



**FACULTY OF HOTEL MANAGEMENT & CATERING
TECHNOLOGY, PARUL UNIVERSITY, VADODARA,
GUJARAT, INDIA**

**PARUL INSTITUTE OF HOTEL MANAGEMENT &
CATERING TECHNOLOGY**

FOUR YEAR UNDERGRADUATE PROGRAM

**BACHELOR OF BUSINESS ADMINISTRATION IN AVIATION,
HOSPITALITY, TRAVEL & TOURISM MANAGEMENT**

Single Major & Single Minor in Event Management/Retail Management)

VISION OF THE FACULTY:

To nurture leaders with the ability to skilfully navigate the dynamic landscape of the hospitality industry.

MISSION OF THE FACULTY:

M1 To impart exemplary, innovative & Quality education in the field of Hospitality Industry.

M2 To foster a participatory learning environment, enhancing the capacity of students through active engagement and collaboration.

M3 To cultivate the necessary workforce to meet the expanding demands of the ever-growing hospitality industry.

1. Program Educational Objectives

The statements below indicate the career and professional advancement that the Bachelor of Business Administration in Aviation, Hospitality, Travel & Tourism (Single Major & Single Minor in Event Management/ Retail Management) curriculum intends to provides the students.

PEO 1	To cultivate the technical skills that attribute to analytical, proficiency & problem-solving attitude in the students by inculcating in the curriculum the best practices that are followed by Academia & industry in Aviation, Event & Retail Sector.
PEO 2	To create a conducive environment for lifelong learning through research & innovation that are detrimental to the growth of Aviation, Event & Retail Sector.
PEO 3	To produce graduates with high caliber graduates with knowledge & skill required by Aviation, Event & Retail Sector.

2. Program Learning Outcomes

Program Learning outcomes are statements conveying the intent of a program of study.

PLO 1	TECHNICAL KNOWLEDGE-	The student will be able to impart the understanding and proficiency in Aviation industry.
PLO 2	PROBLEM ANALYSIS SKILL-	The student will be able to adapt to problem analysis skill, the ability to thoroughly examine and understand complex situations or challenges, identify the root causes of problems, and develop effective strategies for resolution.

PLO 3	DEVELOPMENT AS A PROFESSIONAL-	The student will be able to ensure Professional development that refers to the ongoing process of acquiring new knowledge, skills, and experiences to enhance the students' capabilities to excel in Aviation Industry.
PLO 4	PROFESSIONAL SKILLS-	The student will be able to perform professional skills that are essential for success in the workplace and will encompass a wide range of capabilities, including technical expertise, communication skills, problem-solving abilities, leadership qualities, and more.
PLO 5	INDUSTRY ETHICS-	The student will be able to understand & learn the moral principles, values, and standards that guide the conduct and behaviour of individuals and organizations within a Aviation industry.
PLO 6	RESEARCH SKILLS-	The student will be able to Research skills that refer to the ability to systematically investigate, analyse, and gather information on a specific topic or subject. These skills are crucial in various academic, professional, and personal contexts.
PLO 7	EMPLOYABILITY -	The student will be developing the employability skills that go beyond having the necessary qualifications and extends to a person's ability to effectively apply their skills and adapt to the changing demands of the job market.

3. Program Specific Learning Outcomes

PSO 1	Students will be enables to apply & demonstrate the technical knowledge with professional & soft skills required by the Aviation, Event & Retail Sector.
PSO 2	To develop & impart the research & Analytical skills through research projects & field visits.
PSO 3	To understand & practice Industrial ethics to upkeep ethical standards of the Aviation, Event & Retail Sector as a professional.

4. Mapping of Program Educational Objectives and Mission statement

	M1	M2	M3
PEO 1	✓	✓	
PEO 2	✓	✓	
PEO 3			✓

5. Mapping of Program Learning Outcomes and Program Educational Objectives

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7
PEO 1	3	3	3	3	3	2	3
PEO 2	3	2	3	3	1	3	3
PEO 3	3	2	3	3	3	1	3

1-Low correlation, 2- Moderate correlation, 3- High correlation

6. Mapping of Program Specific Outcomes and Program Educational Objectives

	PSO 1	PSO 2	PSO 3
PEO 1	3	3	2
PEO 2	1	3	2
PEO 3	3	1	3

1-Low correlation, 2- Moderate correlation, 3- High correlation

7. Credit Framework

Semester wise Credit distribution of the programme	
Semester-1	22
Semester-2	22
Semester-3	22
Semester-4	22
Semester-5	22
Semester-6	22
Semester-7	22
Semester-8	22
Total Credits:	176

Category wise Credit distribution of the programme	
Category	Credit
Major Core	88
Minor	32
Multidisciplinary	12
Ability Enhancement Course	10
Skill Enhancement Courses	10
Value added Courses	08
Summer Internship	04
Research Project/Dissertation	12
Total Credits:	176

8. Program Details-

Faculty: FHMCT					
Course Code	Subject title	Credit	Contact Hours		
			L	P	T
00019301AE01	MIL-1 (AEC-I)	2			
11011401VA01	VAC-1 (Climate change & sustainable environment)	2			
21010101SE02	SEC-II (Application of Computers) THEORY	1	1		
21010101SE03	SEC-II (Application of Computers) PRACTICAL	1		2	
	UE-1(First Aid & Life Support/Health Promotion & Fitness/Basics of Photography)	4			
21010401DS01	Fundamentals of aviation (THEORY)	3	3		
21010401DS02	Fundamentals of aviation (PRACTICAL)	1		2	
21010401DS03	Tourism in India and world	4	4		
	MINOR COURSE-1 (THEORY)	2	2		
	MINOR COURSE-2 (PRACTICAL)	2		4	
Total		22			
SEM 2					

Course Code	Subject title	Credit	Contact Hours		
			L	P	T
019302AE04	MIL-2 (AEC-II)	2			
019302VA01	VAC-2 (IPDC INCLUDING HISTORY & CULTURE OF INDIA & IKS-I)	2			
019101SE01	SEC-1 (Mathematical Aptitude)	2			
	University Elective-2 IATA/Overviews and Perspective of values	4			
010402DS01	Functions of Airport and airlines	4	4		
010402DS02	Crew resource management (THEORY)	3	3		
010402DS03	Crew resource management (PRACTICAL)	1		2	
	MINOR COURSE 3	4	4		
	Total	22			
SEM 3					
Course Code	Subject title	Credit	Contact Hours		
			L	P	T
019303AE01	French (MEL-1)	3			
019303VA01	VAC-3(IPDC including history and culture of India and IKS-II)	2			
010503SE01	SEC-3 Artificial Intelligence	2			
	University Elcetives-3 International Human Resource Management/Positive Mental Health/Gender, Health and Rights/Entrepreneurship & Small Business Development/Green Technology	4			
010403DS01	Introduction to Inflight catering(THEORY)	3	3		
010403DS02	Introduction to Inflight catering(PRACTICAL)	1		2	
010403DS03	Front Office Operations-I	4	3		1
010403DS04	Personality development and grooming(THEORY)	2	2		
010403DS05	Personality development and grooming(PRACTICAL)	2		4	
	Total	22			
SEM 4					
Course Code	Subject title	Credit	Contact Hours		
			L	P	T
00019304AE04	French (MEL-2)	3			
21010704SE01	SEC-4(Leadership and Personality development)	2			
19010204VA01	Positive Mental Health/Physical Education: Sports/Yoga/NCC	2			
21010404DS01	Basics of food and beverage-I	4	3		1
21010404DS02	Aviation safety and security (THEORY)	3	3		
21010404DS03	Aviation safety and security(PRACTICAL)	1		2	
21010404DS04	Food Production Operations(THEORY)	2	2		

21010404DS05	Food Production Operations(PRACTICAL)	2		4	
	MINOR COURSE 7	4	2	4	
	Total	22			

SEM 5

Course Code	Subject title	Credit	Contact Hours		
			L	P	T
06010105SE01	SEC 5 Digital Literacy / Finance for everyone	2			
21010405DS01	Basic of Food & Beverage Service-II	4	3		1
21010405DS02	Airport strategic planning	4	3		1
21010405DS03	Airline ticketing management(THEORY)	3	3		
21010405DS04	Airline ticketing management(PRACTICAL)	1		2	
	MINOR COURSE 5 (THEORY)	3	3		
	MINOR COURSE 6(PRACTICAL)	2		4	
	MINOR COURSE 4	4	4		
	Total	22			

SEM 6

Course Code	Subject title	Credit	Contact Hours		
			L	P	T
00019306AE01	Professional Ethics & Comm. as AEC-5	2			
21010406DS01	Internship/Research Project	4		8	
21010406DS02	Flight attendant management(THEORY)	3	3		
21010406DS03	Flight attendant management (PRACTICAL)	1		2	
21010406DS04	Food and beverage Operations-I	4	3		1
21010406DS05	Front Office operations-II	4	3		1
	MINOR COURSE 8	4	4		
	Total	22			

SEM 7

Course Code	Subject title	Credit	Contact Hours		
			L	P	T
21010407DS01	Advance inflight services(THEORY)	3	3		
21010407DS02	Advance inflight services(PRACTICAL)	1		2	
21010407DS03	Airline marketing management	4			
21010407DS04	Air Cargo Management	4	3		1
21010407DS05	Research Methodology in Aviation and Service Management	4	4		
21010407DS06	Inflight Emergency Procedure	4	4		
21010407DS07	Tourism Planning	4	4		
	MINOR COURSE 9				
21010407DS01	Advance inflight services(THEORY)	3	3		
21010407DS02	Advance inflight services(PRACTICAL)	1		2	
21010407DS03	Airline marketing management	4			
21010407DS04	Air Cargo Management	4	3		1
21010407DS05	Research Methodology in Aviation and Service Management				
21010407DS06	Inflight Emergency Procedure				
	MINOR COURSE 9	4	4		
	Total	24			

Semester	University Elective - 1	Offering faculty	Course Code
1	Health Promotion & Fitness	Physiotherapy	07010101UE01
	First Aid & Life Support	Nursing	09010101UE01
	Basics of photography	Design & Arts	18010201UE01
University Elective-2			
2	Introduction to Multidisciplinary courses IATA/Overviews and Perspective of values	Online	
University Elective - 3		Offering faculty	
3	International Human Resource Management	Management	
	Positive Mental Health	Public Health	
	Entrepreneurship & Small Business Development	Commerce	
	Gender, Health and Rights	Public Health	
	IT Return & E-filing	Commerce	
	Green Technology	FET	

Semester	List of Minor Stream- Retail Management (Subject)	Course Code
1	Introduction to Retail Operations (THEORY)	21010101RM01
1	Introduction to Retail Operations (PRACTICAL)	21010101RM02
2	Finance in Retail Management	21010102RM01

5	Human Resources Management in Retail sector	21010104RM01
5	Business communication in Retail Sector (THEORY)	21010105RM01
5	Business communication in Retail Sector (PRACTICAL)	21010105RM02

5	Sales& Marketing management in Retail Sector	21010105RM03
6	Basics of Management in Retail Sector	21010106RM01
7	Business Laws in Retail Sector	21010107RM01

Minor course No.	List of Minor Stream- Events Management(Subject)	Course Code
1	Concept & Designing of Event (THEORY)	21010101EM01
2	Concept & Designing of Event (PRACTICAL)	21010101EM02
3	Finance in Event Management	21010102EM01
4	Human Resources Management in Event sector	21010104EM01
5	Business communication in Events (THEORY)	21010105EM01
6	Business communication in Events (PRACTICAL)	21010105EM02
7	Business laws in Events	21010107EM01

SEMESTER - I

Course Name: FUNDAMENTALS OF AVIATION -THEORY

Course Code: (21010401DS01)

Prerequisite: Students studying this course should be having English reading & speaking skills & a basic understanding of importance & functions of air travel.

Rationale: The course will provide detailed knowledge of basics of aviation industry.

a. Course Learning Objective:

CLOBJ 1	To Classify the different types of aircraft.
CLOBJ 2	To make the students aware about World Airlines and Airports Codes.
CLOBJ 3	To Elaborate the Governing Bodies of Aviation.
CLOBJ 4	To Explain Handling of Freight & Cargo.
CLOBJ 5	To demonstrate the Airport Handlings.

b. Course Learning Outcomes:

CLO 1	Understand History of Aviation, Issues and challenges faced in Aviation Industry
CLO 2	Classify Types of Airport and World IATA CODES.
CLO 3	Elaborate the role of Governing Aviation bodies.
CLO 4	Classify various Airport Handlings procedure
CLO 5	Explain Ramp and CHECKIN process at Airport.

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
3	-	-	3	20	20	-	60	-	100

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. Course Content:

SR. NO	TOPIC	LECTURE	WEIGHT AGE IN %
1	INTRODUCTION TO AVIATION INDUSTRY	10	22.22
	Evolution of Aviation Industry, Growth Drivers - Issues and Challenges, Global Aviation Industry, Aviation Industry in India, An Overview - Aircraft Types and Structures - Aircraft Manufacturers		
2	WORLD AIRLINES AND AIRPORTS	5	11.11
	Airports - Civil, Military, Domestic/International		

	Passenger/Cargo Terminals, Word Airlines, States and capitals, Various Airport Name & IATA CODES .		
3	AVIATION BODIES FOR REGULATIONS	5	11.11
	DGCA, DGCA Scheme (UDDAN, DIGI YATRA) IATA / ICAO – Roles and responsibility of Aviation bodies, National Aviation Authorities & Role of State and Central Governments, Airports Authority of India.		
4	AIRPORT HANDLING FREIGHT AND CARGO HANDLING	10	22.22
	Freight Management: Freight Forwarding, Documentation, Consolidation: Routing, Technology in Freight Management, Customs Clearance. Cargo Handling: Cargo Type, Handling Process (Documentation, Weighing and Dimensioning, Sorting and Segregation.)		
5	AIRPORT PASSENGERS HANDLING	5	11.11
	Ground Handling Services : Ramp Services, Baggage Handling, Fueling, Catering Passenger Services: Check-in and Boarding, Security, Lounges		
6	AVIATION IN GENERAL	10	22.22
	Various Bodies Handling of Unaccompanied minors Passengers with Reduced Mobility Handling of Stretcher Passengers Handling of Human Remains Handling of CIP, VIP & VVIP-Co-ordination of Supporting Agencies /Departments. Medical Emergency Handling. Technology -Driven Handling (Automated check- in Kiosks, Biometric Boarding)		
	Total	45	100

e. Text Book and Reference Book:

1. Commercial Aviation 101 – Grey Garden
2. The Global commercial Aviation Industry Aviation Maintenance Management –
3. Harry A. Kinnison – McGraw Hill
4. Come Fly the World: The Jet-Age Story of the Women of Pan Am – Juli 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

Course Name: FUNDAMENTALS OF AVIATION (PRACTICAL)**Course Code: (21010401DS02)****Prerequisite:** Student should be able to understand different Functions at Airport.**Rationale:** The course provides skills in regards with handling passengers & goods at the airport.**a. Course Learning Objective: The Course entails following tasks-**

CLOBJ 1	To familiarize the students with handling Passengers in case of various Crisis.
CLOBJ 2	To elaborate the process of Baggage Handling.
CLOBJ 3	To demonstrate the procedure of CHECK- IN at the Airport.
CLOBJ 4	To Explain Handling different types of Passengers.

b. Course Learning Outcomes:

CLO 1	Elaborate and classify emergency situations in Aviation.
CLO 2	Perform baggage handling system which securely moves passenger luggage with advanced technology, minimizing mishandling or loss.
CLO 3	Understand & apply the process of check-in at the airport
CLO 4	Handle different types of passengers

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
0	0	2	1	-	-	20	-	30	50

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

c. Course Content:

No	Practical	Lecture	Weightage in %
1.	Crisis Handling at Airport - Bomb Threat at Airport- Demo and Role play.	2	6.66 %
2.	Crisis Handling at Airport - Hijacking -Demo and Role Play	2	6.66 %
3.	Crisis Handling at Airport - Fire Onboard – Demo and Role Play	2	6.66 %
4.	Crisis Handling at Airport - Bomb Threat in the Aircraft – Demo and Role Play	2	6.66 %
5.	Crisis Handling at Airport - Medical Emergency -Demo and Role Play	2	6.66 %
6.	Baggage Handling Exercises - Design exercises for handling different types of baggage - Demo and Role Play	2	6.66 %
7.	Baggage Handling Exercises - Assists passengers in locating lost items and facilitates the return process. Demo and Role Play	2	6.66 %
8.	Baggage Handling Exercises - Lost baggage scenarios and practice	2	6.66 %

	resolution – Managing the lost and found desk - Demo and Role play		
9.	Mock Check-In and Boarding - Create a check-in and boarding process to understand the flow – Demo and Role Play	2	6.66 %
10	Mock Check-In and Boarding: Role-play on different scenarios to enhance problem-solving skills.- Demo and Role Play	2	6.66 %
11	Handling of Unruly Passengers at the Airport - Flight Delay and Passenger Frustration – Demo and Role Play	2	6.66 %
12	Handling of Unruly Passengers at the Airport - Drunken Passenger at the Airport -Demo and Role Play	2	6.66 %
13	Handling of Unruly Passengers at the Airport - Late Reporting of Passengers – Demo and Role Play	2	6.66 %
14	Handling of Unruly Passengers at the Airport - Lost of Document of Passenger at the Airport – Demo and Role Play	2	6.66 %
15	Handling of Unruly Passengers at the Airport - Reporting Of Passengers at Incorrect Boarding Gate - Demo and Role Play	2	6.66 %
		30	100%

Recommended Books:

1. Commercial Aviation 101 – Grey Garden
2. The Global commercial Aviation Industry
Aviation Maintenance Management – Harry A. Kinnison – McGraw Hill
Come Fly the World: The Jet-Age Story of the Women of Pan Am – Juli 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

Course Name: TOURISM IN INDIA AND WORLD (THEORY)**Course Code: (21010401DS03)****Prerequisite:** The students studying this course should be having a basic understanding of tourism sector as a sector of economy.**Rationale:** The program provides details about Tourism concept, destinations, governing bodies in India & Impacts of tourism.**a. Course Learning Objective:**

CLOBJ 1	To understand the Role of Tourism in World.
CLOBJ 2	To familiarize the students with Various Tourism Aspects.
CLOBJ 3	To Empathise the students with the diverse Culture in India.
CLOBJ 4	To provide knowledge on the Various Governing bodies of Tourism.
CLOBJ 5	To understand the Various Impact on Tourism.

b. Course Learning Outcomes:

CLO 1	Understand& Describe the Evolution of tourism from early explorations to modern leisure travel.
CLO 2	Discuss the Push-pull factors in Tourism.
CLO 3	Elaborate different Culture, Architecture and Dance forms of India.
CLO 4	Explain Tourism Organizations: WTO,IATA, PATA, TAA, WTTC.
CLO 5	Have detailed knowledge on various impacts of Tourism.

