

*Placed at the meeting of
Academic Council
held on 26.03.2018*

APPENDIX - CP
MADURAI KAMARAJ UNIVERISTY
(University with Potential for Excellence)
New Course
B.Sc. Hospitality and Aviation (Semester)

CHOICE BASED CREDIT SYSTEM

(With effect from the academic year 2018-2019 onwards)

REGULATIONS AND SCHEME OF EXAMINATIONS

1. INTRODUCTION OF THE PROGRAMME:

Learn about the basic skills and competencies involved in working within the aviation industry and an understanding of how the industry operates in its different forms by studying the course Introduction to Aviation Industry. The course first introduces you to the main characteristics of the aviation sector with reference to business management studies. The program outlines the concept of basic organization structure with focusing towards aviation sector. The syllabus includes the operational sequence of an airport and their systematic process with the application of managerial skills to enhance the students to manage the airport and airlines

2. ELIGIBILITY FOR ADMISSION:

Candidates who apply for this course with a pass in secondary education in any stream of group .

AGE LIMIT:

The upper age limit for admission will be twenty five years .

2.1 Duration of the Programme : 3 Years

2.2 Medium of Instructions : English

3. OBJECTIVES OF THE PROGRAMME

The main objectives of the programme are to:

- Provide the student with an introduction to the aviation industry . More specifically, the course will provide an opportunity for you.
- Become acquainted with the social, economic and environmental context within which the hospitality industry operates.
- Obtain an appreciation of the various functions of management and their interrelationships with other key concerns of managers such as accounts, marketing, finance and human resource management and to identify the role of managers in the hospitality industry and to highlight their principal responsibilities.

•The course imparts the knowledge of aviation and govern them with business Intelligence.

4. OUTCOME OF THE PROGRAMME

Students avail the chances to work in managerial positions in aviation sector and airports. Eligible to write competitive examination pertaining to aviation industry and I UPSC examinations.

5. CORE SUBJECT PAPER:

All the core papers are mentioned inside the course structure.

6. SUBJECT ELECTIVE PAPER:

The subject elective papers are mentioned inside the course structure.

7. NON – MAJOR ELECTIVE PAPER:

Non Major Elective paper as prescribed by the Department of Hotel Management

8. UNITIZATION:

Each Subject is segregated into five units with each unit consisting of equal distribution of major concepts.

9. PATTERN OF SEMESTER EXAM:

Examination will be conducted at the end of each semester. Each Semester has two patterns of examination namely Internal (25 marks) and external (75marks).

10. SCHEME FOR INTERNAL ASSESSMENT:

The Internal assessment will be as follows:

Test	=	10 Marks (Average of the best two tests)
Assignment	=	5 marks
Seminar / Group Discussion	=	5 marks
Peer- team – teaching	=	5 marks
Total	=	25 marks

11. EXTERNAL EXAM:

External Examination will be conducted as semester exams as per University norms with common question paper for all affiliated colleges.

12. QUESTION PAPER PATTERN:

The existing pattern of Question paper will be as follows:

Time: 3 hrs

Max. Marks: 75

Section A: (10 X1 = 10 marks)

Question No. 1 to 10 (Multiple Choice)

- 1) Two Questions from each unit.
- 2) Four Choices in each question
- 3) No “None of These’ Choice should be given.

Section B: (5 x 7 = 35 marks)

Answer all the questions choosing either (a) or (b)

Answers not exceeding two pages

- (One question from each unit) 11 (a) or 11 (b)
 12 (a) or 12 (b)
 13 (a) or 13 (b)
 14 (a) or 14 (b)
 15 (a) or 15 (b)

Section C: (3x10=30 marks)

Answer not exceeding four pages

Answer any three out of five (one question from each unit)

Question 16 – 20

13. SCHEME FOR EVALUATION:

External Evaluation is done at the University level by Central Evaluation Procedure.

14. PASSING MINIMUM:

Passing Minimum for the UG Course is 40 marks .

14.1. Classification

S.No.	Range of CGPA	Class
1.	40 & above but below 50	III
2.	50 & above but below 60	II
3.	60 & above	I

15. MODEL QUESTIONS:

16. TEACHING METHODOLOGY:

To enhance the quality of students through creative and effective teaching the following teaching methodologies by classroom teaching methods, Practical training, Power Point Presentation classes, Guest lectures, Demonstrations and Internship for 22 weeks and study tour programmes.

17. TEXT BOOKS:

The text books are mentioned below each individual paper.

18. REFERENCE BOOKS:

The reference books are mentioned below each individual paper.

19. RETOTALLING AND REVALUATION PROVISION:

Revaluation and retotalling shall be pursued by submission of respective application forms duly filled and authorized by the head of the Institution as per University norms. The applications must reach the University within the stipulated time frame as set by University.

20. TRANSITORY PROVISION:

The revision of syllabus shall be done once in three years for better enhancement and updations.

21. SUBJECT AND PAPER RELATED WEBSITE:

The websites are mentioned below the reference books column for every subject.

Course Structure under CBCS Pattern

SEMESTER I						
<i>Sub Code</i>	<i>Subjects</i>	<i>No. of Hours</i>	<i>No. of Credits</i>	<i>Internal</i>	<i>External</i>	<i>Total</i>
	Part I Tamil / Alternate Subject					
1	Language	6	3	25	75	100
	Part II English					
2	English I Paper I	6	3	25	75	100
	Part III Core Subjects					
3	Front Office Operation – I	4	4	25	75	100
4	Management Principles and Practice	4	5	25	75	100
5	Concept of Aviation	4	4	25	75	100
	Part III Allied Subject					
6	Business Statistics	4	2	25	75	100
7	Part IV Non Major Electives					
	Introduction to airlines and travel tourism industry	2	2	25	75	100
	TOTAL	30	23			
SEMESTER II						
<i>Sub code</i>	<i>Subjects</i>	<i>No. of Hours</i>	<i>No. of Credits</i>	<i>Internal</i>	<i>External</i>	<i>Total</i>
	Part I Tamil / Alternate Subject					
1	Language	6	3	25	75	100
	Part II English					
2	English II Paper II	6	3	25	75	100
	Part III Core Subjects					
3	Nutrition & Food Science	4	4	25	75	100
4	Organizational Behavior	4	4	25	75	100
5	Airline and Airport Management	4	4	25	75	100
	Part III Allied Subject					
6	Operation Research	4	4	25	75	100
	Part IV Non Major Electives					
7	Travel Agency Business	2	2	25	75	100
	TOTAL	30	24			

SEMESTER III						
<i>Sub Code</i>	<i>Subjects</i>	<i>No. of Hours</i>	<i>No. of Credits</i>	<i>Internal</i>	<i>External</i>	<i>Total</i>
	Part III Core Subjects					
1	Human Resource Management	5	4	25	75	100
2	Airline and Travel Management	5	4	25	75	100
3	Airline Operation & Scheduling	5	3	25	75	100
4	Front Office Operation-II	5	3	25	75	100
	Part III Allied Subject					
5	Basic Computer Science	6	5	25	75	100
	Part III Allied Subject					
6	Accommodation Operations	2	2	25	75	100
7	Allied Practical I – Basic Computer Science	2	2	25	75	100
	TOTAL	30	23			
SEMESTER IV						
<i>Sub code</i>	<i>Subjects</i>	<i>No. of Hours</i>	<i>No. of Credits</i>	<i>Internal</i>	<i>External</i>	<i>Total</i>
	Part III Core Subjects					
1	Aircraft Maintained & Crew Management	5	4	25	75	100
2	Food and Beverage Service	5	4	25	75	100
3	Food & Beverage Production	5	3	25	75	100
4	Food and Beverage Service Practical - I	5	3	25	75	100
5	Food and Beverage Production Practical - II	4	3	25	75	100
6	Marketing Management	4	3	25	75	100
	Part III Allied Subject					
7	Travel Agency Operations	2	2	25	75	100
8	Part V Extension Activities	0	1	25	75	100
	TOTAL	30	23			

