Passive Voice

UNIT-4

Vowel Sounds, Consonant Sounds, Monophthong, Diphthong, Intonation, Syllable & Syllable Stress

UNIT-5

Phrasal Verbs, Idioms, Metaphors & Similes

UNIT-6

Word Meaning, Synonym, Antonym, One Word Substitutes, Vocabulary Development

AECC-1

Alternative English/Bengali/Hindi

As per the university syllabus

SEMESTER – II

DSC-3

Principles of Travel and Tourism

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.

UNIT-6

Travel Formalities & Regulations – Introduction to travel documentation & Formalities. Major documents for International & Domestic Travel. Health & Vaccination regulation. Rate of exchange of Currencies.

DSC-4

Customer Service and Passenger Handling

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 vs 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 Warehouse Management.

LCC-2

Communication & Presentation Skill – Paper 1

UNIT -1

Communication Process, Types of Communication- Verbal, Non-Verbal & Visual, 7 C's of Communication, Barriers of Communication, Noise, Distortion, Overcoming Communication Barrier

UNIT-2

Formal Communication Network, Informal Communication Network, Internal & External Communication

UNIT-3

Art of Conversation, Conversation Skill, How to Start a Conversation, Do's and Don'ts in Conversation, Active Listening, Hearing vs. Listening, Barriers to Active Listening

UNIT-4

4 P's of Presentation, Types of Presentation, Presentation Skill, Audience Analysis, How to make a Presentation Effective

UNIT-5

Body Language- Facial Expression, Eye Contact, Body Posture & Hand Gesture, Male Body Language & Female Body Language

UNIT-6

Conquering Fear, Extempore & Impromptu Speeches

AECC-2

Environmental Studies

As per the university syllabus

SEMESTER – III

DSC-5

Business Economics

UNIT -1

Evolution and definition of Economics, Scope of Economics, Different types of economies – Open and Closed

UNIT -2

Microeconomics, Demand & Supply, Elasticity of Demand & Supply, Equilibrium

UNIT-3

Production Theory, Cost & Revenue, Marginal Cost, Break Even Point

UNIT-4

Macroeconomics, Per Capita Income & GDP, GNP, National Income

UNIT-5

Market Structure, Monopoly, Duopoly, Oligopoly, Monopolistic Competition, Perfect Competition, Game Theory

UNIT-6

Indian Economy, SWOT Analysis of Indian Economy, Economic Growth & Development

DSC-6

Introduction to Hospitality and Accommodation Operations

UNIT -1

Introduction to Service / Hospitality Industry, Hospitality Management, Hospitality Chart, Recreation and Travel & Tourism. Characteristics of Hospitality Industry. Objectives of Hospitality Industry. Activities of Hospitality Industry. Guest Cycle and S.O.P.

UNIT-2

Trends influencing the Hospitality Industry. Understanding Guest Service. Understanding Customer Needs & Wants. Factors influencing / affecting the success of service. Disney Service Model.

UNIT-3

Seven Best Traits & Seven Deadly Sins of the Service Industry. Accommodation - Introduction, Chart, Classification of Hotels, and their examples. Hotel Management - Franchising & Referrals. Major Departments of a Hotel and their functions. Key Executives in a hotel and general points for all the H.O.D.

LCC-3

Business Language

UNIT -1

Importance of Business Letters, Difference between Personal and Business Letters, Structure and Format of Business Letters, Types of Business Letters

UNIT-2

Purpose of Report Writing, Structure of Report, Guidelines for Report Writing, Steps in Report Writing

UNIT-3

Guidelines for Writing Memos, Language and Writing Style of a Memo, Purpose of Notice, Important Points to Remember while Writing a Notice

UNIT-4

Telephone Conversation, Do's & Don'ts of Telephone Conversation, Avoiding Miscommunication

UNIT-5

Complain Handling, Answering Query

UNIT-6

Writing Resume, Job Interview Do's & Don'ts

SEC-1

Human Resource & Organization Behavior

UNIT -1

Human Resource Definition, Scope & Objectives, Motivation, Types of Motivation, Motivation Theory, Reward, Job Analysis, Performance Appraisal, Learning, Components of Learning, Learning Style

UNIT-2

Organizational Behavior, Management Function, Change & Barriers to Change, Group, Team, Leadership, Transactional Leadership & Transformational Leadership, Conflicts, Handling Conflicts, Negotiation, Power & Politics