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
4	0	0	4	20	20	-	60	-	100

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

f. Course Content:

SR. NO.	TOPIC	LECTURE	WEIGHTAGE IN %
1	TOURISM	10	16.66
	Concepts, definitions and historical development, Types of tourists: tourist, traveler, excursionists; Forms of tourism: inbound, outbound, domestic, and international.		
2	NATURE AND FORMS OF TRAVEL/TOURISM. TOURISM SYSTEM	10	16.66

	Meaning Nature, Characteristics and components of tourism industry, Element of Tourism, Push-pull factors in Tourism, Factors Influencing the growth of Tourism.		
3	MOTIVATION FOR TRAVEL- BASIC TRAVEL MOTIVATORS, EARLY TRAVEL MOTIVATORS	10	16.66
	Tourism Demand, Motivation of Tourism Demand. Measuring Tourism Demand Pattern and characteristic of tourism supply; Factors influencing tourism demand and supply.		
4	ORGANIZATIONS IN TOURISM	10	16.66
	Need & factors, National Tourist Organizations, Role and functions of Important Tourism Organizations: WTO, IATA, PATA, TAA, WTTC. Seasonality & tourism		
5	IMPACTS OF TOURISM AT THE DESTINATION	10	16.66
	Socio-cultural, environmental, and economic. Factors affecting the future of tourism business, Environmental Impact of Tourism, Political Impact of Tourism, Sociology of tourism,		
6	CULTURAL DIVERSITY OF INDIA		
	Architecture, Sculpture and Painting: Hindu, Buddhist, Jain Architecture and other forms of Architecture, Different Types of Dance Forms Of India, Fairs and festivals Of India,	10	16.66
	TOTAL	60	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.

Course Name: CONCEPT & DESIGNING OF EVENT-THEORY**Course Code: (21010101EM01)****Prerequisite:** The students studying this course should be able to write, read and speak English and must have familiarization with types of events.**Rationale:** The course provides knowledge about the planning of events.**a. Course Learning Objective:**

CLOBJ 1	To throw light on the Concept of event management.
CLOBJ 2	To elaborate Laws and licenses for establishing & operating an Event Company.
CLOBJ 3	To make the students aware about the application of computers in Events planning.

b. Course Learning Outcomes:

CLO 1	Understand and apply the concept of themed events.
CLO 2	Solve the problems related to safety & security in the events.
CLO 3	Understand & follow the laws related to Event management.
CLO 4	Design the packages & proposals using a computer application.

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
2	-	0	2	20	20	-	60	-	100

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. Course Content:

Sr. no.	TOPICS	Lecture	Weightage(in %)
1.	PRINCIPLES OF EVENT MANAGEMENT Historical Perspective, Introduction to Event Management, Size & type of an event, EventTeam, Principles of Event Management	5	16.66
2.	ORGANIZATION OF EVENTS, VALUES & ETHICS OF EVENT INDUSTRY Code of ethics, Association with Professional Bodies, Concept, Themes, Fabrication, light & sound, handling vendors	7	23.33

3.	EVENT SAFETY AND SECURITY Security, Occupational safety, Crowd management, Major risks and emergency planning, Incident reporting, emergency procedures	7	23.33
4.	EVENT LAWS Licenses & Relevant legislations, liquor licenses, Stake holders and official bodies, contracts	7	23.33
5.	COMPUTER APPLICATION IN EVENT INDUSTRY - Computer assisted instructions, packages, Use of computers in events, Creative effects	4	13.33
	TOTAL	30	100

e. Text Book and Reference Book:

Event management, an integrated & practical approach By Razaq Raj, Paul Walters & Tahir Rashid

Event management, a professional approach By Ashutosh Chaturvedi

Successful Event Management by Anton Shone & Bryn

Special Event Production: The Resources: The resources 2nd Edition by Doug Matthews

Event Planning: Management & Marketing for Successful Events: Become an event planning pro & create a

successful event series by Alex Genadinik (Author)

Course Name: CONCEPT & DESIGNING OF EVENT-PRACTICAL**Course Code: (21010101EM02)****Prerequisite:** The students studying this course should be able to write, read and speak English and must have familiarization with types of events.**Rationale:** The course provides knowledge about planning of events.**a. Course Learning Objective:**

CLOBJ 1	To make the student practice the Planning, Organizing, Marketing & Logistic management acumen required in events.
CLOBJ 2	To impart Tactics of situation handling.
CLOBJ 3	To make the students learn the use of different flower arrangement in events.
CLOBJ 4	To make the students familiarized with the application of computers in Events planning.

b. Course Learning Outcomes:

CLO 1	Design event function prospectus, brochures & pamphlets & Forms, and formats used in events.
CLO 2	Plan, Organize, and do Marketing & logistics management for events.
CLO 4	Take part in handling emergencies
CLO 5	Create different flower arrangements for events.

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
-	-	2	1		-	20	-	30	50

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. Course Content:

No.	Practical	No. of Hours	Weightage in %
1	Making Event Function prospectus	4	6.66
2	Planning & organizing an event (Food Festival)	4	6.66
3	Forms & Formats for Vendors management	4	6.66
4	Case Study on Crowd Management	8	13.33
5	Case study on emergency planning	8	13.33
6	Use of computer for Events	8	13.33

7	Logistics management	4	6.66
8	Flower Arrangement	8	13.33
9	Interior Decoration	4	6.66
10	Marketing of event	8	13.33
	Total	60	100

e. Text Book and Reference Book:

Event management, an integrated & practical approach By Razaq Raj, Paul Walters & Tahir Rashid
Event management, a professional approach By Ashutosh Chaturvedi
Successful Event Management by Anton Shone & Bryn
Special Event Production: The Resources: The resources 2nd Edition by [Doug Matthews](#)
Event Planning: Management & Marketing for Successful Events: Become an event planning pro & create a
successful event series by [Alex Genadinik](#) (Author)

Course Name: INTRODUCTION TO RETAIL OPERATIONS- THEORY**Course Code: (21010101RM01)****Prerequisite:** The students studying this course should be able to write, read and speak English and must have familiarization with Introduction to retail sector & its importance as distribution provider of the products.**Rationale:** The course provides knowledge about Basics of Retail sector.**a. Course Learning Objective:**

CLOBJ 1	The course will familiarize the students to Understand the retail history and its function
CLOBJ 2	To make the students learn about different retail market strategies and target markets.
CLOBJ 3	To elucidate the Growth strategy of retailing.
CLOBJ 4	To Get the students acquainted with Choosing retail location.
CLOBJ 5	To make the student Manage Inventory, Warehousing & Logistics in SCM.

b. Course Learning Outcomes:

CLO 1	Describe the retail history and its function.
CLO 2	Describe different retail market strategies and target markets.
CLO 3	Choose retail locations.
CLO 4	Organize Inventory, Warehousing and logistics in SCM.

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
2	-	0	2	20	20	-	60	-	100

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. Course Content:

SR. NO.	TOPICS	LECTURE	WEIGHTAGE (IN %)
1	INTRODUCTION TO THE WORLD OF RETAILING: History of retail, Retail overview and present scenario, Concept and Functions performed by retailers, Emerging Trends, and career opportunities in retailing	02	6.66
2	TYPES OF RETAILERS: Retailer characteristics, Retail Formats - Store based, non-store based, Web based, Various format within store-based retailing e.g. specialty store, hyper market, supermarket.	5	16.66

3	BUYING DECISION PROCESS: The buying process - need recognition, information search, evaluation of alternatives. ,Social factors influencing the buying process family, reference groups and culture.	5	16.66
4	RETAIL MARKET STRATEGY: Definition of retail and market strategy, Target market, Building a sustainable competitive advantage like - customers loyalty, location, human resource management,distribution and information system, vendor relations, Growth Strategies - Market penetration, market expansion, retail format development diversification, integration. Global Retail Strategies, Strategic retail planning process.	6	20
5	CHOOSING RETAIL LOCATIONS: Types of locations - Unplanned locations free standing sites, Evaluation of area forlocation, Evaluating specific area for locations	6	20
6	SUPPLY CHAIN MANAGEMENT: Introduction to supply chain management, The distribution across centers, Collaborationbetween retailer and vendor in SCM, Inventory Management, Warehousing, Transportation, Use of IT in SCM, Customer Relationship Management - The CRM process ,Retail Information System	6	20
	TOTAL	30	100

e. Text Book and Reference Book:

1. Newman A. J. and Cullen P - Retailing : Environment and Operations (Vikas).
2. Berman B abd Evans J. R., Retail Management (Pearson Edition).
3. Michael Levi M and Weitz B W - Retailing Management (Tata McGraw Hill)
4. Dunne Patrick M, Lusch Robert F and Griffith David A - Retailing (Cengage Learning).
5. Cox Roger and Brittain Paul - Retailing : An Introduction (Pearson Education)

Course Name: INTRODUCTION TO RETAIL OPERATIONS- PRACTICAL

Course Code: (21010101RM02)

Prerequisite: The Students studying this course should be able to write, read and speak English and must have familiarization with Introduction to retail sector & its importance as distribution provider of the products.

Rationale: The course provides knowledge about Basics of Retail sector.

a. Course Learning Objective:

CLOBJ 1	The course will give Perspective of Retail operations and its status in India
CLOBJ 2	To familiarize with Challenges facing Retail Sector.
CLOBJ 3	To Elucidate Vendor Management in retail.
CLOBJ 4	To demonstrate the use of Technology in Retail sector

b. Course Learning Outcomes:

CLO 1	Understand & discuss the concept of retail management & its status in India.
CLO 2	Understand and analyze the challenges faced by the retail industry & put up possible solutions.
CLO 3	Decide and Manage vendors in the retail sector.
CLO 4	Evaluate inventory for proper supply management.

c. Mapping of Course Learning Outcomes and Bloom's Taxonomy:

Course Learning Outcomes		Bloom's Level
CLO 1	Understand & discuss the concept of retail management & its status in India.	1,2
CLO 2	Understand and analyse the challenges faced by the retail industry & put up possible solutions.	2,3,4
CLO 3	Decide and Manage vendors in the retail sector.	2,5
CLO 4	Evaluate inventory for proper supply management.	5

d. Mapping of Course Learning Outcomes and Program Learning Outcomes and Program Specific Outcomes:

e. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
-	-	4	2	-	-	20	-	30	50

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

f. Course Content:

NO.	PRACTICAL	NO. OF HOURS	WEIGHTAGE IN %
1	A Study on Indian Organized Retail Sector	8	13.33
2	Study of Retail Store Operations	4	6.66
3	A Study on Changing Consumer Preferences Towards Organized Retailing from Unorganized Retailing	4	6.66
4	Retail Outlet Mapping of Retail Stores & shopping mall	8	13.33
5	A Study on Indian Organized Retail Sector	8	13.33
6	Study on Challenges in Retail Sector	8	13.33
7	Vendor Management System	4	6.66
8	Convincing Skills	4	6.66
9	Inventory Management	4	6.66
10	Use of Technology in Retail Management	8	13.33
	Total	60	100

g. Text Book and Reference Book:

1. Newman A. J. and Cullen P - Retailing : Environment and Operations (Vikas).
2. Berman B and Evans J. R., Retail Management (Pearson Edition).
3. Michael Levi M and Weitz B W - Retailing Management (Tata McGraw Hill)
4. Dunne Patrick M, Lusch Robert F and Griffith David A - Retailing (Cengage Learning).
5. Cox Roger and Brittain Paul - Retailing : An Introduction (Pearson Education)

SEMESTER - II

Course Name: FUNCTIONS OF AIRPORT AND AIRLINES

Course Code: 21010402DS01

Prerequisite: Students studying this course should be familiar with basic procedures of airport handling as an aviation crew.

Rationale: The course will provide detailed knowledge about rules & regulations & compliances to be followed in aviation.

a. Course Learning Objective:

CLOBJ 1	To familiarize the students with airport planning.
CLOBJ 2	To introduce students with airport operations and regulatory compliance in Aviation context.
CLOBJ 3	To demonstrate the role of ground handling services, decision-making, and adaptability in diverse airport environments
CLOBJ 4	To provide knowledge on the diverse regulatory agencies operating within an international airport.
CLOBJ 5	To explain ICAO's Policy on Airport Charges.

b. Course Learning Outcomes:

CLO 1	Familiarized with the airport operations and the broader aviation industry at various levels.
CLO 2	Understand the core concepts and principles of airport management.
CLO 3	Analyze& discuss the crucial role of ground handlers.
CLO 4	Apply the necessary knowledge and skills to adeptly navigate the complex regulatory landscape of international airports.
CLO 5	Elaborate the ICAO's Policy on Airport Charges.

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
4	-	-	4	20	20	-	60	-	100

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. Course Content:

e. Recommended Books:

SR. NO.	TOPIC	LECTURE	WEIGHT AGE IN %
1.	AIRPORT PLANNING	10	16.66
	Growth of air transport, Airport organization and associations, Classification of airports airfield components, Air traffic Zones and approach areas, Context of Airport system planning, Development of Airport Planning process , Involvement of local communities in airport planning, Land use planning and development, Apron and gate planning.		
2.	AIRPORT OPERATIONS	10	16.66
	Aircraft movement and apron operations, Runway and taxiway management, Role and responsibilities of air traffic controllers, Understanding and managing weather-related challenges, Crisis management during unforeseen events, Noise abatement programs, Collaborative efforts with law enforcement agencies with Airport Security Operations,		
3.	GROUND HANDLING SERVICES	10	16.66
	Ground handling services and their importance in aviation operations, Check-in procedures and passenger services, Boarding processes and assistance to passengers, Baggage Handling Systems :- a)Baggage check-in and sorting processes, b)Baggage tracking systems and technologies, Ramp Services:- a)Aircraft loading and unloading procedures, b)Cargo handling and transport , Fueling Services:- a)Aircraft refueling procedures, b)Fuel quality control and safety measures.		
4.	AGENCIES AT AIRPORT	10	16.66
	Role and responsibilities of customs officers at the airport, Customs clearance procedures for passengers and cargo, Immigration checks and procedures for arriving and departing passengers, Visa requirements and documentation, Airport health authorities and their role in ensuring public health, Health screenings and quarantine measures, Plant and Animal Quarantine, Cargo security measures and inspection, Compliance with regulations for the transport of goods.		
5.	FINANCIAL MANAGEMENT AT AIRPORT	10	16.66
	Principles and practices in developing airport budgets, Methods for allocating costs to different airport activities, ICAO's Policy on Airport Charges, Airport Charging Systems, Currency Issues , Strategies for currency risk mitigation., Landing Charges , Parking and Hangar Charges ,Passenger Service Charges , Security Charges , Charges , Airport and Air Navigation Charges, Techniques for assessing the economic contributions of airport operations.		
6.	OTHER SERVICES- RESPONSIBILITIES	10	16.66
	Coordination with catering companies for in-flight meals, medical facilities and services at the airport, Emergency medical response planning, Airport hotels and accommodation services, Airport information systems and communication channels, Communication protocols between airlines and ATC, Implementation of security protocols at the airport, Passenger Service Responsibilities, Airport Facilities and Amenities, Customer Service Excellence.		
		60	100

- Airport Management – Daniel Prather

- Airline and Airport Operations – Edissa Uwayo
- Airport Operations – Norman Ashford, Pierre Coutu, John Beasley
- Aircraft Ground Handling – Subash S Narayan

Course Name: CREW RESOURCE MANAGEMENT (THEORY)**Course Code: 21010402DS02****Prerequisite:** The students should have the knowledge about the functions of crew members.**Rationale:** Students studying this course will understand uses of all available resources for flight crew personnel to assure a safe and efficient operation, reducing error, avoiding stress, and increasing efficiency.**a. Course Learning Objective:**

CLOBJ 1	To Explain the CRM principles and apply practical skills in real-world aviation situations.
CLOBJ 2	To Introduce key human factors in aviation to ensure safety awareness.
CLOBJ 3	To make the students aware about the importance of Psychology in Aviation.
CLOBJ 4	To Elaborate the concept of Error management.
CLOBJ 5	To Ensure students grasp vital skills for effective communication and teamwork in aviation

b. Course Learning Outcomes:

CLO 1	Analyze intricate Customer Relationship Management (CRM) related situations.
CLO 2	Understand & discuss the importance of human factors in aviation.
CLO 3	Analyze the situations and respond promptly under stress.
CLO 4	Classify different categories, and address errors effectively.
CLO 5	Practice Effective communication in resolving conflicts and addressing challenges.

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
3	-	-	3	20	20	-	60	-	100

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. Course Content

SR. NO.	TOPIC	LECTURE	WEIGHT AGE IN %
1.	INTRODUCTION TO CRM	10	22.22
	Definition and evolution of CRM, Importance of CRM in enhancing safety and operational effectiveness, Impact of human factors on aviation safety, Principles of situational awareness, Factors influencing effective decision-making, Collaboration between cockpit crew and cabin crew, Objectives of CRM. Elements of CRM, Benefits of CRM.		
2.	HUMAN FACTORS IN AVIATION	10	22.22
	Communications, observations, leadership, problem solving, decision making, instrument scanning, detection, situational awareness, reaction to failures,		

	workload, vigilance, stress management, risk management, prioritization, emotional control, time management, self-discipline and procedural behaviour, self-motivation, task allocation, Effective communication in the cockpit.		
3.	HUMAN PERFORMANCE & PSYCHOLOGY	10	22.22
	Sleep management, Fatigue Management, Alcohol and Medication, Human error and reliability, workload management, information processing, attitudes, perceptual and situational awareness, judgement, and decision making.		
4.	HUMAN ERROR, RELIABILITY AND ERROR MANAGEMENT	5	11.11
	Error models and theories, design Vs operator errors, variable vs constant error, reversible vs irreversible errors, slips, lapses, mistakes, violations, error management, error detection and prevention.		
5.	COMMUNICATION, TEAMWORK, LEADERSHIP, DECISION MAKING AND MANAGERIAL SKILLS	10	22.22
	Modes of communication, verbal and non-verbal communication, communication problems, leadership and followership, teams, crew coordination, use of authority and assertiveness, providing and maintaining standards, planning and coordination, problem definition and diagnosis, option generation, risk assessment and option selection, team building and maintaining, consideration of others, support of others, conflict solving.		
	TOTAL	45	100

e. Recommended Books:

1. Crew Resource Management - Barbara G. Kanki, José Anca and Thomas R.
2. Aviation and Human Factors - Jose Sanchez-Alarcos
3. Culture at Work in Aviation - Robert L. Helmreich, Ashleigh C. Merritt
4. [Aviation Risk and Safety Management](#) - Roland Müller
5. [Critical Incident Stress Management in Aviation](#) - Joachim Vogt
6. Building Safe Systems in Aviation - [Norman MacLeod](#)

Course Name: CREW RESOURCE MANAGEMENT (PRACTICAL)**Course Code: 21010402DS03****Prerequisite:** Students studying this course should be familiar with functioning of Airports and Airlines & Crew members responsibilities.**Rationale:** The course will provide detailed knowledge of Crew resource management.**a. Course Learning Objective:**

CLOBJ 1	To Illustrate aviation the importance of communication skills through scenarios and role play.
CLOBJ 2	To showcase the importance of team-building for strong and effective aviation teamwork.
CLOBJ 3	To Familiarize the students with coordination of cockpit and cabin.
CLOBJ 4	To elaborate fatigue management strategies for aviation safety.
CLOBJ 5	To demonstrate decision-making in aviation scenarios, using CRM principles.

b. Course Learning Outcomes:

CLO 1	Practice effective communication.
CLO 2	Understand & build the interpersonal bonds within a crew.
CLO 3	Apply different skill for effective coordination with cockpit and cabin crew.
CLO 4	Understand and apply effective fatigue management.
CLO 5	Make sound decisions in high-pressure situations with effectiveness.