SEMESTER V						
<i>Sub Code</i>	<i>Subjects</i>	<i>No. of Hours</i>	<i>No. of Credits</i>	<i>Internal</i>	<i>External</i>	<i>Total</i>
	Part III Core Subjects					
1	Business Ethics and Global Business Environment	4	3	25	75	100
2	Logistics and Air Cargo Management	4	3	25	75	100
3	Aircraft Rules and Regulation C.A.R 1 & 2	4	4	25	75	100
4	Airline Marketing & Aviation Safety Management	5	4	25	75	100
5	Research Methodology	5	4	25	75	100
6	Body Language and Interview Skill	6	4	25	75	100
	Part IV Mandatory Subject					
7	Environmental Studies	2	1	25	75	100
	TOTAL	30	23			
SEMESTER VI						
<i>Sub code</i>	<i>Subjects</i>	<i>No. of Hours</i>	<i>No. of Credits</i>	<i>Internal</i>	<i>External</i>	<i>Total</i>
	Part III Core Subjects					
1	Strategic Management	4	3	25	75	100
2	Total Quality Management	4	3	25	75	100
3	Principles of Travel, Tourism & Aviation Management	4	4	25	75	100
4	Air Traffic Control	4	4	25	75	100
5	Air Transportation Safety and Security	4	3	25	75	100
6	Aviation Finance	6	4	25	75	100
7	Personality Development	2	2	25	75	100
	Part IV Mandatory Subject					
8	Value Education	2	1	25	75	100
	TOTAL	30	24			

SEMESTER I
Core Subjects : MANAGEMENT PRINCIPLES AND PRACTICES

OBJECTIVE:

On successful completion of this course, the students should have understood the nature, Principles & functions of Management Process of decision making Modern trends in management process.

UNIT -I

Overview of Management: Definition - Managerial functions-roles and skills of managers– Evolution of Management thought: Contribution of F.W.Taylor, Henri Fayol, Elton Mayo, Peter F. Drucker to the management thought. Management: a science or an art? An overview of functional areas of management – Levels of Management.

UNIT –II

Planning: Nature and purpose – planning process – types of planning –types of plan-Planning premises– Planning Tools and Techniques – Decision making steps and process.

Organising: Types of organization – Organisational structure – span of control – use of staff units and committees. Authority and responsibility relationships – Delegation: Delegation and centralisation. Centralization and decentralization – **Staffing:** Sources of recruitment - Selection process - training.

UNIT -III

Directing: Nature and purpose of Directing.- Principles – Motivation - Introduction to theories of Motivation – Leadership: Styles – Communication - Importance of Communication – Methods of Communication – Types – Barriers.

UNIT - IV

Controlling: Meaning and importance of controls – control process – Budgetary and non-Budgetary Control Techniques – Requisites of an effective control system.

MBO –management by objectives –scopes and functions-impact of technology on management- interface of technology on management.

UNIT - V

Comparative management styles and approaches- organizational creativity and innovation – management of innovations- entrepreneurial management .Bench marking –best management practices across the world-selected cases of domestics and international corporations- management of diversity.

REFERENCE BOOKS

1. Principles of Management – Daft, R. L., Cengage Learning.
2. Principles of Management – L.M. Prasad
3. Business Management – DinkarPagare
4. Essentials of Management – Koontz, H. &Weihrich, H.

SEMESTER I CONCEPT OF AVIATION

OBJECTIVE:

On successful completion of this course, the students should have understood -Evolution of Aviation Industry and its growth World Aviation Bodies and their functions - Airport Services and Crisis Management

UNIT I

The Evolution of Aviation - Growth Drivers - Issues and Challenges - Global Aviation Industry-Aviation Industry in India - An Overview - Aircraft Types and Structures - Aircraft Manufacturers

UNIT II

Airports - Civil , Military - Training - Domestic/International - Passenger/Cargo Terminals - World Airlines - World's Major Airports – IATA / ICAO - National Aviation Authorities & Role of State and Central Governments - Airports Authority of India

UNIT III

Layout of an Airport & Ground Handling - Airport & Aircraft Security - Managerial Operations - Airline Catering & Various Bodies Handling of Unaccompanied minors and Disabled Passengers-Handling of Stretcher Passengers and Human Remains-Handling of CIP, VIP & VVIP-Co-ordination of Supporting Agencies /Departments.

UNIT IV

Airport Services - Standard Operations - Ramp Services & Airside Safety - Freight Warehouse Management Airline Terminal Management-Flight Information Counter/Reservation and Ticketing- Check In/Issue of Boarding pass-Customs and Immigration formalities-Co-ordination-Security Clearance-Baggage

UNIT V

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

REFERENCE :

1. Aviation Maintenance Management – Harry A. Kinnison – McGraw Hill Reference Books:
2. Risk Management and Error Reduction in Aviation Maintenance – Manoj S. Patankar and James C. Taylor – Ashgate Publishing Ltd.
3. History Of Aviation – joel A Madden
4. ICAO – David Mackenzie
5. Air Navigation – weems

SEMESTER I FRONT OFFICE OPERATION

Objectives:

The student must understand the structure of hotel industry, importance and place of Front Office. Sections the task which is carried by each section, planning, tariffs, different types of reservation, processing and computerized reservation besides general awareness of international level.

UNIT – I INTRODUCTION TO HOSPITALITY INDUSTRY

Nature and scope – Classification of hotels – as per location, size, clientele, length of stay, service level, affiliation, star ratings –Independent hotels – Chain Operations Franchise and referred groups - Types of hotel guest - reasons for travelling – business travellers – pleasure travellers – sources, FIT, FFIT, DFIT, Group travellers , Special interest tours, International travellers - Need for hotel product brochures, Tariff cards - Types of guest room as per beds, décor, view, segmentation of rooms as per market – room rates – basis of changing room rates – rack rate – discount rate – special rate – seasonal rate – need for discounts – rate types – Corporate rates (CVGR) , Commercial rate, promotional rate – incentive rate – crew rate – group rate, crib rate, back to back series rate, week end rates, extra bed - Meal plans – EP, CP, AP, MAP

UNIT – II INFORMATION / BELL DESK

Functions of information section – Procedures for key control – Handling Guest mail – Handling guest inquires use of Service directories, importance of product knowledge – Guests special requests ; information binder, - Importance, layout and equipment for Bell desk. – Luggage handling – FIT. Groups; Left luggage procedure – Miscellaneous services – Running errands, vending stamps etc. – identification and procedures for handling scanty baggage guests. – Staff organization, Duty rotations, work schedules, Errand Cards – Concept of concierge – Paging – Door and car parking facilities – Departure procedures – FITs, Groups.- The role of guest relation executive – Types of guests problems – Skills necessary for handling problems – Steps for handling complains – Functions of hospitality desk; handling V.I.Ps – Follow up of actions.

UNIT – III REGISTRATION / CHECKIN PROCESS

Registration – objectives – importance – functions of registration – legal aspects – greetings – importance of first guest contact – Non - automated, semi automatic and fully automatic registration – Pre- registration – needs and importance – use of expected guest arrival list – assessing guests special request, matching with availability - Special considerations for VIP and regular guest – room assignment as per registration stage limitations – Registration card – types of registration records – bound book – loose leaf – use of “ C ‘ form – black list.

UNIT – IV RESERVATION OPERATIONS

Importance of reservations for Hotel and For guest – Functions of reservations – layout, furniture and equipment of reservations, types of reservations – guaranteed and non guaranteed reservations – reservation enquiry- sources – modes – use of mails, phone and computer, CRS – Central Reservation System – function and services – Global networks Advantages in information and bookings – special consideration for group reservation.