SEMESTER – IV

DSC-7

Business Finance & Hotel Accounting

UNIT -1

Journal, Ledger, Trial Balance

UNIT-2

Final Accounts & Balance Sheet

UNIT-3

Cash Flow Statement

UNIT-4

Hospitality Accounting Overview, Revenue Process of Hotels

UNIT-5

Bill, Cash Memo, Receipt, Voucher, Debit Note, Credit Note, Purchase Book, Sales Book, Purchase Return Book, Sales Return Book

UNIT-6

Introduction to Hospitality Costing, Room Occupancy, Food and Beverages Sales Accounting, Yield Calculation

DSC-8

Aviation Safety Management and Resource Management at Airport

UNIT- 1

Major accident analysis- midair collision, Runway incursion, Weather factors, Human Factors and mechanical failures.

UNIT- 2

Managing Human error- Identifying the root cause of human error, Human reliability assessment, and safety cultures in Airlines. Threat and error management

UNIT – 3

Nature of Accident- Causes of Accident, Major Aviation Disaster- case studies, Statistics of Aviation Disaster, Investigation, Analysis and Reporting.

UNIT – 4

Major issues- Contemporary assessment- Psychological aspects and training, bird strike- airport operators, responsibilities, airside discipline, maintenance of airport and aircraft.

UNIT - 5

Recourse management at Airport: MS Needs to Establish RMS, Advantages of using RMS.

LCC-4

Communication & Presentation Skills – Paper 2

UNIT -1

How to Write a Mail, Email Etiquette

UNIT-2

Use of MS Word, Alignment, Page Layout, Insert Image and Table, Mail merge, Find & Replace, Watermark, Header & Footer, Word Art

UNIT-3

Use of MS Excel, Applying Formula, Table, Chart, Remove Duplicate, Useful Functions

UNIT-4

Use of MS Power point, Insert, Resize, Aspect Ratio, Smart Art, Design, Add link to slide, Video Presentation

SEC-2

Crew Management & In-flight Services

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

SEMESTER – V

DSE-1

Front Office and Housekeeping

UNIT -1

Front Office Department - Introduction and its operations. Basic functions of Front Office Department. Front Office - Sections and its Responsibilities. Hierarchy of Front Office Department. Basic Tasks of Front Office Manager. Job description of Front Office Personnel. Competencies of Front Office Personnel.

UNIT-2

Types of Rooms. Handling Reservations and Registrations - Guest Registration Card. Guest Room Reservation and its Terminologies. Sources, Modes & Types of Reservation. Reservation Chart & Rack. Preparation & Settlement of Bills and Check-Out.

UNIT-3

Duties of a Front Office Cahier. Vouchers and Folios. Night Audit. Various Charges - Room / F&B / Telephone / Laundry / Miscellaneous. Terms and Terminologies of Front Office.

UNIT-4

House Keeping Department - Introduction and its operations. Basic functions of House Keeping Department. House Keeping Department - Sections and its responsibilities. Hierarchy of House Keeping Department. Basic tasks of Executive House Keeper. Job description of House Keeping personnel. Competencies of House Keeping personnel.

UNIT-5

Types of Rooms. Cleaning Agents and Equipment (Common Cleaning Agents, Common Cleaning Equipments, Rules for the storage of equipments). Cleaning Methods in House Keeping.

UNIT-6

Cleaning Guest Rooms. Pest Control. Coordination of House Keeping and Front Office.

DSE-2

Food & Beverage Services & Food Production & Project

UNIT -1

F&B (Service) - Introduction and its Operations. Basic functions of F&B (Service) Department. F&B (Service) - Sections / Outlets and its Responsibilities. Hierarchy of F&B (Service) Department. Basic Tasks of F&B (Service) Manager. Job Description of F&B (Service) Personnel. Competencies of F&B (Service) Personnel.

UNIT-2

Restaurant Furniture & Linen. Tableware (Hollowware, Cutlery, Crockery, Special types of Tableware & Disposables). Glassware & Stemware (Glassware, Stemware). Bar & Buffet Equipment. Special Service Equipment & Trolleys. Restaurant Setup (Mis-en-Scene & Mis-en-Place). Covers and Accompaniments.

UNIT-3

The Menu (Origin and Characteristics, Types Of Menu, Aspects of Menu Planning, Designing a Menu, Menu Terminology). Food - Description, Cover and Accompaniments. Alcoholic & Non-Alcoholic Beverages and their Service. Cocktails and Mocktails. Types of Services (English, French, American, etc). Carrying of Glassware & Plates. Methods of Billing and Payments.