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
-	-	2	1	-	-	20	-	30	50

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. Course Content:

SR. NO.	PRACTICAL	HOURS	WEIGHT AGE IN %
1.	COMMUNICATION DRILLS:	4	13.33
	Conduct communication drills using aviation scenarios to enhance verbal and non-verbal communication skills within the crew - Demo and Role play.		
2.	TEAM BUILDING EXERCISES:	4	13.33

	Facilitate team-building exercises to strengthen interpersonal relationships and trust among crew members – Demo and Role Play.		
3.	CROSS-CREW COORDINATION SCENARIOS:	4	13.33
	Introduce scenarios that require coordination between cockpit and cabin crew, emphasizing effective communication and collaboration – Demo and Role play .		
4.	FATIGUE MANAGEMENT SIMULATION:	4	16.66
	Create different scenarios that highlight the impact of fatigue on performance and explore strategies for managing fatigue within the crew – Demo and Role Play.		
5.	DECISION-MAKING UNDER STRESS:	6	20
	Create high-stress situations to simulate the challenges of decision-making under stress and practice maintaining composure - Demo and role play.		
6.	EMERGENCY SCENARIO SCRIPT:	4	16.66
	A different scenario script outlining the emergency, its nature, and required actions – Demo and Role play.		
7.	SCENARIO-BASED DECISION MAKING:	4	13.33
	Create scenarios to practice decision-making under pressure, considering factors such as time constraints and incomplete information – Demo and Role play.		
	Total	30	100

Recommended Books:

1. Crew Recourse Management - Barbara G. Kanki, José Anca and Thomas R.
2. Aviation and Human Factors - Jose Sanchez-Alarcos
3. Culture at Work in Aviation - Robert L. Helmreich, Ashleigh C. Merritt
4. [Aviation Risk and Safety Management](#) - Roland Müller
5. [Critical Incident Stress Management in Aviation](#) - Joachim Vogt

Course Name: FINANCE IN EVENT MANAGEMENT**Course Code: 21010102EM01****Prerequisite:** The student opting to pursue this course, must have a basic understanding about the importance of finance in events.**Rationale:** The course provides knowledge about basics of financial management in events management.**a. Course Learning Objective:**

CLOBJ 1	To familiarize the students about the importance of Finance objectives & Corporate Strategies in terms of finance management in event management.
CLOBJ 2	To introduce the Application of working capital in Events.
CLOBJ 3	To Make the students know about the sources of finance for Events.
CLOBJ 4	To Get the students acquainted the specific decisions in financial management.
CLOBJ 5	To let the students know about the financial Risk Management & Mitigation.

b. Course Learning Outcomes:

CLO 1	The student will be able to Manage working capital in events.
CLO 2	The student will be able to Arrange the Sources of finance for event management companies.
CLO 3	The student will be able to take the Specific decisions in financial management for event companies.
CLO 4	The student will be able to practice Financial Risk Management tactics in events.

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
4	-	0	4	20	20	-	60	-	100

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. Course Content:

Sr. no.	TOPIC	Lecture	Weightage(in %)
1	FINANCIAL MANAGEMENT FUNCTIONS IN EVENTS	10	16.66
	The nature and purpose of financial management, Financial objectives and Relationship with corporate strategy, Stakeholders and impact on corporate objectives, Financial and other objectives in not-for profit organizations		
2	WORKING CAPITAL MANAGEMENT IN EVENTS	10	16.66

	The nature, Elements, and Importance of working capital, Management of Inventories, Accounts receivable, Accounts payable and Cash, Determining working capital needs and Funding strategies.		
3	BUSINESS FINANCE IN EVENTS	12	20
	Sources of raising finance , Business finance, Estimating the Cost of capital, Sources of finance and their relative costs ,Capital structure - theories and practical considerations, Finance for small- and medium-sized entities (SMEs)		
4	FINANCIAL RISK MANAGEMENT IN EVENTS	8	13.33
	The nature and types of risk and approaches to Risk Mmanagement, Causes of exchange rate differences and interest rate fluctuations, Hedging techniques for foreign currency risk.		
5	FINANCIAL MANAGEMENT ENVIRONMENT IN EVENTS	10	13.33
	The economic environment for business, The nature and role of financial markets and institutions, The nature and role of money markets		
6	SPECIFIC INVESTMENT DECISIONS (LEASE OR BUY, ASSET REPLACEMENT, CAPITAL RATIONING) IN EVENTS	10	16.66
	Evaluate leasing and borrowing to buy using the before- and after-tax costs of debt. Evaluate asset replacement decisions using equivalent annual cost and equivalent annual benefit, Evaluate investment decisions under single-period capital rationing, including: i) the calculation of profitability indexes for divisible investment projects ii) the calculation of the NPV of combinations of non-divisible investment projects iii) a discussion of the reasons for capital rationing.		
	TOTAL	60	100

e. Text Book and Reference Book:

1. Basic financial management, 3rd edition Paperback – Illustrated, 1 July 2017 by [M Y Khan](#) , [P K Jain](#)
2. Prasanna Chandra, “Financial Management: Theory and Practice”, 9th ed, Mc Graw Hill.
3. Saunders Anthony and Cornett Marcia, “Financial Markets and Institutions A modern Perspective”, Mc Graw Hill. Latest edition
4. Bhole L M. and Mahakud, Jitendra. “Financial Institutions and Markets Structure, Growth and Innovations” Mc Graw Hill
5. I.M. Pandey, “Financial Management: Vikas Publishing house, Latest edition

Course Name: FINANCE IN RETAIL MANEGEMNT

Course Code: 21010102RM01

Prerequisite: The student opting to pursue this course, must have basic understanding about the importance of finance for retail sector business.

Rationale: The course provides knowledge about basics of financial management in retail sector.

a. **Course Learning Objective:**

CLOBJ 1	To familiarize the students about the importance of Finance objectives & Corporate Strategies in terms of finance management.
CLOBJ 2	To introduce the Application of working capital in hotel Industry.
CLOBJ 3	To Make the students know about the sources of finance for business.
CLOBJ 4	To Get the students acquainted the specific decisions in financial management.
CLOBJ 5	To let the students know about the financial Risk Management & Mitigation.

b. **Course Learning Outcomes:**

CLO 1	Understand and evaluate working capital.
CLO 2	Arrange the Sources of finance for business.
CLO 3	Evaluate analysis and Decisions in financial management.
CLO 4	Apply and discuss the Financial Risk Management tactics.

c. **Teaching & Examination Scheme:**

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
4	-	0	4	20	20	-	60	-	100

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. **Course Content:**

SR. NO.	TOPIC	LECTURE	WEIGHTAGE(I N %)
1	FINANCIAL MANAGEMENT FUNCTIONS IN RETAIL SECTOR	12	16.66
	The nature and purpose of financial management, Financial objectives and Relationship with corporate strategy, Stakeholders and impact on corporate objectives, Financial and other objectives in not-for profit organizations		

2	WORKING CAPITAL MANAGEMENT IN RETAIL SECTOR	12	16.66
	The nature, Elements, and Importance of working capital, Management of Inventories, Accounts receivable, Accounts payable and Cash, Determining working capital needs and Funding strategies.		
3	BUSINESS FINANCE IN RETAIL SECTOR	12	20
	Sources of raising finance, Business finance, Estimating the Cost of capital, Sources of finance and their relative costs, Capital structure - theories and practical considerations, Finance for small- and medium-sized entities (SMEs)		
4	RETAILING AND FINANCE	12	13.33
	The nature and types of risk and approaches to Risk Management, Causes of exchange rate differences and interest rate fluctuations, Hedging techniques for foreign currency risk.		
5	RETAIL & FINANCE INTERFACE	12	13.33
	The economic environment for business, The nature and role of financial markets and institutions, The nature and role of money markets		
	TOTAL	60	100

e. Text Book and Reference Book:

Basic financial management, 3rd edition Paperback – Illustrated, 1 July 2017 by [M Y Khan](#) , [P K Jain](#)

Prasanna Chandra, “Financial Management: Theory and Practice”, 9th ed, Mc Graw Hill.

Saunders Anthony and Cornett Marcia, “Financial Markets and Institutions A modern Perspective”, Mc Graw Hill. Latest edition

Bhole L M. and Mahakud, Jitendra. “Financial Institutions and Markets Structure, Growth and Innovations” Mc Graw Hill

I.M. Pandey, “Financial Management: Vikas Publishing house, Latest edition

SEMESTER - III

Course Name: INTRODUCTION TO INFLIGHT CATERING (THEORY)

Course Code: 21010403DS01

Prerequisite: The students should be able to know about basic service etiquettes.

Rationale: The course provides knowledge about Advanced procedures practice by Inflight Caterers in Aviation.

a. Course Learning Objective:

CLOBJ 1	To Familiarize the students with aviation challenges through detailed planning and coordination.
CLOBJ 2	To Introduce emerging trends in-flight catering.
CLOBJ 3	To demonstrate the use of various crockery and cutlery.
CLOBJ 4	To introduce business side of in-flight catering.
CLOBJ 5	To explain the inflight catering hazards.

b. Course Learning Outcomes:

CLO 1	Familiarized with aviation challenges through detailed planning and coordination.
CLO 2	Understand the emerging trends in-flight catering.
CLO 3	Able to use various crockery and cutlery.
CLO 4	Understand the business side of in-flight catering.
CLO 5	Explain the inflight catering hazards.

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
3	-	0	3	20	20	-	60	-	100

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. Course Content:

SR. NO.	TOPIC	LECTURE	WEIGHTAGE IN %
1	BACKGROUND OF FLIGHT CATERING	10	22.22
	Introduction, Historic Development in Flight Catering, Importance of Flight Catering, Characteristics of Flight Catering Service, Role of Stake Holders, Role of Passengers, Role of Airlines, Role of Caterers, Role of Suppliers, Evolution and Development of Indian Aviation Industry, Flight Catering Development.		
2	FLIGHT CATERING SYSTEM	5	11.11
	Introduction, The Flight Catering System, International Operations,		

	Characteristics of Flight Catering, Operational Issues and Modern Trends, New Trends In- Flight Catering.		
3	MEAL PRODUCTION & PACKING	10	22.22
	Purpose of Packaging, Food Packaging Types, Process of Packaging Foods, Types of convenience foods a) Ready to eat foods (RTE) (b) Ready to use foods (RTU) (c) Frozen Convenience Food (d) Beverages (Types of Wine & Spirits & liquor), Sauces and its Derivatives, Sandwich, Soup ,Salad , Crockery and Cutleries, Food Waste in Airlines, Waste-handling systems.		
4	PRICING OF INFLIGHT MEALS	10	22.22
	Pricing factors, Difference in Ground and Flight Catering Costing, Improvement in Flight Kitchens, Physiology of taste inflight and class, Types of Meals inflight (special meals).		
5	FOOD SAFETY & HYGIENE	10	22.22
	HACCP – nature of hazards – the nature of microorganism and their control – key pathogens – food safety and handling practices inflight catering – measures to control or remove microorganisms – potential causes of food poisoning – training – microbiological testing of foods – hazard analysis and critical control points		
	Total	45	100

e. Text Book and Reference Book:

1. Flight Catering –Peter Jones
2. Flight Catering – Michael Kipps
3. Flight Catering Management – Audrey Carol McCool
4. Wine for Beginners - [Janelle Jalbert](#)
5. Beer, Food, and Flavor - [Schuyler Schultz](#) and Peter Zien

Course Name: INTRODUCTION TO INFLIGHT CATERING (PRACTICAL))

Course Code: 21010403DS02

Prerequisite: The students will gain knowledge of Inflight catering.

Rationale: The course provides knowledge about Advanced procedures practice by Inflight Caterers in Aviation.

a. Course Learning Objective:

CLOBJ 1	To make students aware of inflight hygiene and etiquettes
CLOBJ 2	Introduce students to different types of crockery and cutlery.
CLOBJ 3	To familiarize Students with different types of Inflight menus.
CLOBJ 4	Explain skills and principles associated with professional service.
CLOBJ 5	Elaborate hospitality service concept.

b. Course Learning Outcomes:

CLO 1	Apply hygiene and etiquette standards in-flight.
CLO 2	Demonstrate the proper use of crockery and cutlery.
CLO 3	Understand in-flight menus with taste preferences and dietary restrictions.
CLO 4	Explain various types of liquors and their services.

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
-	-	2	1	-	-	20	-	30	50

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. Course Content:

SR. NO.	TOPIC	LECTURE	WEIGHTAGE IN %
1.	Maintaining Hygiene and etiquettes inflight.	2	10
2.	Identification of types of glasses, Cutlery and crockery.	4	16.66
3.	Creating actual in-flight menus, considering factors like taste preferences, dietary restrictions, and logistical constraints - Demo and Role play.	8	16.66
4.	Carrying a salver /tray/glass and other equipment.	4	16.66
5.	Service of Wine, spirits and liquors.	4	16.66
6.	Cocktail and mocktail preparation / presentation and service.	4	16.66
7.	Interaction with guest and suggestive selling.	4	6.66
	Total	30	100

e. Text Book and Reference Book:

1. Flight Catering –Peter Jones
2. Flight Catering – Michael Kipps
3. Flight Catering Management – Audrey Carol McCool
4. Wine for Beginners - [Janelle Jalbert](#)

Course Name: FRONT OFFICE OPERATIONS-I**Course Code: 21010403DS03****Prerequisite:** The students studying this course should be able to write, read and speak English and must have undergone a familiarization round to Front Office.**Rationale:** The course provides details knowledge of front office operations in hotels, so that the students can have a scope of working in hotels too.**a. Course Learning Objective:**

CLOBJ 1	To Illustrate the significance of the hospitality industry.
CLOBJ 2	To describe the classification of hotel.
CLOBJ 3	To elaborate front office operations.
CLOBJ 4	To familiarize students with duties and responsibilities of Front office personnel.
CLOBJ 5	To explain Types of Guests.

b. Course Learning Outcomes:

CLO 1	Elaborate the growth & significance of Hospitality Industry.
CLO 2	Classify types of hotels.
CLO 3	Explain and classify types of rooms and meal plan.
CLO 4	Understand & describe the duties and responsibilities of front office personnel.
CLO 5	Classify the types of guests

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
3	1	0	4	20	20	-	60	-	100

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. Course Content:

SR. NO.	TOPIC	LECTURE	WEIGHTAGE IN %
1.	INTRODUCTION TO HOSPITALITY INDUSTRY	10	22.22
	Tourism and its importance, Origin/History/Meaning & Definition of hotel Hotel Industry and its Importance, Evolution of hotel and growth in the world, Brief introduction to hotel core areas with special reference to Front Office ,Implication of the skill development in front office as a profession.		
2.	CLASSIFICATION OF HOTELS	10	22.22
	Based on Size/Star/Location / Clientele/Ownership basis/Length of stay/Level of service/Boatels/ Floatels/ Motels/Management and Affiliation/Heritage		

	hotels/eco hotels/suite hotels/Resorts etc. Introduction on HRACC and its structure.		
3.	INTRODUCTION TO FRONT OFFICE	8	17.77
	Organizational / Hierarchy Chart, Front office functional area/Ancillary areas, Front office layout & Equipment's, Types of Rooms, Types of meals, Suites, Executive floors or Club floor concepts, importance of Communication, Front Office Operations, Ethics and Professionalism in Front Office, Emerging Trends in Front Office Management.		
4.	FRONT OFFICE ORGANIZATION	8	17.77
	Duties and Responsibilities of F.O Persons, co-ordination with other Departments and Attributes of Front Office Personnel, Grooming and Body language of Front Office personal.		
5 .	THE GUEST	9	20
	Defining Guest & Their basic requirements, Types of Guests- F.I.T, Business Travelers, G.I.T, S.I.T, Domestic, Foreigners, Glossary of term used in Front Office.		
		45	100

e. Text Book and Reference Book:

1. Managing front office operations M.Kasavana;
2. Hotel F.O. Training manual Suvradeep Gauranga Ghosh;
3. Front Office Management S.k Bhatnagar;
4. Hotel front office management James Bardi;
5. Hotel Front Office- Operations & Management Jata Shankar. R. Tewari
6. Hotel Front Office- A Training Manual Sudhir Andrews
7. Front Operation & Administration Dennis Foster;

Course Name: PERSONALITY DEVELOPMENT AND GROOMING (THEORY)**Course Code: 21010403DS04****Prerequisite:** Students should understand basic psychology concepts, self-awareness, and communication skills.**Rationale:** The program provides details of about skills of personality development skills required for professional development.**a. Course Learning Objective:**

CLOBJ 1	To explain the concept of personality.
CLOBJ 2	To make students understand the concept of attitude.
CLOBJ 3	To illustrate the concept of self-esteem.
CLOBJ 4	To showcase different elements of personality development.
CLOBJ 5	To make students understand importance of personal grooming and hygiene.

b. Course Learning Outcomes:

CLO 1	Explain self-analysis using tools like SWOT analysis.
CLO 2	Apply the skills for maintaining positivity.
CLO 3	Inculcate the influence of self-esteem on overall well-being.
CLO 4	Explain the importance of body language in communication.
CLO 5	Apply grooming and hygiene for professional presentation.