Reservation Process: Determining availability – usage of room status board, density chart etc.-acceptance of reservation – denying and offering alternatives – computerised reservation system – procedures and selection of property management systems – PMS allocations – online reservation module process – reports

UNIT – V – THE CHECK OUT PROCEDURES

The role of bell desk – The role of receptionist – Functions of the cashier – Steps for departures; use of departure control sheet- Check for mails and messages – Verifying and posting outstanding charges – Verifying accounts and presenting guest folio – Processing payment; split folios- Cash settlements; handling of local and foreign currencies handling of Travellers – Cheques, Personal cheques etc. – Credit settlements; settlement of corporate accounts, credit cards; Travel agent vouchers etc. – Handling of late charges, skippers, loan etc. – Securing the room key; cashiers clearance – Creating a good lasting impression – Updating Front office records; Room rack, Alphabetical register, arrival and departure register, etc. – Departure intimation; manual and automatic.

REFERENCE BOOKS:

1. Sudhir Andrews. Hotel Front Office Training Manual: New Delhi. Tata Mcgraw Hill Publishing Company Ltd.,32nd Reprint.2004.
2. Sue Baker, Pam Bradly and Jeremy Huyton Principles of Hotel Front Office Operations: London. Cassell Publishers. 2nd Edition 2004.
3. S.K.Bhatnagar. Front Office Management: New Delhi. Frank Bros, and Co-Publishers Ltd., 1st Edition.2002

SEMESTER I

Allied Subject : BUSINESS STATISTICS

OBJECTIVE:

On successful completion of this course, the students should have understood Set operations, matrix and Mathematics of Finance Statistical tools and their applications

UNIT – I

Sets and set operation - Venn Diagrams - Elements of Co-ordinate system. Matrices, Fundamental ideas about matrices and their operational rules – Matrix multiplication - Inversion of square matrices of not more than 3rd order- solving system of simultaneous linear equations.

UNIT-II

Mathematics of Finance and series simple and compound interest - Arithmetic progression - Geometric progression (Simple problems only).

UNIT-III

Meaning and Definitions of Statistics - Scope and Limitations. Statistical enquiries - Scope of the problem - Methods to be employed types of enquiries - Presentation of data by Diagrammatic and Graphical Method - Formation of Frequency Distribution

UNIT-IV

Measures of Central tendency - Arithmetic Mean, Median, Mode, Geometric and Harmonic mean, Measures of variation and standard, mean and quartile deviations - Skewness and Kurtoses Lorenx curve, Simple Correlation - Scatter diagram - Karl Pearson's Coefficient of correlation – Rank correlation - Regression lines.

UNIT-V

Analysis of Time Series: Methods of Measuring - Trend and Seasonal variations - Index number - Unweighted indices - Consumers price and cost of living indices

REFERENCE :

1. Sundaresan and Jayaseelan - An Introduction to Business Mathematic and Statistical Methods
2. Gupta S.P. - Statistical Methods
3. Navaneethan P. - Business Mathematics
4. Statistics - R.S.N. Pillai, Mrs. Bhagavathi
5. P.R. Vittal - Business Mathematics and Statistics

**SEMESTER I
NON-MAJOR ELECTIVE**

**PAPER I -INTRODUCTION TO AIRLINE AND TRAVEL & TOURISM
INDUSTRY**

UNIT -I	:	<input type="checkbox"/> Commercial Aviation-Air Taxi Operations- <input type="checkbox"/> Private Operation- Airport Handling <input type="checkbox"/> Functions of IATA-ICAO - Aims and Objectives. <input type="checkbox"/> IATA Geography and Global indicators
UNIT -II	:	<input type="checkbox"/> Airlines Terminal Management- Airline Operational Management- <input type="checkbox"/> Domestic- International Departure Formalities, <input type="checkbox"/> Security Check- In. Hand Baggage Screening <input type="checkbox"/> Personal Frisking- Boarding the Plane, Ground Announcements <input type="checkbox"/> Handling of Delayed Flight-Disruptive Flights <input type="checkbox"/> Ramp Handling & Ramp Safety- Procedure
UNIT -III	:	<input type="checkbox"/> Travel Documents- Passport – Visa- <input type="checkbox"/> Tim- Currency Regulations-IATA Rate of Exchange <input type="checkbox"/> Banker’s Buying Rate- Banker’s selling rate-Currency Conversion <input type="checkbox"/> Departure Control System-ATC
UNIT -IV	:	<input type="checkbox"/> Travel Agent Management- Travel Partners <input type="checkbox"/> IATA Approved Travel Agency Appointment and Control <input type="checkbox"/> Bank guarantee.-IATA Billing and Settlement Plan <input type="checkbox"/> Credit Period - Customer Service-Service Provider <input type="checkbox"/> Training and Development of Travel agent-GDS.
UNIT -V	:	<input type="checkbox"/> Tourism Management- <input type="checkbox"/> Domestic and International Tourism. <input type="checkbox"/> Discover India-Government Regulations on Tourism Management. <input type="checkbox"/> Exploring new Destinations-Foreign Currency Earner.

REFERENCE BOOK:

1. IATA Manual on Diploma in Travel & Tourism Management
2. ICAO Manuals

**SEMESTER II
CORE SUBJECTS**

NUTRITION & FOOD SCIENCE

OBJECTIVES :

To make the students to understand about Micro and Macronutrients ,Food Adulteration and its impact on Human beings, and creating strong to understand towards Nutritional aspects of regional foods and recent trends in food service industry relevance to Nutrition and Health.

UNIT 1 :NUTRITION

Definition, classification of nutrients ,Definition of energy and units of its measurement, Energy contribution from Macronutrients,(Carbohydrates, proteins, and fat), Factors affecting energy requirements, concept of BMR, SDA, Thermodynamic action of food, Dietary sources of energy, concept of energy balance and the health hazards associated with underweight, overweight. **Macronutrition** :Carbohydrate- Definition, classification, dietary sources and functionsLipids-Definition. Classification, dietary sources and functionsProteins-Definition. classification, dietarysources and functions. **Micro Nutrition** :Vitamins- Definition. Classification, dietary sources and functions Minerals-Definition. Classification, dietary sources and functions

UNIT 2:FOOD ADULTERATIONAND PRESERVATION

Food adulteration- types of common food adulterants, sample test to detect food adulteration , laws to prevent food adulteration. Food preservation techniques , food processing – definition , opportunities , methods and future trends.

UNIT 3:FOOD CONTAMINATION AND ADDITIVES

Food additives – Introduction, types (preservatives, anti-oxidants, sweeteners, food colour and flavours, stabilizers and emulsifiers). Introduction to food standards, types of food contaminants, (pesticide residues, bacterial toxins mycotoxins, seafood toxins, metallic contaminants, residues from packaging material.)Common adulterants in food, method of their detection.

UNIT 4:FOOD FADS AND FALLACIES

Introduction, common dietary Misconception, detecting faddism, Myths about food and nutrition, Protection of the consumer, means to counter Misinformation and fraud, Means of deception, methods of demonstrating safety, Toxicants naturally occurring in foods.

UNIT 5:NEW TRENDS IN FOOD SERVICE INDUSTRY IN RELEVANCE TO NUTRITION AND HEALTH

Need for introducing nutritionally balanced and health specific meals
Critical evaluation of fast food .New products being launched in the market.(Nutritional Evaluation).Effective use of nutritional Food in regional cuisine.

REFERENCE BOOKS:

1. Text book on Food science and Human Nutrition—Dipti Sharma . Astral publishers.
2. Food Science and Nutrition – SunetraRoday - Oxford publishers
3. Principles of Food Science and Nutrition Teaching manual ---Pratibhasingh , Astral publishers

SEMESTER II SUBJECTS- ORGANISATIONAL BEHAVIOUR

Objective:

On successful completion of this course, the students should have understood Personality, Perception, Motivation, Job-satisfaction, morale, Group dynamics, Leadership traits, Counselling and guidance, etc.

UNIT - I

Importance and scope of organisational psychology – Individual differences - Intelligence tests - Measurement of intelligence - Personality tests - nature, types and uses.

UNIT - II

Perception - Factors affecting perception - Motivation - theories - financial and non-financial motivation - techniques of motivation - Transactional Analysis - Brain storming.

UNIT - III

Job satisfaction - meaning – factors, Morale - importance - Employee attitude and behaviour and their significance to employee productivity - Job enrichment - job enlargement.

