

BA(HONS) AVIATION, HOSPITALITY AND TOURISM*

The boom in the aviation hospitality and tourism industry has ushered in a new era of job opportunities for the young and enterprising who have a dream to fly high. As international tourism expands, various airline managements will require smarter candidates for providing excellent services to the tourists. A career as an Air Hostess/Flight Steward continues to be much in demand as it associates glamour and offers higher pay packages, besides providing opportunities to travel across the globe. We groom students who are desirous of reaching for the sky and realizing their dreams.

Eligibility Criteria: 10+2 or equivalent in any stream

To earn a BA (Hons) in Aviation, Hospitality and Tourism, a student has to earn a minimum of 90 credits. Minimum 24 credits are to be earned from Aviation, Hospitality and Tourism subjects and the remaining can be taken from any stream.

Every student has to attain a minimum of D grade in all courses, a student may however, repeat or change any course being offered. Notwithstanding, every student must acquire the desired number of credits. The detailed course structure under different categories is given in succeeding pages. Brief description of the course content follows thereafter.

****This course will be offered after the approval of the respective council and as per their recommendation***

Codes	Subjects	Credit
20.101	Introduction to Aviation	4
20.102	Introduction to Hospitality	4
20.103	Tourism an Introduction	4
20.104	Grooming and Personality Development	4
20.105	Airfare and Ticketing	4
20.106	Hospitality Supervision	4
20.107	Travel and Tourism Environment	4
20.108	History of Aviation	4
20.109	Geography of Business in Tourism	4
20.110	Basics of Food and Beverage operations	4
20.111	Business Communication	4
20.112	Cruise Operations	4
20.201	Rules and Regulations (Cabin Crew and DGCA)	4
20.202	Safety and Security Management	4
20.203	Health Promotion and Fitness	4
20.204	Law for Travel and Tourism	4
20.205	Principles and Practice of Management	4
20.206	Human Resource Management	4
20.207	Application of IT	4
20.208	Team Leadership and Management	4
20.209	Marketing for Travel and Tourism	4
20.210	Front Office Management	4
20.211	Emergencies and Announcements	4
20.212	Reception Operations	4
20.301	Cabin Crew Handling	4
20.302	Sanitation	4
20.303	Food Hygiene and Environment	4
20.304	Facilities Management	4
20.305	Management Accounting for Hospitality Industry	4
20.306	Retail Travel Operations	4
20.307	Leisure Organisation and Issues	4
20.308	Customer Care and Service Quality	4
20.309	Arts and Entertainment	4
20.310	Heritage Management	4
20.311	Conferencing and Banqueting Management	4
20.312	Managing Self	4

20.101 Introduction to Aviation

Credit: 4

This subject enables learners to gain an insight into the background and structure of the aviation industry. Learners will investigate the structure of the airport industry and this will include relationships with aviation industry organizations.

Content: Includes the structure of the national airport industry, Airline operations the geography of the airline industry and its associated terminology.

20.102 Introduction to Hospitality

Credit: 4

This specialist subject introduces learners to the hospitality industry, which has emerged as the largest global industry of the 20th century and is projected to grow faster in 21st century. India has immense potential of growth and National Tourism Policy envisages new initiative towards making tourism the catalyst in employment generation, environmental re-generation and socio-economic development.

Content: World of Hospitality, The origins of Lodging Industry, The growth and development of the Food Service Industry, General role of the Functional Areas in Hospitality Operations, Factors and developments that are likely to affect the Hospitality Industry in the year to come.

20.103 Tourism an Introduction

Credit: 4

The aim of this subject is to provide students with an understanding of the tourism industry. It will examine the theoretical concept of tourism and introduce students to its structure and organization.

Content: Structure of the tourism industry, Trends in the nature of tourism demand, Implications of tourism, Marketing techniques relevant to the tourism industry.

20.104 Grooming and Personality Development

Credit: 4

This subject introduces the student to the basic manners, etiquette, and social graces.

Content: Includes make-up techniques, Health foods and exercises and Hygienic living, Sharpening etiquettes and Mannerisms, Confidence building and understand human relationship.