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
3	-	0	3	20	20	-	60	-	100

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. Course Content-

SR. NO.	TOPIC	LECTURE	WEIGHTAGE IN %
1.	INTRODUCTION OF PERSONALITY DEVELOPMENT	6	20
	The concept of personality - Dimensions of personality – Theories of Freud & Erickson-Significance of personality development. The concept of success and failure: What is success? - Hurdles in achieving success - Overcoming hurdles - Factors responsible for success – What is failure - Causes of failure. SWOT analysis.		
2.	ATTITUDE & MOTIVATION	6	20
	Attitude - Concept - Significance - Factors affecting attitudes - Positive attitude – Advantages –Negative attitude- Disadvantages - Ways to develop positive		

	attitude - Differences between personalities having positive and negative attitude. Concept of motivation - Significance – Internal and external motives - Importance of self- motivation- Factors leading to de-motivation		
3.	SELF- ESTEEM	6	20
	Term self-esteem - Symptoms - Advantages - Do's and Don'ts to develop positive self-esteem – Low self-esteem - Symptoms - Personality having low self-esteem - Positive and negative self-esteem. Interpersonal Relationships – Defining the difference between aggressive, submissive and assertive behaviors - Lateral thinking.		
4.	OTHER ASPECTS OF PERSONALITY DEVELOPMENT	6	20
	Other Aspects of Personality Development Body language - Problem-solving - Conflict and Stress Management - Decision-making skills - Leadership and qualities of a successful leader – Character building -Team-work – Time management - Work ethics –Good manners and etiquette.		
5.	INTRODUCTION TO GROOMING & INTERVIEW PREPARTION	6	20
	(a)Personal Grooming (b)Personal Hygiene (c)Importance of Grooming (d)Qualities required (e) Types of skin (f)Basic skin care (g)Do's & Don'ts (h)Hair Care & Hairstyle		
	TOTAL	30	100

e. Text Book and Reference Book:

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 - Bookby James Clear Think and Grow Rich - Book by Napoleon Hill
6. The Power of Now Journal - Book by Eckhart Tolle
7. The Magic of Thinking Big - Book byDavid J. Schwartz

Course Name: PERSONALITY DEVELOPMENT AND GROOMING (PRACTICAL)**Course Code: 21010403DS05****Prerequisite:** Students will be able to understand basic psychology, self-awareness, and communication skills.**Rationale:** The program provides the practical knowledge about personality development skills.**a. Course Learning Objective: The course has been introduced so that the: -**

CLOBJ 1	To understand compelling resume.
CLOBJ 2	To explain the concept of effective communication.
CLOBJ 3	To Familiarize students with group presentation and seminar skills.
CLOBJ 4	To Enhance communication with dynamic presentations using audio and visuals.
CLOBJ 5	To Prepare students for both HR and technical interviews.
CLOBJ 6	To train students for various interview scenarios, tackling unexpected questions confidently.
CLOBJ 7	To make students understand clear meeting goals for different scenarios.
CLOBJ 8	To prepare students for challenges with impactful demo and role-play exercises.
CLOBJ 9	To improved appearance and communication skills.
CLOBJ 10	To Enhance students' speaking skills for improved communication and adaptability.

b. Course Learning Outcomes:

CLO 1	Improve group dynamics, preparation for interview and assess the impact of communication.
CLO 2	Explain customizing presentations to fulfill diverse group.
CLO 3	Create impactful presentations using audio and visuals.
CLO 4	Exercise clear and direct communication while conducting meeting and handling different situation.
CLO 5	Improve their well-being by enhancing self-care practices grooming and hygiene.

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
-	-	2	4	.	.	20	-	30	50

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. Course Content:

SR. NO.	TOPIC	LECTUR E	WEIGH TAGE IN %
1.	Resume building	4	13.33
2.	The art of participating in Group Discussion	8	26.66
3.	Presentation skills, seminar skills, addressing groups	8	26.66

4.	Use of audio & visuals presentation:	4	13.33
5.	Acing the Personal (HR & Technical) Interview	4	13.33
6.	Mock Interview Sessions	8	26.66
7.	Conducting/ Participating – meeting, objective/ agenda orientation, clarity of thought and its expression, pre-preparation, conduct during meeting and making minutes of the meeting.	8	26.66
8.	Developing the ability to handle difficult situations - Demo & role play.	8	26.66
9.	Grooming session – Skincare, Haircare, Clothing, Posture and Body Language, Practice Speech:	4	13.33
10.	Extempore speech on any subject/ topic.	4	13.33
	TOTAL	60	100

g. Text Book and Reference Book:

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 - Bookby James Clear
Think and Grow Rich - Book by Napoleon Hill
6. The Power of Now Journal - Book by Eckhart Tolle
7. The Magic of Thinking Big - Book byDavid J. Schwartz

SEMESTER -IV

Course Name: BASICS OF FOOD AND BEVERAGE-I

Course Code: 21010404DS01

Prerequisite: -The students studying this course should be able to write, read and speak English and must have basic knowledge about food & food selling outlets

Rationale: - The course provides details knowledge about

a. Course Learning Objective:

CLOBJ 1	To Provide students with fundamental food and beverage service skills.
CLOBJ 2	To explain challenges in Food and Beverage Industry.
CLOBJ 3	To provide knowledge and skills for restaurant operations.
CLOBJ 4	To familiarize students with different menu types.

b. Course Learning Outcomes:

CLO 1	Adopt the F&B service skills.
CLO 2	Understand & explain the challenges in F&B service Industry
CLO 3	Inculcate & apply the skills for operating the restaurants
CLO 4	Classify & elaborate different types of menus.

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
3	1	0	4	20	20	-	60	-	100

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. Course Content:

SR. NO.	TOPIC	LECTURE	WEIGHTAGE IN %
1.	THE FOOD & BEVERAGE SERVICE INDUSTRY	10	22.22
	Introduction to the Food & Beverage Industry Classification of Catering Establishments (Commercial & Non-Commercial) Introduction to Food & Beverage Operations (Types of F&B Outlets) Restaurant, Coffee Shop, Room Service, Bars, Banquets, Snack Bar, Executive Lounges, Business Centers, Discotheques & Night Clubs. Ancillary department.		
2.	FOOD & BEVERAGE SERVICE PERSONNEL	8	17.77
	Food & Beverage Service Organization Structure - Job Descriptions Attributes of Food & Beverage personnel. Basic Etiquettes Interdepartmental relationship, Food& Service Hierarchy Chart, Duties & Responsibilities of		

	F&B Service Department, Grooming & Hygiene of F&B service & Food Production staff		
3.	TYPES OF FOOD & BEVERAGE SERVICE	8	17.77
	Types of Meals, Mise-en-place & Mise-en-scene Table Service –English / Silver, American, French, Russian Self Service – Buffet & Cafeteria Specialized Service – Gueridon, Tray, Trolley, Lounge, Room etc. Single Point Service – Take Away, Vending Kiosks, Food Courts & Bars, Vending machines.		
4.	MENU KNOWLEDGE	9	20
	Introduction Types –A la Carte & Table d’hôte Menu Planning, considerations and constraints Menu Terms. Classical French Menu. Classical Foods & its Accompaniments with Cover, Table setting & laying of cover, Rules for waiting at a Table.		
5.	BEVERAGES	10	22.22
	Non – Alcoholic Beverages Classification Hot Beverages – Types, Service Cold Beverages – Types, Service, Alcoholic Beverages -Definition Classification of Alcoholic Beverages Fermentation process, Distillation process. Fermented beverages, Distilled Spirits, Liqueurs.		
	Total	45	100

e. Text Book and Reference Book:

1. R. Singaravelavan, Food & Beverage Service, 1st Edition, Oxford University Press 2011.
2. Dennis Lillicrap, John Cousins, Food & Beverage Service, 8th Edition, Hodden Education, 2010.
3. Vara Prasad, Gopi Krishna, Food & Beverage Simplified, 1ST Edition, Dorling Kindersley, Noida, UP, 2013.
4. Sudhir Andrews, Food & Beverage Service A Training Manual, 3rd Edition, Tata Mc Graw Hill Education, Noida, UP, 2015

Course Name: AVIATION SAFETY AND SECURITY (THEORY)**Course Code: 21010404DS02****Prerequisite:** The students will gain knowledge of Aviation safety and security.**Rationale:** The course provides knowledge about Advanced procedures practices.**a. Course Learning Objective:**

CLOBJ 1	To understand aviation history.
CLOBJ 2	To briefly explain about aviation security threats.
CLOBJ 3	To familiarize the students with Aviation emergency protocol.
CLOBJ 4	To introduce safety and integrity of airborne cargo.

b. Course Learning Outcomes:

CLO 1	Practice the aviation safety procedures.
CLO 2	Recognize aviation security threats and respond promptly.
CLO 3	Apply security baggage and bomb threat management skills.
CLO 4	Elaborate and classify Concepts of Cargo Security.

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
3	-	0	3	20	20	-	60	-	100

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. Course Content:

SR. NO.	TOPIC	LECTURE	WEIGHTAGE IN %
1.	INTRODUCTION TO AVIATION SAFETY AND SECURITY	10	22.22
	Overview of aviation industry, Historical perspective on aviation incidents Key regulatory bodies and their roles, Safety Management Systems (SMS) , Land side security procedures – passenger terminal, cargo terminal.		
2.	AVIATION SECURITY LEVEL I	5	11.11
	Introduction to Aviation Security Threats & Risks to Civil Aviation Passenger and Baggage Security		
3.	AVIATION SECURITY LEVEL II	10	22.22
	Bombs and Explosives X-ray Examination of Baggage & Security Equipment Protection of Parked Aircraft Crime Prevention Bomb Threat Management		
4.	CARGO SECURITY	10	22.22
	Concepts of Cargo Security Cargo Security Procedures Overview of the Management of Cargo Security Methods of Screening Cargo Other Security Controls Security of Post Office Mail Other Restricted Articles and Dangerous Goods Closing Activities		

5.	AIRPORT AIRCRAFT EMERGENCIES:	10	22.22
	Types of emergencies, Level of protection required, Major accidents analysis and measuring human errors, Identifying root causes of Human Errors, Human Reliability Assessment - Safety cultures in Airline, Threat and Error Management (TEM) - Mid-Air Collision, Runway Incursions - Weather Factors - Human Factors and Mechanical Failures		
	TOTAL	45	100

e. Text Book and Reference Book:

1. Aviation Safety & Security – Stefen J Wright
2. Commercial Aviation Safety – Alexander T Wells
3. The Human Factor in Aircraft Accidents – David Beaty
4. Aircraft Safety – Shari Stamford Krause

Course Name: AVIATION SAFETY AND SECURITY (PRACTICAL)**Course Code: 21010404DS03****Prerequisite:** The students will gain knowledge of Aviation safety and security.**Rationale:** The course provides knowledge about Advanced procedures practices.**a. Course Learning Objective:**

CLOBJ 1	To familiarized students with aviation security.
CLOBJ 2	To provide the basic knowledge of the SOP of handling hijacking.
CLOBJ 3	To elaborate process of handling suspicious devices on aircraft.
CLOBJ 4	To understand the importance of recognizing disruptive passenger.

b. Course Learning Outcomes:

CLO 1	Be aware with aviation security situations.
CLO 2	Understand & apply the SOPs for handling hijacking.
CLO 3	Elaborate& Apply process of handling suspicious devices on aircraft.
CLO 4	Understand the importance of recognizing disruptive passenger.

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
-	-	2	1	-	-	20	-	30	50

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d. Course Content:

SR. NO.	TOPIC	LECTURE	WEIGHT AGE IN %
1.	Personal security (crew baggage, drug rape, hotel security, responsibilities etc.- Demo & role play.	4	13.33
2.	Hijacking create scenario – Demo & role play.	4	13.33
3.	Security checks at airport - role play and possible scenarios.	4	13.33
4.	Bombs (Bomb threat assessment, suspicious device handling, aircraft least risk bomb location etc.) – Demo & Role Play	8	26.66
5.	Dealing with Disruptive passenger handling (recognition, conflict management, smoking laws, formal warning, restrain techniques practical etc.) – Demo & Role play	8	26.66
6.	Airport civil aviation security committee Preventative measures	2	6.66
		30	100

e. Text Book and Reference Book:

1. Aviation Safety & Security – Stefen J Wright
2. Commercial Aviation Safety – Alexander T Wells
3. The Human Factor in Aircraft Accidents – David Beaty
4. Aircraft Safety – Shari Stamford Krause

Course Name: FOOD PRODUCTION OPERATIONS (THEORY)**Course Code: 21010404DS04****Prerequisite:** The students studying this course should have basic knowledge of Kitchen and should know basic cooking preparations.**Rationale:** The course provides knowledge about basics about Food Production department in hotel.**a. Course Learning Objective:**

CLOBJ 1	To Illustrate the cooking methods.
CLOBJ 2	To classify the types of breakfast preparations.
CLOBJ 3	To give the basic knowledge on fish cookery, meat cookery.
CLOBJ 5	To Describe & classify types of soups, sauces, and salads
CLOBJ 6	To familiarize students with basic bakery functions.

b. Course Learning Outcomes:

CLO 1	Elaborate the cooking methods.
CLO 2	Classify the types of breakfast preparations.
CLO 3	Explain the basics of fish cookery, meat cookery.
CLO 4	Describe & classify types of soups, sauces, and salads
CLO 5	Elaborate basic principle of bakery.

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
2	-	0	2	20	20	-	60	-	100

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. Course Content:

SR. NO.	TOPIC	LECTURES	WEIGHTAGE IN %
1	ADVANCED METHODS OF COOKING	3	10
	Advanced methods-micro-wave, infra- red, induction, etc. and their use in cooking.		
2	BREAKFAST PREPARATION OF TRADITIONAL / CLASSICAL ITEMS	3	10
	Continental breakfast, English breakfast, American Breakfast, Indian breakfast, Types: - North Indian and South Indian Breakfast.		
3	FISH COOKERY	6	20
	Introduction to fish Cookery- Classification of fish with examples, Selection of Fish, Storing fish, Different cuts of fish, and their cooking methods, Famous dishes		
4	MEAT COOKERY	3	10
	Introduction to meat cookery- cuts and methods of cooking of Beef, Veal, Pork, Lamb with examples of each, Introduction to		

	Poultry and Game with examples of each, Selection and Storing of Meats, Poultry, Famous dishes.		
5	STOCKS, SOUPS AND SAUCES	7	23.33
	Stocks: Definition, Classification, Preparation and Precautions, Uses, Sauces: Definition, Classification, Preparation and Precautions, Derivatives of Each, Soups: Definition, Classification, Preparation and Precautions, Examples of each		
6	BASIC SALADS	3	7
	Parts of Salad; Types of Salad and their examples, Various dressings used:		
7	BASIC OF BAKERY	5	16.66
	Principal of baking, Basics of Bread Making: Role of Ingredients: Flour, Salt, Sugar, Yeast, Fat, Liquid, Egg, Flavorings, Bread improvers. Method of bread making: (i) Straight dough method, (ii) Sponge and dough method, (iii) Salt delayed method, (iv) Flying ferment method. Bread varieties: White Loaf, Multi Grain Loaf, Whole Wheat Loaf, Soft Rolls and Hard Rolls. International breads. Bread faults and remedies.		
Total		30	100

e. Text Book and Reference Book:

Art of Indian Cookery
Roli;
Modern Cookery (Vol-I)
Longman;
Larousse Gastronomique,
The Complete Guide to the Art of Modern Cookery
Professional Chef
Professional Cooking
Practical Professional Cookery
Food Production Operation

Rocky Mohan,
Philip. Thangam, Orient
Paul Hamlyn;
Escoffier
Le Rol A. Polsom
Wayne Gislen
Kauffman &Cracknell
Parvinder S. Bali

Course Name: FOOD PRODUCTION OPERATIONS (PRACTICAL)**Course Code: 21010404DS05****Prerequisite:** The students studying this course should have basic knowledge of Kitchen and should know basic cooking preparations.**Rationale:** The course provides knowledge about basics about Food Production department in hotel.**a. Course Learning Objective:**

CLOBJ 1	To demonstrate the cuts of vegetables, Chicken & fishes for food preparation.
CLOBJ 2	To exhibit the methods of cooking used in culinary.
CLOBJ 3	To explain preparation of mother sauces, Soups & stocks.
CLOBJ 4	To introduce students with different types of salads.
CLOBJ 5	To elaborate preparation of Indian, American & English breakfast dishes

b. Course Learning Outcomes:

CLO 1	Demonstrate knowledge and skills in executing various cuts of vegetables, fish, and chicken.
CLO 2	Apply a range of cooking methods for food preparation
CLO 3	Demonstrate knowledge and skills to make the basic mother sauces, Soup & stocks.
CLO 4	Understand & make the basic components of a salad: greens, vegetables, proteins, fruits, nuts, and dressings.
CLO 5	Explain different choices offered in India, English & American Breakfast and continental dishes.

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
-	-	2	1	20	-	-	-	30	50

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. Course Content:

SR. No.	PRACTICAL	No. OF HOURS	WEIGHTAGE IN %
1.	Different Vegetable Cuts- Demo	4	6.66
2.	Different Fish Cuts- Demo	4	6.66
3.	Different cuts of Chicken& meat Cuts	4	6.66
4.	Methods of Cooking Demo- PART-I	4	6.66
5.	Methods of Cooking Demo- PART-II	4	6.66
6.	Salad preparations	4	6.66
7.	(Demo)Preparation of Mother Sauces and their derivatives- PART-I	4	6.66
8.	(Demo)Preparation of Mother Sauces and their derivatives- PART II	4	6.66
9.	(Demo)Preparation of soups with classical garnishes-PART I	4	6.66

10.	(Demo)Preparation of soups with classical garnishes-PART II	4	6.66
11.	(Workshop)Preparation of breakfast dishes- (Indian Breakfast)-PART -I	4	6.66
12.	(Demo)Preparation of breakfast dishes- (Indian Breakfast)-PART -II	4	6.66
13.	(Demo)Preparation of basic continental dishes-I	4	6.66
14.	(Demo)Preparation of basic continental dishes-II	4	6.66
15.	(Demo)Preparation of breakfast dishes- (English /American Breakfast)	4	6.66
	Total	60	100

e. Text Book and Reference Book:

Art of Indian Cookery Modern Cookery (Vol-I) Longman;	Rocky Mohan, Roli; Philip. Thangam, Orient
Larousse Gastronomique, The Complete Guide to the Art of Modern Cookery Professional Chef Professional Cooking Practical Professional Cookery Food Production Operation	Paul Hamlyn; Escoffier Le Rol A. Polsom Wayne Gislen Kauffman &Cracknell Parvinder S. Bali

Course Name- MARKETING & BRAND MANAGEMENT IN EVENT SECTOR

Course Code: 21010105EM03

Prerequisite: The students studying this course should be able to write, read and speak English and must have a basic understanding of marketing sector.

Rationale: The course provides theoretical knowledge about the Marketing & branding strategies applicable in event sector.

a. Course Learning Objective:

CLOBJ 1	To make the students aware about Marketing as a Concept & marketing management as a technique.
CLOBJ 2	To familiarize the student with Structuring the product/ service basket for Events.
CLOBJ 3	To make the students learn about Pricing the product / service basket of Events.
CLOBJ 4	To throw light on distribution patterns of Event products.

b. Course Learning Outcomes:

CLO 1	Understand and Apply marketing mix techniques in event industry products.
CLO 2	Come up with event industry product & Price.
CLO 3	Decide the Distribution channel of event industry products.
CLO 4	Develop the Promotional strategies for event industry outlets.

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
4	-	-	4	20	20	-	60	-	100

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. Course Content:

SR. NO.	TOPIC	LECTURE	WEIGHTAGE IN %
1	INTRODUCTION TO MARKETING AND MARKETING MANAGEMENT FOR EVENTS COMPANIES	12	20
	Marketing Concepts - Marketing Process Marketing mix - Marketing environment. - Consumer Markets and buying behavior - Market segmentation and targeting and positioning.		
2	PRODUCT DECISIONS FOR EVENT PRODUCTS	12	20
	Concept of a Product - Product mix decisions - Brand Decision - New Product Development – Sources of New Product idea - Steps in Product Development - Product Life Cycle strategies- Stages in Product Life Cycle		

3	PRICE DECISIONS FOR EVENT PRODUCTS	12	20
	Pricing objectives - Pricing policies and constraints - Different pricing method - new product pricing, Product Mix pricing strategies and Price adjustment strategy		
4	CHANNEL DECISION FOR EVENT PRODUCTS	12	20
	Nature of Marketing Channels –. Types of Channel flows - Channel functions - Functions of Distribution Channel – Structure and Design of Marketing Channels -Channel co-operation, conflicts and competition – Retailers and wholesalers.		
5	PROMOTION DECISION FOR EVENTS PRODUCTS	12	20
	Promotion mix - Advertising Decision, Advertising objectives - Advertising and Sales Promotion – Developing Advertising Program – Role of Media in Advertising - Advertisement effectiveness - - Sales force Decision.		
	Total	60	100

e. Text Book and Reference Book:

Prasad L.M.- Principle of management

Tapan K Panda - Marketing Management Text and Case Indian Context Student CD Included, Excel Books.