UNIT – IV

Hawthorne Experiment - importance - Group Dynamics – Cohesiveness. Conflict - Types of Conflict – Resolution of conflict - Sociometry - Group norms – Supervision - style - Training for supervisors.

UNIT – V

Leadership - types - theories – Trait, Managerial Grid, Fiedler's contingency. Counselling - meaning - Importance of counsellor - types of counselling - merits of counselling.

REFERENCE BOOKS

Keith Davis - Human Behaviour at Work
Ghos - Industrial Psychology
Fred Luthans - Organisational Behaviour
L.M. Prasad – Organisational Behaviour
Boominathan B - Organisational Behaviour

SEMESTER II
VI-AIRLINE AND AIRPORT MANAGEMENT

OBJECTIVE:

To know the functional and managerial activities of the airport .This subject will make them to learn the aviation sector organization and functional structures in detail.

UNIT- I INTRODUCTION

Evolution of Management – History of Aviation – Organization, Global, Social, and Ethical Environment – History of Indian Airline Industry – Major Players in Airline Industry – SWOT analysis in Airline Industry-Market potential on Indian Airline Industry- Current Challenges in Airline Industry- Completion in Airline Industry

UNIT- II AIRPORT MANAGEMENT

Airport Planning – Terminal planning, design and operation – Airport Operations – Airport Functions – Organization Structure of Airline sectors – Airport Authorities – Global and Indian scenario of Airport Management

UNIT- III AIR TRANSPORT SERVICES

International Trends – Emerging Indian Scenario – Private Participation: International Developments-Private Participation in Indian Airports – Environmental regulations – Regulatory Issues – Meteorological Services in Aviation – Airport fees, rates and charges

UNIT- IV INSTITUTIONAL FRAMEWORK

Roll of DGCA – slot allocation methodology followed by ATC and DGCA - Safety Regulation – Economic Regulation – Management of Bilateral – Aviation Security - Importance of Air Transportation Safety and Security-Airport- Airways- Terrorism- Hijacking – Security measures- Airport Security Programmed a Steps taken to Contend with Hijacking- Transportation security administration – International aviation safety assessment program

UNIT- V CONTROLLING

Traffic Control – Airspace and Navigational aids – Controlling Process – Coordination - Response to emergencies and airport securities – 6 Case Studies in Airline Industry

TEXT BOOKS

1. Graham.A. Managing Airports: An International Perspective – Butterworth – Heinemann, Oxford 2001
2. Wells.A. Airport Planning and Management, 4th Edition McGraw- Hill, London 2000

REFERENCES

1. Doganis. R. The Airport Business Routledge, London 1992
2. Alexander T. Wells, Seth Young, Principles of Airport Management, McGraw Hill 2003

3. P S Senguttavan Fundamentals of Air Transport Management, Excel Books 2007
4. Richard de Neufille, Airport Systems: Planning, Design and Management, McGraw-Hill London 2007

SEMESTER II

Allied Subject : OPERATION RESEARCH

OBJECTIVE: On successful completion of this course, the students should have understood Operations Research models such as LPP, Transportation, network PERT, CPM

UNIT I: Introduction to Operations Research – Meaning – Scope – Applications - Limitations. Linear programming - Mathematical Formulation - Application in management decision making (Graphical method only)

UNIT II: Transportation problems: Introduction- Finding Initial Basic Feasible solutions-moving towards optimality (non degenerate only) – Maximization in transportation problem- Unbalanced transportation problem. Assignment problem: Introduction –Hungarian Assignment method – Maximization in Assignment problem – Unbalanced Assignment problem.

UNIT III: Game theory: Concept of Pure and Mixed strategies – solving 2 x 2 matrices with and without saddle point. Graphical solution - m x 2 and 2 x n games.Solving games by Dominance Property.

UNIT IV: CPM – Principles – Construction of network – Forward pass – Backward pass computations – Types of floats.

UNIT V: PERT – Time scale analysis- Critical path- probability of completion of project. Replacement models – Introduction- Replacement of items that deteriorates gradually (value of money does not change with time).

Note: Theory and problem shall be distributed as 20% and 80% respectively. Problems shall be simple so that non-maths students can also solve it.

REFERENCE BOOKS:

1. KantiSwarup, P.K.Gupta and Man Mohan – Operations Research
2. P.R. Vittal - Operations Research
3. S.P.Gupta - Statistical methods.

SEMESTER II

NON-MAJOR ELECTIVES SUBJECTS

TRAVEL AGENCY BUSINESS

UNIT -I	:	Transport Industry: Introduction to Transport Industry – Road Transport – Rail Transport – Reading of Railway Time Table – Railway Ticket Booking Procedures – Cruise Liners.
UNIT –II	:	Air Transport: Development of Air Transport – Formation of IATA – Airline Industry (International and Domestic) – Role of Airlines in Tourism.

UNIT –III	:	Travel Formalities: Passport – VISA – Medical Certificates – Insurance – Customs – Foreign Exchange.
UNIT –IV	:	Travel Agency: Evolution of Travel Agency – Departments and Functions of a Travel Agency.
UNIT -V	:	Tours Operations: Origin of Tour Operations – Organising a Tour Program – Package Tours – Car Rentals – Tourist Guide Service.

REFERENCE BOOKS:

1. JAGMOHAN NEGI, “Tourist Guide and Tour Operation – Planning and Organising”, Kanishka Publishers Pvt. Ltd., Delhi.
2. MANOHAR PURI and GIAN CHAND, “Travel Agency and Tourism”, Pragun Publications Pvt. Ltd., New Delhi.

SEMESTER III

Core Subjects : HUMAN RESOURCE MANAGEMENT

Objective: On successful completion of this course, the students should have understood Functions of HR/Personnel Department Manpower planning, performance appraisal,... Salary administration, Labour Welfare, Industrial Relations.

UNIT - I Human Resource Management - meaning, nature, scope and objective – Functions of HRM - The Role & status of HR manager - Organisation of HR department –

UNIT - II Human Resource Planning – Job Analysis – Importance & benefits - Job analysis process- – Job description – Role analysis - Job specification –job rotation-chart for analyzing the performance.-methods of its.

UNIT - III Recruitment and Selection - Factors affecting Recruitments, Sources of Recruitment – Alternative to Recruitment – Definition and Importance of Selection, Stages involved in Selection Process – Types of Selection Tests and Types of Interviews

UNIT - IV Meaning and benefits of Induction, Content of an Induction Program –Training and Development.– Performance appraisal - Job evaluation and merit rating - Promotion - Transfer and demotion .new employee motivation process.

UNIT - V Career Planning & Development – Stages in Career Planning – Internal and External Mobility of Employees — Meaning and Sources of Employee Grievance – Grievance Handling Systems – Meaning & Process of Collective Bargaining – Indiscipline, Settlement Machinery of Industrial Conflicts.

REFERENCE BOOKS:

1. Rao, S. (2014). - Essentials of Human Resource Management & Industrial Management: Text & Cases. New Delhi: Himalaya Publication.
2. VSP. Rao - Human Resource Management
3. B.Nandhakumar - Industrial Relations Labour Welfare and Labour Laws -Vijay Nicole Imprints
4. Basak, S. P.(2012)- Human Resource Management: Text & Cases. New Delhi: Pearson

SEMESTER III - AIRLINE AND TRAVEL MANAGEMENT**OBJECTIVE:**

On successful completion of this course, the students should have understood The nature and types of business organizations Principles & functions of Management Process of decision making

UNIT I THE TRANSPORTATION INDUSTRY and MARKET FOR AIR TRANSPORTATION Air Transportation Industry - Land Transportation Industry -Sea Transportation Industry - Multi-modal Transportation - Marketing and Marketing mix – Application of Marketing Principles to Airline management-Airline Business and its Customers – Market segmentation -PESTE Analysis

UNIT II – INTERNATIONAL TRAVEL DOCUMENTATION & PRODUCT ANALYSIS Passport – VISAs - Airlines Ticket or Authorization - Health Documents - 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

UNIT III – TRAVEL INFORMATION MANUAL AND OFFICIAL AIRLINES GUIDE Referring the TIM - Passport Requirements: Different Nations - VISA Requirements: Different Nations - Tax, Currency, Customs, Immigration requirements - Referring the OAG - Aircraft Types and Codes - World Terminals -Calculation of Flying time, Ground Time and Elapsed Time.