20.105 Airfare and Ticketing

Credit: 4

This subject gives a brief of the Geographical locations of the World, their timings required to calculate the durations of flight. The destinations and their fares, domestic coding and decoding, cancellation and refund are also a part of it.

20.106 Hospitality Supervision

Credit: 4

This subject is designed to provide students with the principles of supervision as they apply specifically to the hospitality industry. Whilst the main emphasis of the subject will be on human resource management, it also offers the opportunity for integration with other core and option study areas.

Content: Subject includes framework for supervision, Supervisory responsibilities. Supervisory tools, Effectiveness as a supervisor.

20.107 Travel and Tourism Environment

Credit: 4

The aim of this subject is to provide students with an understanding of the environment within which the travel and tourism industry operates. It highlights the significance of the industry to the global economy.

Content: History and structure of the travel and tourism industry, The role of government and the political environment within which the travel and tourism industry operates, Economic environment within which the travel and tourism industry operates, Main impacts of tourism, Role of planning in minimizing adverse impacts of tourism.

20.108 History of Aviation

Credit: 4

The aim of this subject is to deal with the history of aviation industry

20.109 Geography of Business in Tourism

Credit: 4

The aim of this subject is to deal with the geographical locations of famous tourist places. It also delves into the business aspect of tourism

20.110 Basic of Food and Beverage Operation

Credit: 4

This unit provides students with practical skills and knowledge for effective management of food service operations. It presents basic service principles while emphasizing the importance of meeting the needs and, whenever possible, exceeding the expectations of guests.

Contents: Food and Beverage Service skills and techniques, food and beverage service equipment, styles of food and beverage service, the staffing concerns for the food and beverage service, menus, cost control concerns in context of food and beverage operations, food and beverage service outlets.

20.111 Business Communication

Credit: 4

Corporate employers look for strong communication and presentation skills of candidates in their selection process. This unit is designed to develop the ability to communicate effectively in business. The text will consist of methods of communication, business letters and persuasive communication.

Content: Sources of information, Nature of Communication, Methods of Communication, Business Letters, Circulars and sales letters, Notices and advertisements, Reformulating and summarizing, Comprehension.

20.112 Cruise Operations

Credit: 4

This subject enables learners to gain an insight into the background and structure of the shipping industry. Learners will investigate the history and development of shipping.

Content: Includes the structure of the shipping industry, Shipping operations, The geography of the shipping industry and its associated terminology and policies.

20.201 Rules and Regulations (cabin Crew and DGCA)

Credit: 4

DGCA rules and regulations in detail for the entire airline regarding equipments carried on board-for emergency or service purposes, dangerous goods- carried in the cabin or in the cargo, aircraft checks- technical as well as in flight equipment checks, flight procedures, training pilots or ACM travels etc.

Information on DGCA practical training exams and refreshers will also be a part of it.

20.202 Safety and Security Management

Credit: 4

This subject provides information about security issues, concerns and practices that affects a property on a daily basis. It concerns the physical security of the property, asset protection guest projection, security equipment, emergency management and procedures.

Content: The goals of security department, The basic security concerns. The basic elements of security control, The importance of security department, The hospitality industry can reduce losses.

20.203 Health Promotion and Fitness

Credit: 4

The aim of this subject is to provide a theoretical knowledge base for health education and health promotion.

Content: Role of promotion health organization, Health promotion and fitness promotion, Health promotion campaign.

20.204 Law for Travel and Tourism

Credit: 4

The aim of this subject is to give students an insight into the laws which affect the travel and tourism industry. It is intended to provide the underpinning knowledge of the legal and regulatory framework that would be necessary for effective working within the travel and tourism industry.

Content: The legal and regulatory framework for travel and tourism, The laws and regulations relating to health, Safety and the protection of employees in the travel and tourism industry, Consumer protection laws in relation to the travel and tourism industry the laws governing transport within India, Planning acts and rights of way in relation to the travel and tourism industry

20.205 Principles and Practice of Management

Credit: 4

This subject is designed to promote awareness of the principles and practices of operations management, which underpin organization effectiveness. It is a board-based subject, which will provide a basis for further study.