Srinivasan, R - Case Studies In Marketing : The Indian Context, PHI

S. Jaychandran, IIT, Chennai - Marketing Management Text and Cases, Excel Publications.

Rajan Saxena - Marketing Management, Tata McGraw Hill

V. S. Ramaswamy, S. Namakumari- Marketing Management : Planning, Implementation and Control, McMillan,

Course Name- SALES& MARKETING MANAGEMENT IN RETAIL SECTOR**Course Code:** 21010105RM03**Prerequisite:** The students studying this course should be able to write, read and speak English and must have a basic understanding of marketing sector.**Rationale:** The course provides theoretical knowledge about the Marketing & branding strategies applicable in Retail sector.**a. Course Learning Objective:**

CLOBJ 1	To make the students aware about Marketing as a Concept & marketing management as a technique.
CLOBJ 2	To familiarize the student with Structuring the product/ service basket for Retail products.
CLOBJ 3	To make the students learn about Pricing the product / service basket of retail products.
CLOBJ 4	To throw light on distribution patterns of retail products.

b. Course Learning Outcomes:

CLO 1	Understand and Apply marketing mix techniques in retail sector products.
CLO 2	Come up with retail sector product & Price.
CLO 3	Decide the Distribution channel of retail sector products.
CLO 4	Develop the Promotional strategies for retail sector.

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
4	-	0	4	20	20	-	60	-	100

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. Course Content:

SR. NO.	TOPIC	LECTURE	WEIGHTAGE IN %
1	INTRODUCTION TO MARKETING AND MARKETING MANAGEMENT FOR RETIL SECTOR COMPANIES	12	20
	Marketing Concepts - Marketing Process Marketing mix - Marketing environment. - Consumer Markets and buying behavior - Market segmentation and targeting and positioning.		
2	PRODUCT DECISIONS FOR RETAIL PRODUCTS	12	20

	Concept of a Product - Product mix decisions - Brand Decision - New Product Development – Sources of New Product idea - Steps in Product Development - Product Life Cycle strategies- Stages in Product Life Cycle		
3	PRICE DECISIONS FOR RETAIL PRODUCTS	12	20
	Pricing objectives - Pricing policies and constraints - Different pricing method - new product pricing, Product Mix pricing strategies and Price adjustment strategy		
4	CHANNEL DECISION FOR RETAIL PRODUCTS	12	20
	Nature of Marketing Channels –. Types of Channel flows - Channel functions - Functions of Distribution Channel – Structure and Design of Marketing Channels -Channel co-operation, conflicts and competition – Retailers and wholesalers.		
5	PROMOTION DECISION FOR RETAIL PRODUCTS	12	20
	Promotion mix - Advertising Decision, Advertising objectives - Advertising and Sales Promotion – Developing Advertising Program – Role of Media in Advertising - Advertisement effectiveness - - Sales force Decision.		
	Total	60	100

e. Text Book and Reference Book:

Prasad L.M.- Principle of management

Tapan K Panda - Marketing Management Text and Case Indian Context Student CD Included, Excel Books.

Srinivasan, R - Case Studies In Marketing : The Indian Context, PHI

S. Jaychandran, Iit, Chennai - Marketing Management Text and Cases, Excel Publications.

RajanSaxena - Marketing Management, Tata McGraw Hill

V. S. Ramaswamy, S. Namakumari- Marketing Management : Planning, Implementation and Control, McMillion,

SEMESTER - V

Course Name: BASIC OF FOOD & BEVERAGE SERVICE-II -THEORY

Course Code: 21010405DS01

Prerequisite: The students should have basic understanding about importance of F&B service in Aviation.

Rationale: The course will provide detailed knowledge of Service industry in hospitality industry.

a. Course Learning Objective:

CLOBJ 1	To make the students Aware about basic menu planning.
CLOBJ 2	To create the Understanding about types of services.
CLOBJ 3	To Familiarize the students with cash handling.
CLOBJ 4	To explain different types of Tobacco.

b. Course Learning Outcomes:

CLO 1	Categorize various types of menus and analyze the principles of menu planning, showcasing their ability to classify and comprehend menu variations.
CLO 2	Demonstrate the ability to offer guests diverse services, showcasing their proficiency in providing varied and tailored hospitality experiences.
CLO 3	Effectively manage the cash counter and comprehend the basic control system employed in a restaurant.
CLO 4	Comprehend the various types, storage techniques, and service procedures of tobacco.

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
3	1	-	4	20	20	-	60	-	100

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. Course Content:

SR. NO.	TOPIC	LECTURE	WEIGHTAGE IN %
1	MEALS & MENU PLANNING	12	26.66
	Origin of Menu, Objectives of Menu Planning, Types of Menu, Courses of French Classical Menu - Sequence, Examples from each course, Cover of each course Accompaniments, French Names of dishes, Types of Meals - Early Morning Tea, Breakfast (English, American Continental, Indian),		

	Brunch, Lunch, Afternoon/High Tea, Dinner, Supper.		
2	PREPARATION FOR SERVICE	11	24.44
	Organizing Mise-en-scene, Organizing Mise en place. types of food service - silver service, pre-plated service, Cafeteria service, Room service, Buffet service, Gueridon service, Lounge service.		
3	SALE CONTROL SYSTEM	11	24.44
	KOT/Bill Control System (Manual) -Triplicate Checking System -Duplicate Checking System -Single Order Sheet -Quick Service Menu & Customer Bill. Making bill, Cash handling equipment, Record keeping (Restaurant Cashier).		
4	TOBACCO	11	24.44
	History, Processing for cigarettes, pipe tobacco & cigars C. Cigarettes – Types and Brand names. Pipe Tobacco – Types and Brand names. Cigars – shapes, sizes, colors and Brand names, Care and Storage of cigarettes & cigars.		
	Total	45	100

e. Text Book and Reference Book:

- 1 Commercial Aviation 101 – Grey Garden
- 2 The Global commercial Aviation Industry Aviation Maintenance Management –
- 3 Harry A. Kinnison – McGraw Hill
- 4 Come Fly the World: The Jet-Age Story of the Women of Pan Am – Juli 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

Course Name: AIRPORT STRATEGIC PLANNING

Course Code: 21010405DS02

Prerequisite: Students studying this course will get basic knowledge of Airport planning.

Rationale: The course will provide detailed knowledge of

a. Course Learning Objective:

CLOBJ 1	To provide the knowledge on air transport, and airport organization.
CLOBJ 2	To give a basic layout of Airport design.
CLOBJ 3	To elaborate the Airport planning and different components.
CLOBJ 4	To discuss the patterns and factors influencing air travel demand.

b. Course Learning Outcomes:

CLO 1	Classify the components of airports' airfields, demonstrating proficiency in categorizing elements within aviation infrastructure.
CLO 2	Grasping the crucial alignment of airport characteristics with associated factors is essential for a well-coordinated performance.
CLO 3	Understand the runway specifications, engage in terminal area planning, and recognize the pivotal role of air traffic control without difficulty.
CLO 4	Grasp the air travel demand, analyze passenger choices, evaluate airline decisions, and comprehend the broader implications for airport planning.
CLO 5	Comprehend crisis and emergency response planning as it pertains to airport planning.

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
3	1	-	4	20	20	-	60	-	100

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. Course Content:

SR. NO.	TOPIC	LECTURE	WEIGHTAGE IN %
1.	INTRODUCTION	10	22.22
	Growth of air transport, Airport organization and associations, Classification of airports airfield components, Air traffic Zones and approach areas. Context of Airport system planning – Development of Airport Planning process – Ultimate consumers – Airline decision – Other Airport operations.		
2.	AIRPORT CHARACTERISTICS RELATED TO AIRPORT DESIGN	10	22.22
	Components Size, turning radius, speed, airport characteristics. CAPACITY AND DELAY: Factors affecting capacity, determination of runway capacity related to delay, gate capacity, and taxiway capacity.		

3.	AIRPORT PLANNING AND SURVEYS	10	22.22
	Runway length and width, sight distances, longitudinal and transverse, runway intersections, taxiways, clearances, aprons, numbering, holding apron. PLANNING AND DESIGN OF THE TERMINAL AREA: Operational concepts, space relationships and area requirements, noise control, vehicular traffic and parking at airports. AIR TRAFFIC CONTROL AND AIDS: Runways and taxiways markings, day & night landing aids, airport lighting and other associated aids.		
4.	UNDERSTANDING AVIATION SYSTEM	10	22.22
	Air travel demand, Passenger choices, Air cargo, Airline Decisions, Route structure, Strategic alliances, Non-scheduled operations, National Government Roles, Airport development, Air traffic management, Implications for Airport Planning		
5.	RISK MANAGEMENT IN AIRPORT PLANNING	5	6.66
	Identifying and mitigating risks in airport projects, Crisis management and emergency response planning.		
		45	100

e. Text Book and Reference Book:

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 Nuevfile
6. Airport Planning & Development – Paul Dempsey

Course Name: AIRLINE TICKETING MANAGEMENT (THEORY)**Course Code: 21010405DS03****Prerequisite:** Student should be able to understand the basics of need of reservation & ticketing.**Rationale:** The course will provide detailed knowledge of Management of Airline ticketing management in aviation.**a. Course Learning Objective:**

CLOBJ 1	To exhibit the infrastructure and services offered at airports.
CLOBJ 2	To elaborate the tariffs and fares in the airline industry.
CLOBJ 3	To give the basic information on Fare Construction Principles.
CLOBJ 4	To Familiarize the students with the basic policies and procedure involve in Airline Ticketing.
CLOBJ 5	To create the Understanding on the Location Geography Airline.

b. Course Learning Outcomes:

CLO 1	Acquire in-depth knowledge of air transport.
CLO 2	Categorize various types of airfares.
CLO 3	Grasp the fundamental concept of fare construction.
CLO 4	Comprehend ticketing policies and procedures.
CLO 5	Attain knowledge of location geography and reservation.

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
3	-	-	3	20	20	-	60	-	100

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. Course Content:

SR. NO.	TOPIC	LECTURE	WEIGHTAGE IN %
1.	AIR TRANSPORT	10	22.22
	Airlines Abbreviations, Codes and Definitions, Aircraft and in – flight services, Airport facilities and special passengers, Automation, Baggage, International Regulations.		
2.	AIRFARES & TICKETING - I	10	22.22
	Arrangement of the Tariff Manuals, Terms and Definitions, Published Fares, Currency Regulations, Round and Circle Trip fares, Journeys in different		

	classes, Special fares, Discounted fares, Taxes, Ticketing instructions, BSP Procedures, Stock Control and Security of accountable documents		
3.	AIRFARES & TICKETING – II	10	22.22
	Review of basic Fare Construction Principles, The mileage system, Lowest combination principle, Around the World Fares, “Open Jaw” Journeys, Re – routings, Collection of Fares		
4.	POLICIES & PROCEDURE	5	11.11
	Ticketing Policies and Procedures, Fare Constructions Rule & policies, Passports & Visas, Components of Ticketing (a) Tourist Accommodation (b) Travel Sales (c) Ticketing formalities (d) Customer service		
5.	LOCATION GEOGRAPHY & RESERVATION	5	11.11
	Elementary & Location Geography Airline and Airports Codes Time zones Air Ticketing & Reservations Tourist Accommodation.		
6.	TRAVEL FORMALITIES	5	11.11
	The Passport, Health Certificates, Taxes, Customs and Currency, Travel Insurance, General preventive measures, The Travel Information Manual (TIM), Consequence of Negligence.		
		45	100

e. Text Book and Reference Book:

1. Flight reservation and airline ticketing – Jitendra K Sharma
2. Airfares and ticketing –Doris SDavidoff & Philip S Davidoff
3. Guides to IATA/UFTAA Training Courses and journals published by International Air Transport Association and Universal Federation of Travel Agent Association
4. Jagmohan Negi – Air travel Ticketing and Fare Construction, Kanishka Publishers, New Delhi, 2004
Jagmohan Negi – International Tourism and Travel, S.Chand& Company Ltd, New Delhi, 2004 4.
Mohinder Chand – Travel Agency Management – An Introductory Text, 2nd Revised and Enlarged Edition, Anmol Publications Pvt Ltd, New Delhi

Course Name: AIRLINE TICKETING MANAGEMENT (PRACTICAL)**Course Code: 21010405DS04****Prerequisite:** Student should be able to understand the basics of need of reservation & ticketing.**Rationale:** The course will provide detailed knowledge of Management of Airline ticketing management in aviation.**a. Course Learning Objective:**

CLOBJ 1	To elaborate different time zone.
CLOBJ 2	To explain different country and Currency Codes
CLOBJ 3	To create the Understanding about the Airport and Aircraft Procedures.
CLOBJ 4	To describe different ticketing procedures.
CLOBJ 5	To develop the Understanding on geography related to airlines.

b. Course Learning Outcomes:

CLO 1	Calculate various world times with precision.
CLO 2	Identify diverse airport codes accurately.
CLO 3	Comprehend different travel documents and baggage regulations thoroughly.
CLO 4	Understand ticketing policies in airlines effectively.
CLO 5	Grasp air transport and geography in-depth.

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
-	-	1	2	-	-	20	-	30	50

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. Course Content:

SR. NO.	TOPIC	LECTURE	WEIGHTAGE IN %
1.	Time Zones And Calculation of Time, GMT Variation	2	6.66
2.	IATA 3 Letter / City / Airport Codes, Airlines, Country and Currency Codes	12	40
3.	Travel Documentation, Baggage Regulations, Airport and Aircraft Procedures	4	13.33
4.	Ticketing: Issuance, Cancellation And Re-Issuance; Airline Reservations	8	26.66
5.	Air Transport Concept And Geography of Airlines	4	13.66
	Total	30	100

e. Text Book and Reference Book:

1. Flight reservation and airline ticketing – Jitendra K Sharma
2. Airfares and ticketing –Doris SDavidoff & Philip S Davidoff
3. Guides to IATA/UFTAA Training Courses and journals published by International Air Transport Association and Universal Federation of Travel Agent Association
4. Jagmohan Negi – Air travel Ticketing and Fare Construction, Kanishka Publishers, New Delhi, 2004
Jagmohan Negi – International Tourism and Travel, S.Chand& Company Ltd, New Delhi, 2004 4.

Course Name: HUMAN RESOURCES MANAGEMENT IN EVENT SECTOR**Course Code: 21010104EM01****Prerequisite:** The students should have basic knowledge of concept & role of Human resources.**Rationale:** The course provides knowledge about the mechanism of human resources management in Event sector.**a. Course Learning Objective:**

CLOBJ 1	To make the students aware with basics of Human resources planning concepts & its importance.
CLOBJ 2	To familiarize the students with Selection & Recruitment process.
CLOBJ 3	To Familiarize the students with developing a Training Program for event management sector employees.
CLOBJ 4	To throw light on Motivation & performance appraisal for Human resources planning in events.
CLOBJ 5	To make the student acquainted with Building & Maintaining relationship in a professional arena.

b. Course Learning Outcomes:

CLO 1	Explain and plan human resources Management in the context of event management
CLO 2	Explain and apply an effective selection and recruitment process for the success of an event company.
CLO 3	Develop a training program that aligns with the overall goals and values of the hotel.
CLO 4	Explain Motivational factors & evaluate performance appraisal of employees.
CLO 5	Apply and analyze effective communication techniques in initiating and sustaining business relationships.

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
4	-	0	4	20	20	-	60	-	100

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. Course Content:

SR. NO.	TOPIC	LECTURE	WEIGHTAGE IN %
1	HUMAN RESOURCES MANAGEMENT IN EVENTS	14	23.33
	Context and Concept of People Management in a Systems Perspective - Organization and Functions of the HR and Personnel Department - HR		

	Structure and Strategy, Human Resources planning, Importance of Human Resources planning.		
2	RECRUITMENT AND SELECTION FOR EVENT SECTOR	12	20
	Human Resource Information System [HRIS] - Manpower Planning - Selection – Induction & Orientation - Performance and Potential Appraisal - Training and Mentoring - HRM issues and practices in the context of Outsourcing.		
3	HUMAN RESOURCES DEVELOPMENT FOR EVENT SECTOR	12	20
	Training and Development Methods - Design & Evaluation of T&D Program - Career Development - Promotions and Transfers - Personnel Empowerment including Delegation - Retirement and Other Separation Processes.		
4	FINANCIAL COMPENSATION-	12	20
	Productivity and Morale - Principal Compensation Issues & Management - Job Evaluation - Productivity, Employee Morale, and Motivation - Stress Management - Quality of Work Life.		
5	BUILDING RELATIONSHIPS IN EVENT SECTOR	10	16.66
	Facilitating Legislative Framework - Trade Unions - Managing Conflicts - Disciplinary Process - Collective Bargaining - Workers Participation in Management - Concept, Mechanisms and Experiences.		
	Total	60	100

e. Text Book and Reference Book:

1. Tulsian P C – Business Organization & Management
2. Prasad L.M.- Principle of management
3. Successful Event Management By Anton Shone & Bryn Parry
4. Luthans, Fred : Organizational Behavior
5. Human Resource Management Essentials You Always Wanted to Know (Self-Learning Management Series)
6. Senge, Peter : The Learning Organization
7. Harriss & Martman : Organizational Behavior, Jaico.

Course Name: HUMAN RESOURCES MANAGEMENT IN RETAIL SECTOR**Course Code: 21010104RM01****Prerequisite-** The students should have basic knowledge of concept & role of Human resources.**Rationale:** The course provides knowledge about the mechanism of human resources management in Retail sector.**a. Course Learning Objective:**

CLOBJ 1	To make the students aware with basics of Human resources planning concepts & its importance.
CLOBJ 2	To familiarize the students with Selection & Recruitment process in Retail sector.
CLOBJ 3	To Familiarize the students with developing a Training Program for Retail sector employees.
CLOBJ 4	To throw light on Motivation & performance appraisal for Human resources planning in Retail Sector.
CLOBJ 5	To make the student acquainted with Building & Maintaining relationship in a professional arena.

b. Course Learning Outcomes:

CLO 1	Explain and plan human resources Management in the context of the retail sector
CLO 2	Explain and apply an effective selection and recruitment process for the success of a retail sector
CLO 3	Develop a training program that aligns with the overall goals and values of the retail sector.
CLO 4	Explain Motivational factors & evaluate performance appraisal of employees.
CLO 5	Apply and analyze effective communication techniques in initiating and sustaining business relationships.