UNIT IV – AIRPORT PLANNING

Introduction – 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

UNIT V - AIRLINES-REVENUE MANAGEMENT AND DISTRIBUTION AND PROMOTION Building Block in Airline Pricing Policy-Uniform and Differential Pricing-The Structure of Air Freight Policy- Distribution Channel Strategies-Travel Agency Distribution System- 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

REFERENCE :

1. Aviation Safety Programs A Management Hand Book-Richard H.Wood – Jeppesen Sanderson Inc
2. Strategic Management –Gregory G.Dess and Alex Miller –McGraw Hill -Irwin McGraw Hill, 9th Edition
3. International Marketing – Philip R. Cateora – Irwin McGraw Hill, 9th Edition
4. Richard DE Neufville – Airport Systems
5. P S Senguttuvan – Principles of Airport Economics

**SEMESTER III
AIRLINE OPERATION AND SCHEDULING**

OBJECTIVE:

The syllabus will cover the in detail operations that is carried out in side the airport and operational management and cater them to know the intricate management of each section.

UNIT- I OPTIMIZING FLOW OF NETWORKS

Airline Schedule Planning – links to operations - Time space networks – Constrained Shortest Path - Multi Commodity Flow Models – Column and Row Generation Techniques – Branch and Bound – Branch and Price cut – Computational Exercises – Passenger Mix Model

UNIT -II FLEET ASSIGNMENT PROBLEM

Basic Models and Solutions - Approaches – Shortcomings Itinerary based Fleet Assignment Model – Sub network based Fleet - Assignment Model and Solution Approach – Fleet Assignment Model Extensions

UNIT- III CREW SCHEDULING

Crew pairing problem – Bidline Generation/ Rostering - Crew Pairing problem Models and solutions -Branch on Follow ons - Review of Results of Barnhat – Aircraft Routing Problem Models – Solutions –Approaches – Constrained Shortest Path – Branch and Price – Integrated Crew Paring – Aircraft routing

UNIT- IV OPERATIONS RECOVERY

Overview of Operation Control Centre – Aircraft Passenger Delays – Flight Postponement and Cancellation Model–Airline Operation Recovery – Challenges- – Role of Simulation

UNIT- V ROBUST SCHEDULING

Robust Crew Scheduling – Crew Schedule Evaluation- Disruption Scenario Generation - Robust Aircraft Routing - Degradable Schedule Design; -preventing delays-minimizing the delays and disruption – maximizing recovery flexibility- Isolating delays and disruption – minimizing the expected cost of a schedule- Robust schedules by schedule planning Phase – performance metrics for Airline schedules.

TEXT BOOKS

1. Barnhart, C., F. Lu, and R. Sheno. "Integrated Airline Scheduling." In Operations Research in the Air Industry.

REFERENCES

1. Barnhart, C., and K. Talluri. "Airline Operations Research."
2. Chebalov, S., and D. Klabjan. "Robust Airline Crew Scheduling: Move-up Crews."

Front Office Operation-II

Objectives:

- To educate on the procedures and practices adopted for the co-ordination between guests and hotel services
- To impart knowledge on sales promotion activities and credit control measures adopted in hotels

UNIT-1

Front Office Accounting - Accounts, Folios, Vouchers, Points of Sale, Ledgers, Creation and Maintenance of Accounts; Recordkeeping Systems - Charge Privileges, Credit Monitoring Account Maintenance, Tracking Transactions; Cash Payment - Charge Purchase, Account Correction, Account Allowance, Account Transfer, Cash Advance; Internal Control - Front Office Cash Sheet, Cash Banks, Audit Controls , Settlement of Accounts.

UNIT-2

Check-out Procedures and Account Settlement; Departure Procedures - Methods of Settlement, Late Check Out; Check-out Option - Express Check-out, Self Check- out; Unpaid Account Balances; Account collection - Front Office Records - Guest Histories, Marketing Follow- through.

UNIT-3

The Night Audit - Functions of the Night Auditor, Establishing An End of the Day, Cross-Referencing, Account Integrity, Guest Credit Monitoring, Audit Posting Formula, Daily and Supplemental Transcript; Operating Modes - Non-automated, Semi-automated, Fully automated; The Night Audit Process - Complete Outstanding Postings, Reconcile Room Status Discrepancies, Balance All Departments, Verify Room Rates, Verify No-Show Reservations, Post Room Rates and Taxes, Prepare Reports, Deposit Cash, Clear or Back Up The System, Distribute Reports; Verifying the Night Audit - Pickup Errors, Transportation Errors, Missing Folios, Automated System Update

UNIT-4

Planning and Evaluating Operations - Management Functions - Planning , Organizing, coordinating, Staffing, Leading, Controlling, Evaluating; Establishing Room Rates - Marketing Condition Approach, Rules of Thumb Approach, Hubbart Formula Approach; Forecasting Room Availability - Forecasting Data, Forecast Formula, Sample Forecast Forms; Budgeting For Operations - Forecast Room Revenue, Estimating Expenses, Refining Budget Plan; Evaluating Front Office Operations - Daily Operations Report, Occupancy Ratios, Rooms Revenue Analysis, Hotel Income Statement, Rooms Divisions Income Statement, Room Division Budget Reports, Operating Ratios, Ratio Standards

UNIT-5

Revenue Management

The Concept of Revenue Management - Hotel Industry Applications; Measuring Yield -

Formula 1: Potential Average Single Rate, Formula 2: Potential Average Double Rate, Formula 3: Multiple Occupancy Percentage, Formula 4: Rate Spread, Formula 5: Potential Average Rate, Formula 6: Room Rate Achievement Factor, Formula 7: Yield Statistics, Formula 8: Identical Yields, Formula 9: Equivalent Occupancy, Formula 10: Required Non- room Revenue Per Guest

Elements of Revenue Management; Group Room Sales, Transient Room Sales, Food and Beverage Activity, Local and Area- Wide Activities, Special Events, Using Revenue Management, Potential High and Low Tactics, Implementing Revenue Strategies, availability Strategies

TEXT BOOKS:

Sudhir Andrews. Hotel Front Office Training Manual: New Delhi. Tata Mcgraw Hill Publishing Company Ltd., 32nd Reprint. 2004.

Sue Baker, Pam Bradley And Jeremy Huyton Principles Of Hotel Front Office Operations: London. Cassell Publishers. 2nd Edition 2004.

REFERENCE BOOKS:

Ahmed Ismail. Front Office Operations And Management: Delmar. Thomson Publisher. 1st Reprint. 2002.

James A. Bardi. Hotel Front Office Management: New York. Thomson Publishing Inc., 2nd Edition. 1996.

S.K.Bhatnagar. Front Office Management: New Delhi. Frank Bros. And Co-Publishers Ltd., 1st Edition. 20

SEMESTER III
Allied Subject : BASICS OF COMPUTER SCIENCE

Objective

To create an awareness among students use and application of computers and information technology in hospitality industry. To make them understand the use of computers in day today operation and to realize its advantages.

Unit 1

Introduction to computer- advantages and disadvantages-various types-network (LAN/MAN/WAN), linking (time sharing /ring /bus/star) Hardware, software-application, components of a computer

Unit 2

Elements of computer system-central processing unit-input and output devices. Storage devices, ports (serial and parallel) Key board operating – special Symbols, special keys monitors. Operating system – Kinds of Operating system – Memory Devices

Unit 3

Introduction to MS-DOS-file name-directory display-creating directories (MD/CD/RD), Formatting floppy. Copy (within the directory) Floppy to hard disc and vice versa Disc copy – erase/del file (single file and wild file), rename

Unit 4

Word processing-capabilities of word processing.Introduction to Excel-rearranging work sheets, formatting worksheets.

Unit 5

Introduction to mail – MS mail and office application. Introduction to internet concepts.