UNIT-4

F&B (Production) - Introduction and its operations. Basic Functions of F&B (Production) Department. F&B (Production) - Sections and their introduction. Hierarchy of F&B (Production) Department. Basic tasks of Executive Chef. Job description of F&B (Production) Personnel. Competencies of F&B (Production) Personnel.

UNIT-5

Kitchen Tools & Equipments. Aims and Objectives of Cooking Food. Methods of Cooking Food. Methods of Cooking Food. Methods of Cooking Food. Vegetable Cookery. Egg Cookery. Fish Mongery

UNIT-6

Meat and Poultry. Stocks. Soups. Sauces. Milk & Cheese. Indian Spices and Masalas. Herbs. Culinary Terms. Safety from cuts / scratches & precautions from fire.

INDUSTRY VISIT

GE-1

Elementary Statistics

UNIT-1

Central Tendency, Mean, Median, Mode, Variance, Standard Deviation

UNIT-2

Probability theory, Venn diagram

UNIT-3

Correlation and Regression

UNIT-4

Pie Chart, Bar Chart, Ogive

UNIT-5

Sampling Distribution

UNIT-6

Index numbers

SEC-3

Airlines & Airport Organization Load Planning and DGR

UNIT -1

Airport Operators- Passenger Terminal Management: Domestic, Passenger Terminal Management: International, Cargo Terminal: Domestic and International, Airside Management: Ground and Flight Safety. Planning Aircraft Fleet and its Maintenance, Ground Handling Agreements, Scheduling and Approvals.

UNIT -2

Introduction to Load and Trim- Elements of Load and Trim and Aerodynamic Principals, The Four Forces and the Principles Involved, Main Structural Parts of the Aircraft and its Functions, Fuel, Elements of Load Sheet, Load Sheet Functionality, Trim Sheet Functionality.

UNIT -3

Dangerous Goods Regulation-radioactive materials- General Classification and Authorized Bodies, Packing of Radioactive Materials, Marking and Labeling of Radioactive Materials, Documentation of Radioactive Materials.

UNIT -4

Handling of DGR-Checklist Format, Principles of Storage, Principles of Loading with Special Reference to Radioactive Materials, Provision of Information to PIC.

SEMESTER – VI

DSE-3

Tourism Business and Product

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.

DSE-4

Security Legislation

UNIT – 1

Aviation Security: Infrastructural requirement- Planning and Design Considerations for Security in Airport, Annex 17: SARPS (Standard and Recommended Practices), Access Control and Monitoring Mechanisms, Security Screening Infrastructure and Procedures, In-flight Safety and Security.

UNIT- 2

Legislative Frame Work - Genesis of Aviation Security: Global Security Perspective, Various Standard Security Programs, Important International Conventions, Protocols and Legislations Ensuring Aviation Security: Salient Features. Civil Aviation Requirements: Salient Features

UNIT – 3

Enforcement Agencies: Global and National – Their History, Role and Responsibilities- ICAO and IATA, BCAS, Aviation Security Group, Other Agencies Performing Sovereign Functions at the Airport

UNIT – 4

Crisis Management at Airport- Various Crises at Airport, SOP for Bomb Threat, Mitigating Hijack Crisis Situation, Response to Acts of Unlawful Interference – Developing Plans

GE-2

India as a Destination and Cruise Operations

UNIT -1

About India - Overview as a Destination. Cultural, Social and Geographical Aspects.

UNIT-2

Arts and Music in India - Performing arts of India – Classical Dance, Folk Dance, Different Schools of Indian Vocal and Instrumental Music.

UNIT-3

Destinations - India – Beach Tourism, Hill Tourism, Historical Tourism, Pilgrimage Tourism, Adventure Tourism. National Park and Wildlife Sanctuaries of India.

UNIT-4

North Bengal Tourism - Fairs and festivals. Role of the Deptt. of Tourism WB in development of tourism in North Bengal. North Bengal tourism destinations.

UNIT-5

Cruise Operations – Cruise – Definition, Types, Room Types, Leading Cruise Liners, Routes, On Board activities. Cruise Destinations in India and Abroad

UNIT-6

Cruise Operations – 2 - Community Support and Things to Know before going on Board – Travel Documents and Money Matters, Life on Board, Medical Services and Emergencies, General FAQ's, Safety and Security.

SEC-4

Industry Project Internship

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