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
4	-	0	4	20	20	-	60	-	100

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. Course Content:

SR. NO.	TOPIC	LECTURE	WEIGHTAGE IN %
1	HUMAN RESOURCES MANAGEMENT IN RETAIL SECTOR	14	23.33

	Context and Concept of People Management in a Systems Perspective - Organization and Functions of the HR and Personnel Department - HR Structure and Strategy, Human Resources planning, Importance of Human Resources planning.		
2	RECRUITMENT AND SELECTION FOR RETAIL SECTOR	12	20
	Human Resource Information System [HRIS] - Manpower Planning - Selection – Induction & Orientation - Performance and Potential Appraisal - Training and Mentoring - HRM issues and practices in the context of Outsourcing.		
3	HUMAN RESOURCES DEVELOPMENT FOR RETAIL SECTOR	12	20
	Training and Development Methods - Design & Evaluation of T&D Program - Career Development - Promotions and Transfers - Personnel Empowerment including Delegation - Retirement and Other Separation Processes.		
4	FINANCIAL COMPENSATION-	12	20
	Productivity and Morale - Principal Compensation Issues & Management - Job Evaluation - Productivity, Employee Morale, and Motivation - Stress Management - Quality of Work Life.		
5	BUILDING RELATIONSHIPS IN RETAIL SECTOR	10	16.66
	Facilitating Legislative Framework - Trade Unions - Managing Conflicts - Disciplinary Process - Collective Bargaining - Workers Participation in Management - Concept, Mechanisms and Experiences.		
	Total	60	100

e. Text Book and Reference Book:

Tulsian P C – Business Organization & Management

Prasad L.M.- Principle of management

Luthans, Fred : Organizational Behavior

Human Resource Management Essentials You Always Wanted to Know (Self-Learning Management Series)

Senge, Peter : The Learning Organization

Harriss & Martman : Organizational Behavior, Jaico.

Course Name: BUSINESS COMMUNICATION IN EVENTS(THEORY)**Course Code: 21010105EM01****Prerequisite** The Students studying this course should have basic knowledge of writing, reading, and speaking English language in workplace.**Rationale:** The course provides knowledge about Business communication in Events sector.**a. Course Learning Objective:**

CLOBJ 1	To make the students understand the process of communication in event sector.
CLOBJ 2	To increase the ability of understanding, examining, Evaluating & discussing the barriers to different communication styles allowing them to take informed decisions event sector.
CLOBJ 3	To make the students learn to critically write all the business correspondence (event sector) and make sure that the right hierarchy is followed in the communique.
CLOBJ 4	To make the students learn to match, infer, develop some understating on writing marketing blogs and about the key word management while writing blog in event sector.

b. Course Learning Outcomes:

CLO 1	Understand, classify, Explain and implement the process of communication while communicating in event sector.
CLO 2	understand, examine, Evaluate & discuss the barriers to different communication styles allowing them to take informed decisions in event sector.
CLO 3	Create all the business correspondence (event sector) and make sure that the right hierarchy is followed in the communique.
CLO 4	Match, infer, develop some understating on writing marketing blogs and about the key word management while writing blog in hotels.

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
2	-	-	2	20	20	-	60	-	100

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. Course Content:

SR.NO	TOPICS	LECTURE	WEIGHTAGE IN %
1.	<p>THE COMMUNICATION PROCESSES IN EVENT SECTOR</p> <p>Sender, receiver, message, channel, feedback, Message conceived, message encoded, channel selected for communication, message perceived, message decoded, message understood and decoded, feedback</p> <p>The Communication required Between Organization & client</p>	5	16.66%

2.	OFFICE MANAGEMENT IN EVENT SECTOR Types of Correspondence, Role & Function of correspondence, Facsimile., Filing Systems: types and importance. E mail writing: dos and don'ts	6	20%
3.	ORGANIZATIONAL COMMUNICATION IN EVENT SECTOR Definition& Meaning of Upward, downward, lateral organization communication Definition - Reports, memos, circulars, notices, advertisements, press notes, Communicating with outside world- Business letters of different types, e-mail Communicating within groups- nature, purpose, merits, demerits, Role of wit and humor	8	26.66%
4	HANDLING MEETINGS IN EVENT SECTOR Types of meetings, structuring a meeting: writing agenda and minutes, Conducting a meeting	5	16.66%
5	PROFESSIONAL WRITING IN EVENT SECTOR Synopsis writing, Writing Business Plans, Writing proposals, Blog writing and web content writing	6	20.00%
		30	100%

e. Text Book and Reference Book:

Communication Skills – BV Pathak;

Business Communication- Sinha; Business Communication- Dr. S.K.Singh

Course Name: BUSINESS COMMUNICATION IN EVENTS (PRACTICAL)

Course Code: 21010105EM02

Prerequisite The Students studying this course should have basic knowledge of writing, reading, and speaking English language in workplace.

Rationale: The course provides practical knowledge about Business communication in Events sector.

a. Course Learning Objective:

CLOBJ 1	To demonstrate & teach the process of communication.
CLOBJ 2	To make the students learn to critically write all the business correspondence and make sure that the right hierarchy is followed in the communique.
CLOBJ 3	To make the students learn to write marketing blogs and about the key word management while writing blogs in event sector.

b. Course Learning Outcomes:

CLO 1	Apply effective verbal and non-verbal communication skills in various scenarios, such as presentations or discussions.
CLO 2	Analyze sample hotel-related business correspondence to identify effective hierarchy and structure.
CLO 3	Design and write a marketing blog for a hotel incorporating keyword management techniques.

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
-	-	4	2	-	-	20		30	50

L- Lectures; **T-** Tutorial; **P-** Practical; **C-** Credit; **MSE-** Mid-Semester Evaluation, **CE-**

Continuous Evaluation, **ESE-** End Semester Examination

d. Course Content:

SR. No.	PRACTICAL	No. OF HOURS	WEIGHTAGE IN %
1.	Non-verbal Communication- Role plays & Importance	4	6.66
2.	Writing memos, circulars & notices,	4	6.66
3.	Writing advertisements Content, press notes,	8	13.33
4.	Writing Business letters of different types, e-mail writing and	4	6.66
5.	Communicating within groups for business deals	4	6.66
6.	Group Discussion	8	13.33
7.	Presentation Skills	8	13.33
8.	Communication Skills- Role Plays	8	13.33
9.	Handling Customers/Clients	8	13.33
10.	Writing Report	4	6.66
	TOTAL	60	100

e. Text Book and Reference Book:

Communication Skills – BV Pathak;

Business Communication- Sinha; Business Communication- Dr. S.K.Singh

Course Name: BUSINESS COMMUNICATION IN RETAIL SECTOR (THEORY)**Course Code: 21010105RM01****Prerequisite** The Students studying this course should have basic knowledge of writing, reading, and speaking English language in workplace.**Rationale:** The course provides knowledge about Business communication in Retail sector.**a. Course Learning Objective:**

CLOBJ 1	To make the students understand the process of communication in Retail Sector.
CLOBJ 2	To increase the ability of understanding, examining, Evaluating & discussing the barriers to different communication styles allowing them to take informed decisions in Retail Sector.
CLOBJ 3	To make the students learn to critically write all the business correspondence (in Retail Sector)and make sure that the right hierarchy is followed in the communique.
CLOBJ 4	To make the students learn to match, infer, develop some understating on writing marketing blogs and about the key word management while writing blog in Retail Sector.

b. Course Learning Outcomes:

CLO 1	The students will be able to understand, classify, Explain & Implement the process of communication while communicating in Retail Sector.
CLO 2	The students will be able to increase the ability of understanding, examining, Evaluating & discussing the barriers to different communication styles allowing them to take informed decisions in Retail Sector.
CLO 3	The students will be able to critically write all the business correspondence (in Retail Sector) and make sure that the right hierarchy is followed in the communique.
CLO 4	The students will be able to match, infer, develop some understating on writing marketing blogs and about the key word management while writing blog in Retail Sector.

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
2	-	-	2	20	20	-	60	-	100

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE-

Continuous Evaluation, ESE- End Semester Examination

d. Course Content:

SR.NO	TOPICS	LECTUR E	WEIGHTAG E IN %
.			

1.	THE COMMUNICATION PROCESSES IN RETAIL SECTOR Sender, receiver, message, channel, feedback, Message conceived, message encoded, channel selected for communication, message perceived, message decoded, message understood and decoded, feedback The Communication required Between Organization & client	5	16.66%
2.	OFFICE MANAGEMENT IN RETAIL SECTOR Types of Correspondence, Role & Function of correspondence, Facsimile., Filing Systems: types and importance. E mail writing: dos and don'ts	6	20%
3.	ORGANIZATIONAL COMMUNICATION IN RETAIL SECTOR Definition& Meaning of Upward, downward, lateral organization communication Definition - Reports, memos, circulars, notices, advertisements, press notes, Communicating with outside world- Business letters of different types, e-mail Communicating within groups- nature, purpose, merits, demerits, Role of wit and humor	8	26.66%
4	HANDLING MEETINGS IN RETAIL SECTOR Types of meetings, structuring a meeting: writing agenda and minutes, Conducting a meeting	5	16.66%
5	PROFESSIONAL WRITING IN RETAIL SECTOR Synopsis writing, Writing Business Plans, Writing proposals, Blog writing and web content writing	6	20.00%
		30	100%

e. Text Book and Reference Book:

Communication Skills – BV Pathak;

Business Communication- Sinha; Business Communication- Dr. S.K.Singh

Course Name: BUSINESS COMMUNICATION IN RETAIL SECTOR (PRACTICAL)

Course Code: 21010105RM02

Prerequisite The Students studying this course should have basic knowledge of writing, reading, and speaking English language in workplace.

Rationale: The course provides practical knowledge about Business communication in Retail sector.

a. Course Learning Objective:

CLOBJ 1	To demonstrate & teach the process of communication in Retail Sector.
CLOBJ 2	To make the students learn to critically write all the business correspondence (Retail Sector) and make sure that the right hierarchy is followed in the communicate.
CLOBJ 3	To make the students learn to write marketing blogs and about the key word management while writing blog in Retail sector.

b. Course Learning Outcomes:

CLO 1	The student will be able to demonstrate & teach the process of communication (Verbal & Non-Verbal) in Retail sector.
CLO 2	The students learn to critically write all the business correspondence (Retail Sector) and make sure that the right hierarchy is followed in the communicate.
CLO 3	The student will be able to write marketing blogs and about the key word management while writing blog for Retail Sector companies.

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
-	-	4	2	-	-	20		30	50

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. Course Content:

e. Text Book and Reference Book:

Communication Skills – BV Pathak;

Business Communication- Sinha; Business Communication- Dr. S.K.Singh

SR. No.	PRACTICAL	No. OF HOURS	WEIGHTAGE IN %
1	Non-verbal Communication- Role plays & Importance	4	6.66
2	Writing memos, circulars & notices,	4	6.66
3	Writing advertisements Content, press notes,	8	13.33
4	Writing Business letters of different types, e-mail writing and	4	6.66
5	Communicating within groups for business deals	4	6.66
6	Group Discussion	8	13.33
7	Presentation Skills	8	13.33
8	Communication Skills- Role Plays	8	13.33
9	Handling Customers/Clients	8	13.33
1	Writing Report	4	6.66
	TOTAL	60	100

SEMESTER - VI

Course Name: FLIGHT ATTENDANT MANAGEMENT

Course Code: 21010406DS01

Prerequisite: Students studying this course should be familiar with basic functions of Aviation Industry. **Rationale:** The course will provide detailed knowledge of Safety in airlines the grooming of the personnel.

a. Course Learning Objective:

CLOBJ 1	To get the students Acquainted with the duties and responsibilities of Cabin Crew.
CLOBJ 2	To elaborate the significance of grooming, diet, exercise, and hygiene.
CLOBJ 3	To develop the Comprehension on the impact of CRM on Aviation Safety.
CLOBJ 4	To Appreciate the importance of skin and hair care, makeup, and required hairstyles in the Aviation Industry.
CLOBJ 5	To showcase the basics of wardrobe essentials.

b. Course Learning Outcomes:

CLO 1	Understand the duties and responsibilities of a Flight Attendant, along with familiarity with Cabin Crew safety procedures.
CLO 2	Comprehend the importance of practicing good self-image.
CLO 3	Acquire knowledge of various interpersonal skills.
CLO 4	Learn about maintaining makeup implements and gadgets, as well as a simple makeup routine.
CLO 5	Gain awareness of informal and formal attire for men and women, including the process of selecting/buying outfits for both genders.

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
3	-	-	3	20	20	-	60	-	100

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. Course Content:

SR. NO.	TOPIC	LECTURE	WEIGHTAGE IN %
1.	INTRODUCTION ABOUT CABIN CREW	10	22.22
	Duties and responsibilities about a Flight Attendant, Familiarization of Cabin Crew safety procedure, Cabin Crew Etiquette: Professional behavior and		

	conduct, Interaction with colleagues and passengers, Maintaining a positive and approachable attitude.		
2.	IMPORTANCE OF GROOMING, DIET AND EXERCISE, AND HYGIENE.	10	22.22
	Importance of Grooming: - (a)Personal Grooming (b) First Impression (c) Regular Practice for Good Self–Image. Health and Nutrition: - (a)Importance of Health and Nutrition (b)Healthy and Balanced Diet (c) Guidelines for Healthy Eating. Importance of Regular Exercise: - (a)Benefits of Exercise (b) Benefits of Exercise on Mental Health (d) What Happens if You Do Not Exercise. Hygiene and Cleanliness:- (a) What is Hygiene (b)Hand wash Technique (c) Personal Hygiene (d) Some Diseases Caused by Poor Hygiene		
3.	CREW RESOURCE MANAGEMENT:	10	22.22
	Evolution and Basics – CRM, Impact of CRM in Aviation Safety, Crew Resource Management (CRM), Situational Awareness, Stress Management, Human Factors, Interpersonal Skills.		
4.	SKIN AND HAIR CARE, MAKEUP AND HAIR STYLE, FOR WOMEN & MEN	10	22.22
	Skin Care for Women: - Understanding different types of Skin, Types of Skin, Hair Care for Women:- Understanding Hair , Care for different types of Hair , Hairstyle for Women. Importance of Makeup: - Maintenance of Makeup Implements and Gadgets, Simple Makeup Routine. Skin care for Men, Hair care for Men, Makeup for Men.		
5	FORMAL, SEMI–FORMAL, AND INFORMAL WEAR FOR MEN AND WOMEN	5	11.11
	Wardrobe Essentials for Men & women: - (a)Basic Wardrobe Items for men & women (b)Informal Attire for men & Women (c)Selecting/Buying an Outfit for men & women (d)Footwear for men & Women (e) Accessories for men & Women		
	Total	45	100%

e. Text Book and Reference Book:

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

Course Name: FLIGHT ATTENDANT MANAGEMENT (PRACTICAL)**Course Code: 21010406DS02****Prerequisite:** Students studying this course should be familiar with basic functions of Aviation Industry.**Rationale:** The course will provide detailed knowledge of Safety in airlines the grooming of the personnel.**a. Course Learning Objective:**

CLOBJ 1	To elaborate the importance of exercise for mental health.
CLOBJ 2	To Cultivate awareness of the importance of a balanced diet.
CLOBJ 3	To help the students Gain an understanding of various hair and skin care practices.
CLOBJ 4	To demonstrate different hairstyles.
CLOBJ 5	To exhibit the knowledge about various types of makeup.

b. Course Learning Outcomes:

CLO 1	Learn various types of Yoga.
CLO 2	Develop the ability to create a balanced diet and manage BMI.
CLO 3	Acquire skills to maintain healthy hair and skin for an improved appearance.
CLO 4	Explore different hair styling techniques.
CLO 5	Master various makeup techniques suitable for different occasions.

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
-	-	2	1	-	-	20	-	30	50

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. Course Content:

SR. NO.	TOPIC	LECTURE	WEIGHTAGE IN %
1.	Exercise for Mental Health. Yoga -Demo & Practice.	12	40
2.	Preparing Balance Diet to maintain BMI.	4	13.33
3.	Practice hair and skin care.	4	13.33
4.	Learning Different hair style used in Airline Industry -Demo & Practice.	8	13.33
5.	Learning Different of Make-up- Demo & Practice	2	6.66
	Total	30	100

e. Text Book and Reference Book:

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

Course Name: FOOD AND BEVERAGE OPERATIONS-I**Course Code: 21010406DS03****Prerequisite:** Students studying this course should be familiar with basic food & beverage operations.**Rationale:** The course will provide detailed knowledge of quality service provision of food & beverage service.**a. Course Learning Objective:**

CLOBJ 1	To Help students grasp the significance of food and beverage in the hospitality industry.
CLOBJ 2	To Foster an understanding among students regarding the importance of menu planning.
CLOBJ 3	To Raise awareness among students about various types of beverages.
CLOBJ 4	To Guide students in learning about different types of room service.
CLOBJ 5	To Aid students in understanding diverse types of guest complaints in the Food & Beverage department.

b. Course Learning Outcomes:

CLO 1	Comprehend the evolution of food and beverage in the Hospitality Industry.
CLO 2	Develop menu planning skills based on principles, pricing strategies, and considerations for dietary restrictions and preferences.
CLO 3	Classify various types of beverages.
CLO 4	Establish standard house rules for efficient room service.
CLO 5	Address guest complaints promptly and effectively.

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
3	1	-	4	20	20	-	60	-	100

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. Course Content:

SR. NO	TOPIC	LECTURE	WEIGHT AGE IN %
1.	INTRODUCTION TO FOOD & BEVERAGE OPERATIONS	10	22.22
	Overview of the food and beverage industry, Historical perspectives, Importance of food and beverage in hospitality		
2.	Menu Planning and Design	5	11.11

	Menu development principles, Pricing strategies, Considerations for dietary restrictions and preferences		
3.	Beverage Operations	10	22.22
	Introduction to different types of beverages (alcoholic and non-alcoholic), Bar management and operations, Wine service and pairing.		
4.	ROOM SERVICE	10	22.22
	Type of Room Service Introduction – Cycle of service / Centralized / Decentralized /forms to formats used in room service, order taking, thumb rules, suggestive selling, guest service Procedure in room service- (a) List of Equipment’s (b) House Rules of Room Service Waiter (c) Room Service Menu		
5.	Customer Service in Food and Beverage	5	11.11
	Importance of customer service, dealing with customer complaints, Building positive guest experiences		
6.	Industry Trends and Innovations	5	11.11
	Current trends in food and beverage, Technology in the industry, Sustainability practices		
		45	100

G. Text Book and Reference Book:

1. Lillicrap, Food and Beverage Service, seventh edition, Hodder Arnold, Book power ELST.
2. Kotschevu L.H., Management Bar and Beverage operations.
3. Keister C. Donglas ; Food and Beverage Control, Prentice Hall, Englewood Cliffs.
4. Rey / Wieland, Managing Service in Food and Beverage Operations. The educational Institute of the American Hotel and Motel Association.