REFERENCE BOOKS

Understanding M S DOS and work book on WS 4 – K. S. Nagaragan
Computer and common sense

SEMESTER III
ACCOMMODATION OPERATION

OBJECTIVES:

- To provide basic skill and knowledge required for a house keeping personnel.
- To have a sound knowledge of care and cleaning of various surfaces.
- To understand the organizational hierarchy of housekeeping department.

UNIT –I: INTRODUCTION TO HOUSE KEEPING DEPARTMENT

ROLE AND RESPONSIBILITY OF HOUSEKEEPING DEPARTMENT- Organizational structure of housekeeping Department for Small, Medium, Large Hotel- Duties and responsibilities of Housekeeping Personnel-Layout of House Keeping department-Personal attributes of House Keeping staffs

INTER DEPARTMENTAL COORDINATION OF HOUSEKEEPING: Front Office-Food and Beverage Service-Maintenance (Hotel Engineering)-Security-Store and purchase-Accounts-Personnel Department.

UNIT –II: IDENTIFICATION AND CLASSIFICATION OF CLEANING AGENTS AND EQUIPMENTS

-Cleaning equipment (manual & electrical)-selection, use, mechanism, care and maintenance

-Cleaning agents-water-(hard and soft), soaps, detergents, alkalis, acids, solvents, abrasives, deodorants, disinfectants, seals and polish compositions-selection, classification, use, care and storage

-Composition, care and cleaning of various surfaces (metals glass, leather, plastic, ceramics, wood, floor finishes and wall finishes)

UNIT – III: OPERATIONAL AREAS OF HOUSEKEEPING DEPARTMENT

Types of guest rooms-layout of guest rooms with size-guest room cleaning: make up of a guest room-occupied room, vacant room, departure room-turndown service-guest room inspection and inspection checklist neglected areas-Standard contents of a guest room: Guest Amenity Packages, Eco friendly amenities, Guest Essentials, Guest Expendables, Guest loan Items, placement, frequency of change-rules to be followed in guest floor-Floor pantry.

Types of Soil-principles of cleaning-Cleaning Schedules and records: Weekly Cleaning, Periodic cleaning, special cleaning, Surface cleaning. Public area Cleaning: Entrances, Lobbies, Front Desk, Elevators, Staircases, Guest Corridors, Public Restrooms, Banquet Halls, Dining Rooms, Leisure Areas.

UNIT – IV: HOUSEKEEPING CONTROL DESK

Forms, Records, and Registers, Handling Telephonic calls, Handling difficult Situations, Handling Room Transfers. Housekeeping Inventories, Daily Routines and system, the Housekeeping Day, Leave Application Procedure, and Gate Pass Procedures.

Special Services: Babysitting-Second Service/Freshen up service-valet service.

Lost and found Procedure and records, Guest complaints handling procedure and records

UNIT-V: HYGIENE SANITATION AND SAFETY PRACTICES

Personal hygiene, hygiene and sanitation of guest rooms and public areas, Eco friendly cleaning agents.

Security in guest rooms: Fire prevention, Fire fighting, types of fire, firefighting equipment, Employee theft, missing and damaged hotel property (procedure & records), and Potential hazards in housekeeping, accident and injuries records.

Types of keys, key register and key control: - Issuing, Return, Deactivation/ changing of locks, Key Belt),

REFERENCE BOOKS:

1. Modern trends in hospitality industry (Aman Publications)- By Dr.R.K.Singh
2. Hotel, Hostel and hospital housekeeping(Book Power Publications)- By Joan Branson & Lennox
3. Hotel Housekeeping Management & Operations (TATA MCGRAW Hill Publication)- By Sudhir Andrews.
4. Hotel Housekeeping operations and management- By G.R.Raghubalan.

SEMESTER III

PRACTICALS-

• **BASICS OF COMPUTER SCIENCE**

- Create a document and edit it as follows
- Find, replace options –cut copy – paste option –und o, and redo options Format-document, using, bold, italics-underlines, center, left align, right align Create work sheet copy, insert and delete, row and columns,
- Format a work sheet (Bold style, Italian style)
- Printing work sheets, opening a document, and typing text, saving spell check, copy a file, rename a file, l delete a file
- Sending e mails save and print topics from internet

SEMESTER IV - CORE SUBJECTS

AIRCRAFT MAINTENANCE & CREW MANAGEMENT

OBJECTIVE:

On successful completion of this course, the students should have understood Evolution and Impact of Crew Resource Management Need of CRM and training benchmarks. Scope for improvement in CRM

UNIT I

Maintenance: Role of the Engineer & Mechanic – Two Types of Maintenance-Reliability Redesign – Failure Rate Patterns – Establishing a Maintenance Program. Development of Maintenance Programs: Introduction – Maintenance steering Group (MSG) approach – Process & Tasks – Oriented Maintenance – Maintenance Program Documents – Maintenance Intervals defined

UNIT II

Production Planning and Control: Introduction – Forecasting – Production Planning & Control – Feedback for Planning – Organization of PP & C. Technical Publications: Introduction –Functions of Technical Publications – Airline Libraries – Control of Publications – Document Distribution. Technical Training: Computer Support:- Airline uses of Computers – Computer Program Modules – Selecting a computer System

UNIT III

CRM: Evolution and Basics - Flight Control Crew Management - Maintenance Resource Management-Impact of CRM in Aviation Safety CRM Training Evolution and CRM Desired Skills - Performance Standards for Instructors in CRM - CRM Standards and Training - CRIMs (CRM Instructors) and CRIMEs (CRM Instructor Examiners)

UNIT –IV

Data on Incidents / Accidents: Human Performance Analysis -Evaluation of Flight Crew CRM Skills -Communication: A Relevant factor in Aviation Safety - Line Operations Safety Audit (LOSA) andCRM: Relationship

UNIT V

Individual Performance: Relevant Factors - Automation and Upgradation of Skills - CRM: Training Methods and Standardization - Competency Profile for Instructors of CRM - Maintenance Crew Skill Requirements – Morning Meeting. Hanger Maintenance (On – Aircraft) – Introduction – Organization of Hanger Maintenance

REFERENCE :

1. Aviation Maintenance Management – Harry A. Kinnison – McGraw Hill
2. Risk Management and Error Reduction in Aviation Maintenance – Manoj S. Patankar and James C. Taylor – Ashgate Publishing Ltd.
3. Managing Maintenance Error – James Reason and Alan Hobbs - Ashgate Publishing Ltd.
4. IATA – Latest Amendment
- 5.P.S. Senguttuvan –Fundamentals of Airport Transport Management

FOOD & BEVERAGE SERVICE

Objectives:

To develop a comprehensive knowledge and understanding of restaurant services in the hotel and catering industry. To enable a student to acquire professional competence at basic level with principles of food service and its related activities. To enable a student they acquire the requisite technical skill for competent service of food and beverages.

Unit 1

Introduction to the hotel and catering industry and the growth. Role of catering establishment in travel/tourism industry.

Type of F&B operation-(classification) commercial, residential, non-residential. Welfare: Industrial/Institutional/Transport (air, road, rail, sea) Structure of catering industry-a brief description of each type and career opportunity therein. Departmental organization and staffing, Organization of the F&B departments of a hotel. Principal staff of various type of F&B operation. Duties &responsibilities of F&B staff, attributes of a good waiter, inter departmental relationship with in F&B and other departments.

Unit -2

Type of F&B outlets Specialty restaurants, coffee shop, Banquets, room service, cafeterias, discotheque, nightclub-outdoor catering Ancillary department- food pickup areas, stores, linen room, kitchen stewarding

Unit -3

F&B service equipments

Classification of equipments, familiarization of equipments-criteria for selection and requirement – cookery – tableware (silver and stain less)-glassware –linen including furnishes – other equipments-care and maintenance of equipments including silver polishing

Dining services: Methods and procedure Mise-en-scene and mise-en-place (including arrangement of side board)

Laying tables for different meals and menus including laying, relaying table cloth and folding serviettes- restaurant reservation system, receiving the guests.