Content: Distinction between management styles, Leadership, Characteristics and team behaviors, Communication and decision-making processes and organizational culture and change.

20.206 Human Resource Management

Credit: 4

The aim of this subject is to provide a foundation in the knowledge and skills required by human resources managers in the hospitality and catering industry. The subject recognizes that management of human resources at all levels can critically affect efficiency and effectiveness.

Content: Includes Explore and apply the processes and procedures of recruitment and selection examine the employment relationship Investigate methods of developing human resource Investigate ethics in the workplace.

20.207 Application of IT

Credit: 4

The aim of this subject is to enable the student to appreciate the operational benefits to the travel and tourism industry of current developments in information technology (IT), and to provide them with the practical skills to make full use of that technology.

Content: The uses and applications of IT within the travel and tourism industry, Skills associated with specific applications of IT, Benefits and limitations of IT to the user and the customer, The implications of the use of IT.

20.208 Team Leadership and Management

Credit: 4

This core subject focuses on the skills needed to lead and supervise a team in a hospitality context. It is an ideal subject for learners to demonstrate team leading and supervisory skills event. Learners who are already in employment could develop evidence within their place of work.

Content: Factors influencing team leadership and supervision and develop skills and techniques needed for team leadership and supervision, Plan and supervise a team in a hospitality context, Evaluation and recommendation, improvements to the team's performance.

20.209 Marketing for Travel and Tourism

Credit: 4

The aim of this subject is to provide an introduction to the practicalities and concepts of marketing and sales in the leisure context.

Content: Includes : Marketing concept in a leisure context, The marketing mix within leisure, Leisure markets, The importance of sales, Market research techniques.

20.210 Front office Management

Credit: 4

This subject presents a systematic approach to front office procedures by detailing the flow of business through a hotel, from the reservations process to check-out and settlement. The subject also examines the various elements of effective front office management, paying particular attention to the planning and evaluation of front office operations and to human resources management.

Content: Front office management, Planning and evaluation of front office operations, Human resource management.

20.211 Emergencies and Announcements

Credit: 4

Familiarization of the students with the Equipments on board an aircraft to be used in emergencies-hand gloves, crash axe, protective breathing equipments, flashlights, transmitters, slides, exits, oxygen masks, life jackets, emergency lights etc.

This section will make them aware of different type of Medical emergencies on board an aircraft. This will include a complete First Aid training-with practical training of artificial respiration on a dummy, bandages, splints, lifts and drags etc. This will talk of details of emergencies on a larger scale-Decompression, Belly landing, Ditching, Fire on board, Ditching, Bomb threat, Hijack etc. When and how they occur? How to handle it? A major part of this course will be How to remain calm under stress and presence of mind in emergencies!

20.212 Reception Operations

Credit: 4

This subject introduces learners to the systems and procedures required for reception operations in the hospitality industry. It emphasizes the importance of high standards in personal qualities and the provision of customer service.

Content: High standard of personal qualities and customer care in front office operations, Reception procedures, Customer satisfaction the implications of key legislation for reception operations, the suitability of reception procedures.

20.301 Cabin Crew Handling

Credit: 4

This subject develops the learner's understanding of the role that cabin crew play in maintaining the health, Safety, Security and hygiene of passengers and crew and their environment. Learners will investigate relevant national and international laws and regulations that relate to this area and consider how they affect the role of cabin crew. The subject will enable the learner too consider potential problems and the legal and organizational responsibilities placed on cabin crew when dealing with them.

Content: Laws and regulations relating to health, Safety, Security and hygiene of passengers and crew, Issues affecting the health of passengers and crew, Role of cabin crew in ensuring the security of passengers and crew, Cabin crew in maintaining safety of passengers and crew.

20.302 Sanitation

Credit: 4

This subject presents a systems approach to answering public health concerns, reducing sanitation risks, and ensuring satisfaction for guests, staff members, and owners. It explains how to define and implement sanitation quality, cost control, and risk reduction standards in a hospitality operation.