Course Name: FRONT OFFICE OPERATIONS-II**Course Code: 21010406DS04****Prerequisite:** Students studying this course should be familiar with basic front office operations.**Rationale:** The course will provide detailed knowledge of handling of customers & front office functions**a. Course Learning Objective:**

CLOBJ 1	To Foster student comprehension regarding the role and significance of the Front Office in the hotel.
CLOBJ 2	To Enhance student understanding of the organizational structure of the Front Office.
CLOBJ 3	To Illuminate the attributes expected of Front Office staff for students to understand.
CLOBJ 4	To Raise awareness among students regarding the various functions performed at the reception.
CLOBJ 5	To Deepen student understanding of the role played by the bell desk.

b. Course Learning Outcomes:

CLO 1	Execute the role of Front Office staff proficiently.
CLO 2	Comprehend the layout of the Front Office.
CLO 3	Acquire knowledge of various Front Office Terminology.
CLO 4	Manage guest mail effectively.
CLO 5	Demonstrate control and effective handling of guest luggage.

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
4	-	-	4	20	20	-	60	-	100

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. Course Content:

SR. NO	TOPIC	LEC TUR E	WEIGHT AGE IN %
1.	INTRODUCTION TO FRONT OFFICE	10	16.66
	Introduction to hotel industry, Evolution, Definition of modern Hotel, Classification and categorization, Indian concept, Position, Role and Importance of Front office in the hotel.		
2.	ORGANIZATIONAL STRUCTURE OF FRONT OFFICE	10	16.66
	Structure and functions of each section, Duties and responsibilities of Front office staff, Layout of Front office department.		

3.	ATTRIBUTES OF FRONT OFFICE STAFF AND FRONT OFFICE TERMINOLOGY	10	16.66
	Attributes of Front office staff, Front office terminology regarding guest's plans and different guest rooms.		
4.	FUNCTION OF RECEPTION	10	16.6
	Meaning and importance of Reception department, Reception as an art, Handling of mail, Handling of Hotel Mail / staff mail, Hotel Mail and key rack , Handling of guest mail, Message handling ,Handling of black list and no shows		
5.	BELL DESK OPERATION	10	16.66
	Importance and base role played by the bell desk, Bell boy, control Handling of luggage, Left luggage, procedure Handling of group luggage, Bell desk and concierge, Handling of scanty baggage, Paging systems		
6.	HOTEL BROCHURES & TARIFFS	10	16.66
	Different types of room rates, Basis of charging tariffs, Use of brochure and tariffs, Tele Communication, Co-ordination of front office with other departments, Handling of Telephone Manners		
	Total	60	100

e. Text Book and Reference Book:

1. Andrews S., Hotel Front Office Training Manual, Tata Publishing Company limited, 1982.
2. D. Collins, Accommodation Operations, Plymouth Macdonald Evans, 1967.
3. Villen Jerome J., Check in check out, Iowa WMC Brown Co., 1976.
4. Tourist Information Series, Publication Division, Ministry of information and broadcasting Government of India, Delhi. Kaul, S.N., Tourist India, International Taj Building Bombay.
5. Robert C. Fisher, India and Nepal Hodder and Stoughton London, 1981.
6. Dr. Singh R.K., Front Office Management, Aman Publication,

Course Name: **BASICS OF MANAGEMENT IN EVENTS**

Course Code: **21010106EM01**

Prerequisite: The students should have the basic knowledge about planning, Organizing, leading & controlling.

Rationale: The course provides theoretical knowledge about the concept of management.

a. **Course Learning Objective:**

CLOBJ 1	To explain the hotel management principles and their approach to work.
CLOBJ 2	The elucidate the requirement of basic functions of management in hotel industry.
CLOBJ 3	To explain & elaborate the role of each designation of personnel management in hotel industry.
CLOBJ 4	To make the student learn the importance of motivation and incentivization which they will be able to incorporate in their work environment in hotel industry.

b. **Course Learning Outcomes:**

CLO 1	Imbibe, Explain & apply the management principles and their approach to work in Event Sector
CLO 2	Understand, Evaluate the requirement & incorporate the basic functions of management in Event Sector.
CLO 3	Define, explain & elaborate the role of each designation of personnel management in Event Sector.
CLO 4	learn the importance of motivation and incentivization which they will be able to incorporate in their work environment in Event Sector.

c. **Teaching & Examination Scheme:**

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
4	-	0	4	20	20	-	60	-	100

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. **Course Content:**

SR. NO.	TOPICS	LECTURE	WEIGHTAGE IN %
1	NATURE & FUNCTIONS Importance of Management Definition of Management Management Functions in Events Role of an Event Manager	6	10%

	Management Skills for event management		
2	DEVELOPMENT OF MANAGEMENT THOUGHT Early Classical Approaches Neo Classical Approaches Modern Approaches	4	6.66%
3	PLANNING & DECISION MAKING IN EVENTS Nature & Importance of Planning Types of Plans Meaning of Decision Types of Decisions Steps in Rational Decision making	10	16.66%
4	ORGANISING IN EVENT Concept, nature, significance of organizing, Formal and informal organization, Organization chart of a 5 star hotel, Types of organization, functional , Line and staff relationship, Delegation and Authority, Centralization and Decentralization. Recruitment – internal and external sources, Steps in the process of selection, recruitment Vs selection.	12	20%
5	DIRECTING IN EVENT Meaning, nature, significance, characteristics of directing, chain of command, authority – responsibility-accountability relationship Elements of Direction – supervision, communication, training and development, leadership, motivation. Leadership – meaning, importance, theories and styles. Communication – meaning, significance, types, process and barriers to communication. Supervision – Meaning, nature and significance of supervision.	10	16.66%
6	MANAGERIAL CONTROL Meaning of Managerial Control Steps in Control Process	10	16.66%

	Need for Control System Benefits of Control Control Techniques		
7	MOTIVATION Meaning, nature and importance of motivation, morale incentives, Motivation and productivity relationship, Types of motivation, theories of motivation – Herzberg’s hygiene-motivation (two factor) theory, Maslow’s theory of need hierarchy, Mc Gregory’s theory ‘X’ and theory ‘Y’.	8	13.33%
	TOTAL	60	100%

e. Text Book and Reference Book:

Principles of Management by PC Tripathi & PN Reddy;
Principles of Management by BS Moshal

Course Name: BASICS OF MANAGEMENT IN RETAIL SECTOR**Course Code: 21010106RM01****Prerequisite:** The students should have the basic knowledge about planning, Organizing, leading & controlling.**Rationale:** The course provides theoretical knowledge about the concept of management.**a. Course Learning Objective:**

CLOBJ 1	To explain the Retail management principles and their approach to work.
CLOBJ 2	The elucidate the requirement of basic functions of management in Retail sector.
CLOBJ 3	To explain & elaborate the role of each designation of personnel management in Retail sector.
CLOBJ 4	To make the student learn the importance of motivation and incentivization which they will be able to incorporate in their work environment in Retail sector.

b. Course Learning Outcomes:

CLO 1	Imbibe, Explain & apply the management principles and their approach to work in Retail Sector
CLO 2	Understand, Evaluate the requirement & incorporate the basic functions of management in Retail Sector.
CLO 3	Define, explain & elaborate the role of each designation of personnel management in Retail Sector.
CLO 4	learn the importance of motivation and incentivization which they will be able to incorporate in their work environment in Retail Sector.

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
4	-	0	4	20	20	-	60	-	100

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. Course Content:

SR. NO.	TOPICS	LECTURE	WEIGHTAGE IN %
1	NATURE & FUNCTIONS Importance of Management Definition of Management Management Functions in Events	6	10%

	<p>Role of an Event Manager</p> <p>Management Skills for event management</p>		
2	<p>DEVELOPMENT OF MANAGEMENT THOUGHT</p> <p>Early Classical Approaches</p> <p>Neo Classical Approaches</p> <p>Modern Approaches</p>	4	6.66%
3	<p>PLANNING & DECISION MAKING IN RETAIL SECTOR</p> <p>Nature & Importance of Planning, Types of Plans, Meaning of Decision, Types of Decisions</p> <p>Steps in Rational Decision making</p>	10	16.66%
4	<p>ORGANISING IN RETAIL SECTOR</p> <p>Concept, nature, significance of organizing,</p> <p>Formal and informal organization,</p> <p>Organization chart of a 5 star hotel,</p> <p>Types of organization, functional ,</p> <p>Line and staff relationship,</p> <p>Delegation and Authority,</p> <p>Centralization and Decentralization.</p> <p>Recruitment – internal and external sources, Steps in the process of selection, recruitment Vs selection.</p>	12	20%
5	<p>DIRECTING IN RETAIL SECTOR</p> <p>Meaning, nature, significance, characteristics of directing, chain of command, authority – responsibility-accountability relationship</p> <p>Elements of Direction – supervision, communication, training and development, leadership, motivation.</p> <p>Leadership – meaning, importance, theories and styles.</p> <p>Communication – meaning, significance, types, process and barriers to communication.</p> <p>Supervision – Meaning, nature and significance of supervision.</p>	10	16.66%
6	<p>MANAGERIAL CONTROL</p> <p>Meaning of Managerial Control, Steps in Control Process</p> <p>Need for Control System, Benefits of Control</p> <p>Control Techniques</p>	10	16.66%
7	<p>MOTIVATION</p>	8	13.33%

	Meaning, nature and importance of motivation, morale incentives, Motivation and productivity relationship, Types of motivation, theories of motivation – Herzberg’s hygiene-motivation (two factor) theory, Maslow’s theory of need hierarchy, Mc Gregory’s theory ‘X’ and theory ‘Y’.		
	TOTAL	60	100%

e. Text Book and Reference Book:

Principles of Management by PC Tripathi & PN Reddy;

Principles of Management by BS Moshal

SEMESTER - VII

Course Name: ADVANCE INFLIGHT SERVICES(THEORY)

Course Code: 21010407DS01

Prerequisite: Students studying this course should be familiar with services provided in flight.

Rationale: The course will provide detailed knowledge of inflight services.

a. Course Learning Objective:

CLOBJ 1	To Illuminate the importance of Inflight Catering for students.
CLOBJ 2	To Foster understanding of the duties and responsibilities of an In-Flight Supervisor among students.
CLOBJ 3	To Familiarize students with announcements related to inflight service.
CLOBJ 4	To Instill comprehension of the significance of food safety and hygiene in students.
CLOBJ 5	To Emphasize the importance of communication between catering and cabin crew for students.
CLOBJ 6	To Guide students in identifying areas requiring improvement and addressing specific needs.

b. Course Learning Outcomes:

CLO 1	Attain a profound understanding of inflight service.
CLO 2	Manage perishable and nonperishable food promptly.
CLO 3	Make PA announcements related to inflight service.
CLO 4	Address passengers' inquiries, special requests, and complaints promptly.

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
3	-	-	3	20	20	-	60	-	100

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. Course Content:

SR. NO.	TOPIC	LECTURE	WEIGHTAGE IN %
1	INTRODUCTION TO INFLIGHT SERVICE	10	22.22

	Significance of Service in Aviation, Importance of in-flight catering Key Components of Inflight Service, Service Standards and Protocols, Creating a Welcoming Atmosphere, Team Collaboration in Inflight Service, Challenges in Inflight Service.		
2	IN-FLIGHT SERVICES ON-BOARD AN AIRCRAFT.	10	22.22
	Developing passengers service skills for First/Elite and economy class, Duties and responsibilities of In-Flight Supervisor, Preparation for pre-flight departure of meals. Taking handover procedure of meals, Hi-lift of meals and non-perishable snacks, Documentation for uploading of meals Take-over of buy on-board products.		
3	COMMUNICATION	10	22.22
	Service Dialogues, Greeting and Welcoming Guests, Ground Services, announcement for starting the food service, Menu Discussion, with the passengers, Serving Tea & coffee, Clearing announcement.		
4	FOOD SAFETY & HYGIENE	5	11.11
	HACCP principles in aviation catering Handling and storage of perishable items Allergen management and cross-contamination prevention		
5	CABIN CREW TRAINING	5	11.11
	Communication between catering and cabin crew Handling and serving food in-flight Dealing with passenger inquiries and special requests		
6	CUSTOMER SERVICE & FEEDBACK	5	11.11
	Gathering passenger feedback Continuous improvement in catering services Addressing complaints and resolving issues		
		45	100

e. Text Book and Reference Book:

1. Introduction to airline inflight service by Colin C LAW
2. **"Introduction to Hospitality"** by John R. Walker
3. **"The Art of the Airport: The World's Most Beautiful Terminals"** by Alexander Gutzmer and Laura Frommberg
4. Airplane Flying Handbook, 2004 - Federal Aviation Administration
5. Commercial Aviation-An Insider's Story - Book by LeRoy Paine
6. Airline: Style at 30,000 Feet - Book by Keith Lovegrove

Course Name: ADVANCE INFLIGHT SERVICES (PRACTICAL)

Course Code: 21010407DS02

Prerequisite: Students studying this course will be familiar with Inflight Service

Rationale: The course will provide detailed knowledge of

a. Course Learning Objective:

CLOBJ 1	To Foster understanding of PA announcements for service among students.
CLOBJ 2	To Enhance students' comprehension of various types of class service.
CLOBJ 3	To Raise awareness among students about different service-related complaints.

b. Course Learning Outcomes:

CLO 1	Deliver inflight PA announcements effectively.
CLO 2	Provide prompt services to different classes.
CLO 3	Address passengers' complaints promptly.

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
-	-	2	1	-	-	20	-	30	50

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. Course Content:

SR. NO.	TOPIC	LECTURE	WEIGHTAGE IN %
1.	PA announcements for commencing the Food service inflight. Demo & Role play.	8	26.66
2.	First class, Business class, Economy class service layout. Demo & Role play	4	13.33
3.	Create a scenario of guest complaining about Poor Food Quality - Demo & Role Play.	4	13.33
4.	Create a scenario of guest complaining about Small Portion food- Demo & Role Play.	4	13.33
5.	Create a scenario of guest complaining about NO EXTRA MEAL ON BOARD - Demo & Role Play.	4	13.33
6.	Create a scenario of guest complaining about DELAY MEAL SERVICE- Demo & Role Play.	4	13.33
7.	Create a scenario of guest complaining about LIMITED BEVERAGE CHOICES: - Demo & Role Play.	2	6.66
	Total	30	100

e. Text Book and Reference Book:

1. Introduction to airline inflight service by Colin C LAW
2. **"Introduction to Hospitality"** by John R. Walker
3. **"The Art of the Airport: The World's Most Beautiful Terminals"** by Alexander Gutzmer and Laura Frommberg
4. Airplane Flying Handbook, 2004 - Federal Aviation Administration
5. Commercial Aviation-An Insider's Story - Book by LeRoy Paine
6. Airline: Style at 30,000 Feet - Book by Keith Lovegrove

Course Name: AIRLINE MARKETING MANAGEMENT

Course Code: 21010407DS03

Prerequisite: Students studying this should be familiar with Marketing concept.

Rationale: The course will provide detailed knowledge of marketing management in Airline Industry.

a. Course Learning Objective:

CLOBJ 1	To Raise awareness among students regarding product analysis strategy.
CLOBJ 2	To Cultivate awareness among students about distribution and promotion.
CLOBJ 3	To Familiarize students with revenue management in airline marketing.
CLOBJ 4	To Instill awareness among students about airport marketing.

b. Course Learning Outcomes:

CLO 1	Formulate a product analysis strategy.
CLO 2	Understand and apply the concept of distribution and promotion.
CLO 3	Understand and apply the concept of revenue management.
CLO 4	Understand and apply the concept of airline marketing strategy.

c. Mapping of Course Learning Outcomes and Program Learning Outcomes and Program Specific Outcomes:

CLOs	PLOs							PSOs		
	1	2	3	4	5	6	7	1	2	3
CLO 1	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
CLO 2	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	2.00	3.00
CLO 3	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	2.00	3.00
CLO 4	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00
Weighted Average	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	2.50	3.00

d. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
4	-	-		20	20	-	60	-	100

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

e. Course Content:

SR. NO.	TOPIC	LECTURE	WEIGHT IN %
1.	MARKET FOR AIR TRANSPORTATION	10	16.66
	<ul style="list-style-type: none"> • Marketing and Marketing mix - • Application of Marketing Principles to Airline Management • Airline Business and its Customers - Market segmentation 		
2.	AIR TRAVEL – MARKETING STRATEGY & PRODUCT ANALYSIS	10	16.66
	<ul style="list-style-type: none"> • Michel Porter's Five Factors and their Application to Airline - • Cost leadership -Focus strategies • Airline Business and Market Strategies - Common Mistake-Concept of Product and Relation to Airline - Fleet and schedules Related Product Features. • Customer Service and Controlling Product Quality-Air Freight Product. • Strategic Airline Alliances 		
3.	AIRLINES- REVENUE MANAGEMENT & DISTRIBUTION AND PROMOTION	15	25
	Distribution Channel Strategies-Travel Agency Distribution System <ul style="list-style-type: none"> • Selling & Distribution Channel in Air Freight Market • Brand Building Strategies in Airline Industry • Relationship Marketing and Components of Marketing Strategies Frequent Flyer Programme- Anatomy of Sale and Planning- • Marketing Communication Technique-Airline Advertising • Air Freight Market- Future of Airline Market 		
4.	AIRPORT MARKETING	15	25
	<ul style="list-style-type: none"> • The Role and Scope of Activity of the Airport Enterprise - The Economic Impact on Countries and Regions • Main Governance Patterns in the Airport Business • The International path of Evolution in the Airport Business- Air Transport Value chain- Airport Enterprises • Rise of Airport Marketing for the Aviation related Business - Airport's Market Positioning-Primary Hub-Secondary Hub- Regional Airport - All Cargo Airport. 		
5.	MARKETING ENVIRONMENT	10	16.66
	Micro and Macro Impact of different components (micro and macro) of environment onmarketing decisions, Significance of marketing environment , Concept of markets: -- consumer markets, business markets, government markets andinstitutional markets		
		60	100%

e. Text Book and Reference Book:

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

Course Name: AIR CARGO MANAGEMENT (THEORY)

Course Code: 21010407DS04

Prerequisite: Students studying this course will be familiar goods transport in airlines.