Method of service – English/silver/buffet/banquet/room service-trolley.

Unit -4

Meals and menu planning

Origin of menu and menu planning objectives ,basic types of menus , general menu planning consideration and constrains – designing t he menu, menu sequences of courses and planning menus- French classical menu and table d’hote and a la carte , types of meals, Indian b/f, American b/f continental b/f- brunch, dinner, -afternoon high tea and supper

Alcoholic beverages its types, brands names and Non alcoholic beverages: Tea, coffee, its types and brands juices soft drinks, mineral and tonic water Alcoholic beverages.

Unit -5

Restaurant planning –layout objectives of good layout ,planning a restaurant steps in planning , space allocation , staffing, equipments, furniture land linen ,cutlery, and cookery-requirement. Dining area, type of seating, table arrangement, restaurant costing elements of cost, cover turnover, sales per cover Banquets –Duties and responsibilities of department booking procedure, banquet menu, table plans, -service, informal banquet, reception-cocktail parties-convention –seminar-outdoor catering –wedding, buffet, factors in planning area requirement type of buffet- sitting standing finger buffet, cold buffet breakfast buffet ,equipment required , check list, supervision.

REFERENCE BOOKS

Book Name Author Publishers

1. Food & beverage service- Vijaydhawan Frank Bros & co, New Delhi
2. Food and beverage service..Sudier Andrews TATA McGRAW HILL ltd., New Delhi
3. Food and Beverage service ...Dennis r. Lillicarp,John .A. Cousins ELTS Publishers
4. Professional F& B Service Mgt.Brian vergheese Mc Millan India Ltd.,Chennai
5. Bar Tenders Guide Peter bohrmann Greenwich Edition London
6. Theory Catering Daviod Foslett- ELTS Publishers (Book Power)
Victor Cesrani Ronald Kinton

SEMESTER IV

FOOD AND BEVERAGE PRODUCTION

OBJECTIVES:

- Understand Evolution of Hotel Industry, Origin, concept of Culinary Preparations.
- Understand the safety procedures and hygiene & food safety.
- Understand the importance of the kitchen department and the role it plays, know about various personnel in the kitchen and their duties and responsibilities.
- Understand the Various commodities used in the culinary.
- Identify various types of stocks, usage, preparation, storage criteria, and good quality of stock.
- Understand the various thickening agents, types of sauces, classification, preparation, derivatives, contemporary sauces used in modern kitchen.
- Identify various types of soups used, preparations, classical international soups, garnishes and serving.
- Identify various types of eggs, classification, structure, selection uses and preparations and learn about culinary terms in western terminology

UNIT I:

FOOD PRODUCTION

Introduction: Evolution of Hotel Industry – Origin of cooking – Definition of cooking – concept of cooking – Purpose of cooking – Definition and Meaning : Mise-en-Place, Mise-en-scene – Basic Principles of culinary arts – Whether cooking is an Art or Science – Methods of cooking: Dry method, Wet method: Boiling- Poaching – grilling- roasting –Smoking –Frying – Deep fat frying- shallow frying – Stewing- Braising –Poeling – Blanching –Baking – Microwave cooking – Steaming ,Direct and Indirect Steaming methods.

PERSONAL HYGEINE AND FOOD SAFETY

Food safety and kitchen hygiene, Hygiene of Production Personnel- Uniforms and Protective clothing-safety Procedures-controlling Infectious diseases-Proper handwash, use of disposals-Contamination of food: Physical contamination-chemical contamination-Micro biological contamination:1.Bacteria-viruses-chemical-metals-Cross contamination-Causes and Preventions.

KITCHEN HYGEINE: Standard sanitation operation procedures-cutting board sanitation – color coding of boards.- Equipment sanitation- dish washing machine – triple sink method of washing – vegetable disinfections with chlorine, storage-dry and wet, FIFO-LIFO-DATE CODING-USE OF THERMOMETERS..

HACCP temperature standards – cold Storage, Deep freezer-temperature danger zone – thawing – safe ways, blanching, reheating and cooling – holding temperature – record keeping.

ADULTERATION OF FOOD

Adulteration of food act in India. Types of adulteration of Food – Duties of food inspectors-

Sample testing.-Disposal of Garbage drainage : Definition-classification of garbage, Methods of disposal of garbage – drainage disposal – oxidation pond – function of oxidation ponds use of oxidation ponds- drainage – classification of drainage and sewage.

UNIT II

DEPARTMENT OF FOOD AND BEVERAGE PRODUCTION

Introduction to Production Department – allied Departments – Stores – Receiving – Quality control – Weighing –Area of the Kitchen- Kitchen layout for large and Medium Hotels – Kitchen stewarding Department – Hierarchy – Kitchen Stewarding functions – Butchery – Production Department: Hierarchy for a large and Medium Hotels – Duties and Responsibilities of Executive chef –Souschef – De parties – Commichef- Chinese chef- Larder chef- Different regions chefs-Sushi and Sashimi chef and Other chefs-Co-Operations with Other Departments

Various Fuels(coke,charcoal,Wood,Kerosene,Diesel, Electricity, Liquefied Petroleum gas) Advantages and Disadvantage of Each.Different Equipments used in Production – Light, Medium,Heavy- Safety Procedures of cooking food-Techniques used in pre-preparation- techniques used in preparation-Various Textures-Various consistencies- Objectives of cooking Food-Heat Transfer: conduction-convection-Radiation-Effects of Heat on cooking(Proteins, Carbo –Hydrates-Fats-vitamins – Minerals)

UNIT III MAJOR INGREDIENTS USED FOR PRODUCTION:

Introduction – major cooking materials used for food production – French botanical names for raw materials – commonly used in hotels – with examples – milk and milk products – water- vegetables – rice – cereals and pulses – fruits- fats and oils – sugar – raising agents – thickening agents – Binding agents – Setting agents.

BASIC COMMODITIES

RICE : CEREALS AND PULSES :Introduction-Classification-Cooking of rice (Boiling method or absorption method)-Cooking of cereals and pulses-Varieties of rice and other cereals and hindi terminology **FLOUR** Structure of wheat-Types of wheat-Types of flour-Processing of wheat-Uses of flour-Cooking of flour.**MILK**:Introduction-Processing of milk-Pasteurisation-Homogenisation-Types of milk E. Nutritive Value. **CREAM**: Introduction - Processing of cream-Types of cream –Percentage.**BUTTER** :Introduction-Processing of butter-Types of butter-Compound butter. **CHEESE**: Introduction-Processing of cheese-Types of cheese-Classification of cheese-Curing of cheese -Uses of cheese..**BREAD**: Principles of bread making-Role of ingredients in bread making-Bread making methods-Simple breads-Baking temperature and its importance.

UNIT IV:

Introduction-Condiments and spices: Introduction -Spices and condiments used in Western cuisine – Condiments, Spices and Herbs- Definition-Difference Between them- Examples -Role of spices and Herbs used in Western cookery- Classification of Spices and Herbs –Botanical Name and Uses in culinary Preparations and Equalent names

SALADS

Definition-Different parts of salad-base, body, dressing and garnish.-Classification of salads-Simple, Compound and complex-Examples of each classification.-Salad

Dressings-examples:Oil based-Fresh cream based-Mayonnaise based dressings, Natural yoghurt dressings-Different types of lettuce used in salads- Emerging trends in salad Making: Buffet layouts and Presentation, Healthy approach, Deconstructed Approach, Live Salad Station.Silent features of preparing good salads.

STOCKS

Definition of stock, French terminology-Types of stock-Elements of Stock-Mirepoix, Bouquet garni, Sachet,piquate-Preparation of stock-Recipes-Storage of Stock-Uses of Stock-Care and Precautions.

SAUCES

Definition-Classification-Hot sauces, warm sauces, cold sauces-Recipes - Derivatives of each mother sauces-Storage and Precautions-Examples of Two dishes of Each Derivatives.