Content: Includes the scope of sanitation and risks points, Laws related to food safety, Causes of food poisoning and hygiene practices, The importance of risk assessment and quality control systems.

20.303 Food Hygiene and Environment

Credit: 4

This subject provides candidates with an understanding of food and beverage service safety and legislation. It will look at the legislation and regulations associated with the service of food and beverage and the hygiene and safety practices that need to be followed to ensure safe and effective food service in a range of contexts and situations.

Content: The importance of key legislation and regulations relating to the service of food and beverage, Compliance with safe and hygienic working practices, The workflow in a food and/or beverage environment, The influencing factors that affect workflow in a food and/or beverage environment.

20.304 Facilities Management

Credit: 4

This subject aims to broaden and deepen the student's learning by offering new contexts and extending the definition of 'facilities'. It seeks to deepen the student's learning by referring the student to new aspects of facilities management

Content: Aspects of law relevant to the operation of a facility, the relationship between the built facility and the environment, the interaction between the facility and people.

20.305 Management Accounting for Hospitality Industry

Credit: 4

The aim of this subject is to enable students to develop a practical understanding of the accounting techniques used to control costs and profits and to support the manager in making effective short-term decisions.

Content: Business in terms of the elements of cost Construct a set of final accounts Analyse business performance by the application of ratios Construct profit and cash budgets and budgeted balance sheets, Apply the concept of marginal costing.

20.306 Retail Travel Operations

Credit: 4

The aim of this subject is to introduce students to the location of tourist destinations and principal geographic features as part of the essential selling skills and knowledge needed by managers within the travel and tourism industry.

Content: The main tourist destinations of the world, the transport networks used by tourists, Factors affecting demand in the main tourist destinations of the world, the impact of tourism on the environment.

20.307 Leisure Organisation and Issues

Credit:4

This subject will deal into various types of leisure organisations and the issues involved.

20.308 Customer Care and Service Quality

Credit: 4

This subject introduces learners to the role hospitality staff are required to play in retaining existing customers and developing new ones. Learners will learn how to handle different customer care scenarios. They will also explore the key factors used to evaluate customer care within the hospitality industry.

Content: Provide customer care, hospitality situations, usage of effective customer care support, the effectiveness of customer care provision and recommend improvements.

20.309 Arts and Entertainment

Credit: 4

This subject is designed to give an over-arching view of the arts and entertainment industry, with a particular emphasis on live performance and associated products. The subject explores the sector's dynamic structure, examining the range of activities and venues available as well as levels of public usage and support.

Content: Range of activities offered by sectors, Review the influence of finance practice, Comparison of management and operation of different types of venues, investigate the range of current employment and career patterns in the industry.

20.310 Heritage Management

Credit: 4

The aim of this subject is to investigate heritage management and its role within the leisure sector. Through this subject students will gain an awareness of definitions of heritage, the organizations involved in the management of heritage and the role and importance of interpretation within the heritage industry.

Content: Heritage within the contexts of natural, Constructed and cultural resources ownerships and organizations in the heritage industry, The role of interpretation within the heritage industry, The place of heritage attractions within the leisure industry.

20.311 Conferencing and Banqueting Management

Credit: 4

This subject will deal into management of conferences and banquets, the negotiations, service and other issues.

20.312 Managing Self

Credit: 4

This subject is concerned with personal development and enables students to build on existing skills to enhance current performance and develop new skills for future personal and career development.

Content: Personal skills audit and self-appraisal, A personal development plan with the line manager, Review and monitor progress in achieving learning objectives and personal targets, Progress and achievement of personal development and learning targets and re-set objectives.

20.313 Personal Selling Skills

Credit: 4

This subject introduces the learner to the various types of personal selling skills they will apply to different hospitality situations. Learners will develop the skills and knowledge needed to evaluate their personal skills.

Content: Personal selling activities benefit hospitality organizations, the personal selling skills to promote and sell products and services, Evaluation techniques and criteria to personal selling skills.