Rationale: The course will provide detailed knowledge of Air cargo management.

a. Course Learning Objective:

CLOBJ 1	To Cultivate awareness among students about the Transport Industry.
CLOBJ 2	To Introduce students to Air cargo formalities.
CLOBJ 3	To familiarize students with cargo handling in aviation

a. Course Learning Outcomes:

CLO 1	Comprehend and categorize the Transport Industry.
CLO 2	Understand the Air cargo formalities.
CLO 3	Acquaint students with Cargo handling in Aviation.

b. Mapping of Course Learning Outcomes and Bloom's Taxonomy:

Course Learning Outcomes		Bloom's Level
CLO 1	Comprehend and categorize the Transport Industry.	5
CLO 2	Understand the Air cargo formalities.	5
CLO 3	Acquaint students with Cargo handling in Aviation.	5

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
3	1	-	4	20	20	-	60	-	100

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. Course Content:

SR. NO.	TOPIC	LECTURE	WEIGHTAGE IN %
1.	TRANSPORTATION INDUSTRY	10	22.2
	Modes of Transportation - Air, Water, Land & Rail, History and Current Trends, Future & Opportunities of Travel, Hospitality & Logistics Industry, Multimodal Transportation		
2.	INTRODUCTION TO AIR TRANSPORTATION INDUSTRY	10	22.22

	Roles and Functions of IATA / FIATA / ACCAI / ICAO in Airlines, Aircraft, Cargo and Logistics, Aim and activities of IATA/FIATA/ACCAI/ICAO, IATA Terminologies and abbreviations for Airlines, Cities Airports and Currencies, International Regulations and Conventions - The Chicago Convention, Bilateral Agreements, IATA General conditions of carriage, Roles and functions of IATA - History and Organizations, Trade Association activities, Tariff Coordination Activities, IATA – UFTAA dialogue.		
3.	AIR CARGO CONCEPT	5	11.11
	Types of Air Cargo (Domestic/International/Bonded Cargo), Cargo Acceptance		
4.	CARGO RATES	5	11.11
	Different Types of Cargo Rates, Export Cargo and Import Cargo, Types of Contracts between Consignor (Shipper) & Consignee, Currency Regulations.		
5.	DOCUMENTATION	5	11.11
	Air Way Bill (AWB) - AWB Concept, Filling of AWB, It's Importance, Documentation required in handling Cargo, Customs rules and applications		
6.	SPECIAL CARGO HANDLING	5	11.11
	Perishables, Dangerous Goods, Carriage of Live Animals, Valuable Cargo, Human Remains, Restricted articles on board, Unaccompanied baggage (UB)/Personal Effect.		
7.	HANDLING CARGO AT AIRPORT	5	11.11
	Cargo Handling Procedures, Handling of Equipment at airport while loading and unloading		
	Total	45	100

e. Reference 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

Course Name: Research Methodology in Aviation and Service Management**Course Code: 21010407DS05****Prerequisite:** Basic understanding of aviation management, tourism products, and introductory concepts of research methodology, including awareness of data collection and interpretation in service-related industries.**Rationale:** This course introduces students to the fundamentals of research methodology with a focus on aviation and service industries, enabling them to develop analytical, problem-solving, and research skills for effective decision-making.**a. Course Learning Objective:**

CLOBJ 1	To develop conceptual understanding of research methodology in aviation, tourism, hospitality, and service industries.
CLOBJ 2	To enable students to identify research problems, formulate objectives, and conduct literature reviews in applied service sectors.
CLOBJ 3	To develop skills in research design, sampling techniques, and data collection methods relevant to aviation and service management.
CLOBJ 4	To equip students with data analysis, interpretation techniques, and ethical research practices including AI-assisted research tools.
CLOBJ 5	To prepare students for writing, presenting, and publishing research work in aviation and service industry contexts.

b. Course Learning Outcomes:

CLO 1	Explain the fundamentals, scope, and importance of research in aviation and service industries.
CLO 2	Identify research problems and develop structured research proposals including objectives and literature review.
CLO 3	Design appropriate research methodology including variables, hypothesis, sampling, and research design.
CLO 4	Apply data collection tools and perform basic data analysis and interpretation techniques.
CLO 5	Prepare a structured research report adhering to ethical guidelines and academic writing standards.

c. Mapping of Course Learning Outcomes and Bloom's Taxonomy:

Course Learning Outcomes		Bloom's Level
CLO 1	Explain the fundamentals, scope, and importance of research in aviation and service industries.	Understand
CLO 2	Identify research problems and develop structured research proposals including objectives and literature review.	Apply
CLO 3	Design appropriate research methodology including variables, hypothesis, sampling, and research design.	Analyse
CLO 4	Apply data collection tools and perform basic data analysis and interpretation techniques.	Apply & Analyse
CLO 5	Prepare a structured research report adhering to ethical guidelines and academic writing standards.	Create

d. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
3	1	-	4	20	20	20	60	30	150

L- Lectures; T- Tutorial; P- Tutorial; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

e. Course Content:

SR.NO.	TOPIC	LECTURE	WEIGHTAGE IN %
1	Foundations of Research	9	20
	Meaning, Concept, Purpose of Research, Characteristics of Research, Applications of Research, Types of Research, Research Format and Process		
2	Research Problem and Literature Review	5	20
	Review of Literature, Formulation of Research Theme, Problem, Objectives and Title, Quantitative and Qualitative Research		
3	Variables and Research Design	9	20
	Variables in Research, Hypothesis – Meaning and Types, Research Design – Meaning and Types, Types of Study Design		
4	Sampling and Data Collection	13	20
	Sampling Terminology, Types of Sampling, Steps in the Sampling Process, Types and Sources of Data Collection Methods, Types of Measurement Scales, Questionnaire Design		
5	Research Reporting and Ethics	9	20
	Data Analysis, Presentation and Interpretation, Publications and Ethics, References and Bibliography, Artificial Intelligence in Research		
	Total	45	100

f. Reference and Textbook Book-

- Kumar, R. (2019). *Research Methodology: A Step-by-Step Guide for Beginners*. Sage Publications.
- Kothari, C. R. & Garg, G. (2020). *Research Methodology: Methods and Techniques*. New Age International Publishers.
- Zikmund, W. G. (2016). *Business Research Methods*. Cengage Learning.
- Saunders, M., Lewis, P., & Thornhill, A. (2019). *Research Methods for Business Students*. Pearson Education.
- Sekaran, U., & Bougie, R. (2016). *Research Methods for Business: A Skill-Building Approach*. Wiley.
- Cooper, D. R., & Schindler, P. S. (2018). *Business Research Methods*. McGraw-Hill Education.
- Bryman, A. (2017). *Social Research Methods*. Oxford University Press.
- Creswell, J. W. – *Research Design: Qualitative, Quantitative & Mixed Methods* (Sage)

Course Name: INFLIGHT EMERGENCY PROCEDURE

Course Code: 21010407DS06

Prerequisite: Students studying this course should be familiar with basic Inflight emergency procedure.

Rationale: The course will provide detailed knowledge of

a. Course Learning Objective:

CLOBJ 1	Foster understanding of duties and responsibilities to initiate during evacuation for students.
CLOBJ 2	Cultivate understanding of crew strategies used in emergency events like hijacking among students.
CLOBJ 3	Develop understanding about flight crew incapacitation and decompression for students.
CLOBJ 4	Instill understanding of different types of fire and causes of fire in students.

b. Course Learning Outcomes:

CLO 1	Understand emergency procedures and respond promptly.
CLO 2	Comprehend hijacking and bomb threat procedures and respond promptly.
CLO 3	Grasp decompression situations and respond effectively.
CLO 4	Classify fires and perform firefighting effectively.

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
4	-	-	4	20	20	-	60	-	100

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. Course Content:

Sr. No.	Topic	Lecture Hrs.	Weightage in %
1	INTRODUCTION	15	25
	Importance Of Time, Cabin Crew Authority & Responsibility To Initiate An Evacuation, Definition Of different Types Of Emergency, Emergency Alert Commands ,Definition Of Evacuation (Crash Land/Ditching) Prime Responsibilities,(Crew Evacuation),(Crash Landing/Ditching Assignment) Cabin Crew Not Assigned To An Exit (Assist Crew), Situational Awareness Effective Evacuation Techniques on Assessing The Outside Conditions ,Opening Of The Door, Unusable Exits, Dried-Up Exit Definition Of Rapid Disembarkation, Prepared Emergency, Crash Landing/Ditching, Emergency Cabin Preparation CheckList ,Cabin Crew Functions & Actions For Emergency Evacuation ,Post Impact Duties And Responsibilities.		
2	SURVIVAL, HIJACK AND BOMBTHREAT	15	25

	Hijack, Flight Crew/Cabin Crew Communication, Crew Strategies, Cabin Crew Responses, Do's for Cabin Crew In The Event Of Hijacking, Don'ts For Cabin Crew In The Event Of Hijacking, Tactics Of Ground Authorities, Actions On Ground Intervention, Post Hijack, Bomb Threat ,When Aircraft On Ground and Aircraft In Air, Bomb Threat For Aircraft In-Flight Actions Before Take Off ,If The Aircraft Is On Ground/In Service For Aircraft On Bay, Aircraft On Push Back, Aircraft After Take Off ,Aircraft Search Procedures , Basic Aim, Search Procedures, Aircraft Search Checklist ,Check For Anti-Lift Device ,Anti-Lift Device Detected ,Anti-Lift Device Not Detected, Least Risk Bomb Location (LRBL) Procedures ,Post Landing Procedures		
3.	FLIGHT CREW INCAPACITATION, DECOMPRESSION	15	25
	Flight Crew Action, Cabin Crew Action, Total Pilot Incapacitation, Pilot Incapacitation Checklist, Cabin Crew Incapacitation, SCC Incapacitation Inflight, Crew Allocation, Cabin Crew Incapacitation Inflight ,Cabin Crew Incapacitation During An Evacuation ,Door Responsibility During Emergency ,Decompression, Cause Of Decompression, Crew Communication And Co-Ordination, Time Of Useful Consciousness (T.U.C), Cabin Crew Decompression, Flight Crew Decompression Drill, Effects Of Decompression, Cabin Crew Actions, Decompression Checklist.		
4.	FIRE AND SMOKE	15	25
	Aviation Flash Over, Aviation Flash Fire, Basic Chemistry Of Fire, Classification Of Fire, Fire Prevention, Circuit Breakers, Crew Communication ,Basic Fire Fighting Procedures ,Cabin Crew Fire Drill, (b) Types Of Fire ,Oven Fire, Overhead Stowage Compartment Fire, Lavatory Fire, Trash Container Fire, Electrical Fire, Seat Cushion Fire, Fire On A Person, Smoke In The Cabin ,Fire/Smoke On Ground Boiler Maker Firefighting Procedure Cabin Crew Fire Drill Checklist ,Smoke, Hazards Of Smoke/Fumes Protection from Smoke/Fumes Inhalation ,Smoke In Hidden Areas		
	TOTAL	60	100

e. Text Book and Reference Book:

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

Prerequisite: The students studying this course should be able to write, read and speak English and must have introductory knowledge of concept of Tourism Industry.

Rationale: The course provides theoretical knowledge about the perspective of Tourism Planning & tourism policies.

a. Course Learning Objective:

CLOBJ 1	To get the students Acquainted with the importance of developing and designing a tourism product.
CLOBJ 2	To Familiarize students with the marketing plan for a tourism product.
CLOBJ 3	To elaborate tourism destination planning.
CLOBJ 4	To explain the government initiatives and plans for the tourism sector.

Course Learning Outcomes:

CLO 1	Understand the importance of developing and designing a tourism product.
CLO 2	Discuss the marketing plan for a tourism product.
CLO 3	Describe the tourism destination planning.
CLO 4	Understand and explain government initiatives and plans for the tourism sector.

b. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
4	-	0	4	20	20	-	60	-	100

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

c. Course Content:

Unit no.	Topics	Lecture Hrs.	Weightage(in %)
1	DESTINATION MANAGEMENT AND MARKETING: Tourist Destination Concepts, Components, Scope and Significance, 10 A's of successful destinations. Stakeholders involved in destination management. Destination marketing principles and destination mix. Destination Life cycle and Tourism Area Life cycle. Destination governance	10	16.66
2	DESTINATION PLANNING: Tourism Planning & its characteristics, Types and Stages. Process of destination planning. Project Feasibility Study. Carrying capacity Analysis. Destination Visioning and Planning toolkits	14	23.33
3	DESTINATION PRODUCT DEVELOPMENT AND PROMOTIONS: Product development strategy models, development of packages and destination. Promotion: Branding for destinations, features, and functions of destination brand. Challenges of destination branding. Role of DMO's in destination marketing strategies. FAM Tours	10	16.66

4	DESTINATION MARKETS: Destination community & its importance. International pleasure and leisure travel markets. Market segment with growth potential.	14	23.33
5	APPROACHES TO PLANNING: Approaches to Destination Planning, Major Committees and Their Prospective of Tourism Planning. L.K. Jha Committees, National Committee on Tourism Report	12	20
	TOTAL	60	100

d. Text Book and Reference Book:

Baud, Bovy Munuel and Lawson, Tourism and Recreation Development, C.B.I. Publications.

Likorish Leonard J, Development, Tourism Destination Policies and Perspectives.

Seth P.N, Successful Tourism Planning Management, Cross publication.

Murphy Peter E. Tourism- A Community Approach New York.

Kaul R.N, Dynamic of Tourism- A Trilogy Sterling Publishers, New Delhi.

Course Name: BUSINESS LAWS IN RETAIL SECTOR

Course Code: 21010107RM01

Prerequisite: The students should have the basic knowledge about law making authorities & need of law.

Rationale: The course provides theoretical knowledge about the laws related with establishing & operating companies dealing in Retail sectors.

a. Course Learning Objective:

CLOBJ 1	To make the students familiar with legal framework of business laws for retail sector in India.
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CLOBJ 2	To get the students acquainted about Competition laws & consumer protections laws in retail sector in India.
CLOBJ 3	To throw light on Taxation system & online Retail industry in India.

b. Course Learning Outcomes:

CLO 1	Understand & adopt legal framework of business laws for retail sector in India.
CLO 2	Understand & follow the Competition laws & consumer protections laws in retail sector in India.
CLO 3	Understand & follow Taxation system & online Retail industry in India.

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
4	-	0	4	20	20	-	60	-	100

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. Course Content:

SR. NO	TOPIC	LECTURE HOURS	WEIGHT AGE IN %
1	INTRODUCTION TO RETAIL BUSINESS AND LEGAL FRAMEWORK Introduction to the Retail Industry in India, Overview of Business Laws in India, Role, and Significance of Business Laws in Retail	8	13.33
2	LEGAL FORMS OF RETAIL BUSINESS Sole Proprietorship, Partnership Firms, Limited Liability Partnerships (LLPs), Private Limited and Public Limited Companies, Franchising in Retail.	7	11.66
3	REGULATORY COMPLIANCE AND LICENSING Shop and Establishment Act, Import and Export Regulations, Food Safety and Standards Act Licensing and Permit Requirements in Retail, Intellectual Property Rights (Trademarks, Copyrights) in Retail	9	15.00

4	CONSUMER PROTECTION LAWS Consumer Protection Act, Rights and Responsibilities of Retailers and Consumers Redressal Mechanisms for Consumer Disputes	12	20
5	TAXATION AND GST IN RETAIL Goods and Services Tax (GST) and Its Impact, Taxation of Retail Transactions Tax Planning and Compliance in Retail	10	16.66
6	COMPETITION LAW AND ANTITRUST REGULATIONS Competition Act and Its Implications, Anti-Competitive Practices in Retail, Mergers and Acquisitions in Retail	10	16.66
7	E-COMMERCE AND ONLINE RETAILING Legal Framework for E-commerce in India, Digital Payment Systems and Regulations Data Privacy and Security in E-commerce	4	6.66
	TOTAL	60	100

e. Text Book and Reference Book:

N.D Kapoor, “Elements of Mercantile Law”, 2008, Sultan Chand & Sons .
R C. Chawla & K.C Garg, “Business Law”, Kalyani Publishers.
Tejpal Sheth, “Business Law”, 2012, Pearson Education.

Course Name: BUSINESS LAWS IN EVENTS**Course Code:** 21010107EM01**Prerequisite:** The students should have the basic knowledge about law making authorities & need of law.**Rationale:** The course provides theoretical knowledge about the laws related with establishing & operating event management company.**a. Course Learning Objective:**

CLOBJ 1	To make the students aware with laws related with Food & Beverage in event management.
CLOBJ 2	To make the students aware with laws related with employee welfare & wages in event sector.
CLOBJ 3	To make the students aware with laws related with Consumer Protection in event sector.
CLOBJ 4	To make the students aware with laws related with public health, Safety & taxes in event management.

b. Course Learning Outcomes:

CLO 1	Elucidate & follow the laws related with Food & Beverage in event management.
CLO 2	Describe & follow the laws related with employee welfare & wages in event management.
CLO 3	Elaborate & follow the laws related with Consumer Protection in event sector.
CLO 4	Understand & follow the laws related with public health, Safety & taxes in event management.

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
4	-	0	4	20	20	-	60	-	100

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. Course Content:

SR.NO	TOPIC	LECTURE HOURS	WEIGHTAGE IN %
1	FSS Act For food provisions in Events The basics of FSS Act The Key elements FSMS: Good Practices/ PRPs, Hazard Analysis /HACCP, Management Element / System, Statutory and regulatory requirements Food Safety and Standards Principles of food laws regarding prevention of food adulteration Authorities under the act Process of FSMS: The FSMS Plan (samples are provided as guidance) , Flow chart of for the Process and self-inspection checklist- understanding the formats for plan, checklist and flowchart. Facility and Equipment Cleaning, Sanitation, and Pest Control process Indian Food Codes	15	25

2	STATE LAWS RELATING TO ALCOHOLIC BEVERAGES FOR EVENTS General Nature of Control by State Application for an Issuance of Licenses; General Restrictions on Licenses Common Law Liability for Serving Alcoholic Beverages to Intoxicated persons Hours and Premises of Sales; Books and Records; Important Warning	06	10
3	WAGE AND HOUR LAWS APPLICABLE FOR MANPOWER Coverage of State Laws Minimum Wage Act.; Unfair Labor Practice.	06	10
4	EMPLOYEES FAMILY WELFARE AND MEDICALS Covered Employers and Eligible Employees Leaves of Absence for Eligible Employees; Leave Schedule The Relationship of FMLA Leaves to other Forms of Paid or Unpaid Leave Health Benefits During the Leaves Additional Protection for Employees Prohibition for Employers: “Serious Health condition” Defined Employee Transfers to Alternative Positions Employer Penalties for Non-Compliance Sexual Harassment of Employees	10	16.66
5	CONSUMER PROTECTION LAWS AFFECTING EVENTS Definitions – Consumer, Complaint, Defect in goods, Deficiency in service, Unfair trade practice, Restricted trade practice; Procedure for redressal of grievances before District Forum, State Commission, and National Commission. Credit Card Laws Catering Contracts No Smoking Laws Restriction in playing recorded music in guestrooms/ public areas.	08	13.33
6	PUBLIC HEALTH AND SAFETY REQUIREMENTS Building Codes Water Supplies, Sewage System and Drainage Contagious Disease Swimming Pool, Guest elevators.	8	13.33
7	FIRE SAFETY LAWS FOR EVENTS State and Local Fire Legislation	03	5
8	TAXES APPLICABLE State and Local Taxes: General Sales Taxes, Luxury Tax Hotel Room Occupancy Taxes; State Liquor Taxes	04	6.66
	TOTAL	60	100

Text Book and Reference Book:

N.D Kapoor, “ Elements of Mercantile Law” , 2008, Sultan Chand & Sons .
R C. Chawla & K.C Garg, “Business Law”, Kalyani Publishers.
Tejpal Sheth, “Business Law”, 2012, Pearson Education.