METHODS OF COOKING FOOD

Introduction-Classification -Heat transference: conduction, convection, Radiation temperature Ranges Dry Method with examples-Wet method with examples-Advantages and Disadvantages-Modern cooking methods-Selection of food for each type of cooking and Equipments used in different methods of cooking-reasoning for using and end use

SOUPS

Definition-Classification-Examples-Basic Recipes-Consommé Variations-International Soups-Points to be remember while making a good soup-Modern trends of presenting soups.and Key terms

EGG COOKERY

Introduction-Structure: shell, Yolk, Vitelline, chalazae, Shell Membranes, air cell- thin Albumen and thick albumen-Selection procedures-Classification of Eggs-Different sources of Eggs and their characteristics and taste- Farm and Feed: Different grades of Eggs-classification of Eggs by Us Standards and European standards-Types of Eggs: chicken,Duck,Goose,guinea fowl,gull,Ostrich,Partidge,quail,turkey, and thousand Year old eggs(century Eggs)Uses of Eggs-Different egg Preparation with recipes. Cooking of eggs for breakfast- How to season a fry pan for egg preparations.

UNIT – V

CULINARY TERMS - WESTERN

List of culinary terms-Explanation with examples.

REFERENCE BOOKS:

1. The Art and Science of Culinary Preparation-A culinary Manual by Jerald W, Chesser, CEC,CCE,The Educational Institute of American culinary Federation, Ic, St.Augustine, Florida
2. Modern cookery Volume I and II
3. Food Production Operations, Second Edition, by Chef Parvinder S.Bali
4. Theory of Cookery by Krishna Aurora
5. Theory of Catering by Clinton Cesrani

SEMESTER IV – PRACTICAL I FOOD & BEVERAGE SERVICE

- Familiarization of equipments, types of knives, spoons, fork, etc..
Methods of cleaning ware-arrangements of side boards,

- Laying and relaying of table cloth Mise-en-scene, mise-en-place
- Laying up of various meals and menus Compiling simple menu
- Different types of napkin folding- Laying a cover
- Service of different types of food-cleaning and holding palates and cutleries
changing ash trays

SEMESTER IV PRACTICAL II FOOD & BEVERAGE PRODUCTION

- Familiarization of kitchen equipment, handling equipments
Familiarization of raw materials Preparation of ingredients
(demonstration) Preparations of stocks and sauces

- 15 MENUS (5 three course menu and 10 five course menu, continental
menu-8, rest Indian and Chinese)

SEMESTER IV MARKETING MANAGEMENT

Objective: On successful completion of this course, the students should have understood

- Principles of marketing management, market segmentation
- Product life cycle, pricing, branding,.....

UNIT - I

Definition of Marketing - Marketing Management- Marketing concept - meaning
Importance of marketing in developing countries - Functions of Marketing - Marketing
environment: various environmental factors affecting the marketing function. Green
marketing and new trends .

UNIT - II

Buyer Behaviour - Buying motives. **Market Segmentation** –factors - bases - **Marketing
strategy** - **Market Structure** - **Definition and types of channel** - Channel selection &
problems. E-way marketing –virtual marketing .

UNIT - III

The Product - Types -consumer goods-industrial goods. **Product Life Cycle (PLC)** -
Product mix - modification & elimination - **packing** - **Developing new Products-**
strategies. Diversification of products.

UNIT - IV

Pricing: Meaning to Buyer & Seller - pricing policies & Objective, factors influencing pricing decisions - Competitors action to price changes – multi product pricing. **Physical distribution** - Management of physical distribution - **marketing risks**.

UNIT - V

Branding Decisions: Brand-Brand Image, Brand Identity-Brand Personality -Positioning and leveraging the brands-Brands Equity. Techniques for implementing new brands.

REFERENCE BOOKS:

1. Philip Kotler - Marketing Management
2. Rajan Nair - Marketing Management
3. Cundiff and Still - Fundamentals of modern marketing

SEMESTER IV

Allied Subject : TRAVEL AGENCY OPERATIONS

OBJECTIVE:

On successful completion of this course, the students should have understood The nature and types of business organizations Principles & functions of Management Process of decision making

UNIT I

Travel agent -Formation- Role and Responsibilities - Travel Agents Body in India – TAAI - Travel Agent and the Airline- Commercial Aviation-Air Taxi Operations-Private Operation- Airport Handling Functions of IATA-ICAO - Aims and Objectives. IATA Geography and Global indicators

UNIT II

Tour Operators Role and Responsibilities - Planning Tours and Preparation of Tour Brochures - Operating Conditions for Tour packages and Legal position in case of non compliance and other reasons - Pricing of Tour packages

UNIT III

Airline Operational Management- Domestic- International Departure Formalities,- Security Check- In. Hand Baggage Screening -Personal Frisking- Boarding the Plane, Ground Announcements- Handling of Delayed Flight

UNIT IV

Tourism Management-Domestic and International Tourism-Discover India-Government Regulations on Tourism Management- Exploring new Destinations-Foreign Currency Earner- Disruptive Flights-Ramp Handling & Ramp Safety- Procedure

UNIT V

Aviation Industries terminologies – OAG - Pooling of baggage and Allowances - Weight and piece concept - Legal liability for Passengers and Baggage - Checked and Unchecked International travel documentation - Passports – Visas- Health documentation- Airline Tickets Airlines Terminal Management

REFERENCE :

1. Aviation Maintenance Management – Harry A. Kinnison – McGraw Hill
2. Risk Management and Error Reduction in Aviation Maintenance – Manoj S. Patankar and James C. Taylor – Ashgate Publishing Ltd.
3. Managing Maintenance Error – James Reason and Alan Hobbs – Ashgate Publishing Ltd
4. IATA – Latest Amendment
- 5.P.S. Senguttuvan –Fundamentals of Airport Transport Management

SEMESTER IV

PART V – EXTENSION ACTIVITIES - NSS,NCC,ETC

SEMESTER V - CORE SUBJECTS

BUSINESS ETHICS AND GLOBAL BUSINESS ENVIRONMENT

OBJECTIVE:

To establish the global business happenings and basic ethics of them. The implementation of government regulation on tax and their implications.

UNIT I

Business and society -Social responsibility --Environmental Pollution and control. Business and culture - Business and Government -Political system and its Influence on business - Business environment -The concept and significance-constituents of business Environment.

UNIT II

Managing Ethics -Frame work of organizational ethic theories and sources, ethics across cultures, factors influencing business ethics, ethical decision making, ethical values and stakeholders, ethics and profit, Corporate governance Structure of boards, reforms in boards, compensation issues, ethical leadership for improved Corporate governance and better business education.

UNIT III

Introduction -The Globalization of the World Economy –The Changing Nature of Indian and International Business -National differences in political, legal and culture-The Global Trade and Investment Environment-International trade Theory: Introduction - An Overview of Trade Theory -Mercantilism - Absolute Advantage Comparative Advantage –Huckster - Ohlin Theory - The New Trade Theory National Competitive Advantage - Porter's Diamond- The Revised Case for Free Trade -Development of the World - Trading System - WTO & development of World trade - Regional grouping of countries and its impact.

UNIT IV

Foreign Direct Investment: Introduction -Foreign Direct Investment in the World Economy -Horizontal Foreign Direct Investment -Vertical Foreign Direct Investment. Benefits and advantages to host and home countries. The Global Monetary System, the Foreign Exchange Market: Introduction - The Functions of the Foreign Exchange Market.

UNIT V

The Strategy and Structure of International Business-The Strategy of International Business: Introduction - Strategy and the Firm -Profiting from Global Expansion Pressures for Cost Reductions and Local Responsiveness - Strategic Choice. Mode of Entry and Strategic Alliances : Introduction - Entry Modes - Selecting and Entry Mode - Strategic

Alliances - Making Alliances Work, Exporting, Importing and Counter trade - Introduction
-The Promise and Pitfalls of Exporting -Improving Export Performance -Export and Import
Financing - Export Assistance - Counter trade.

References :

1. Kitson.A and Campbell.R - The Ethical Organisation, Palgrave, 2001
2. Davis & Keith William C. Frederik - Business and society
3. Francis Cherunilam - Business Environment
4. Pruti S. - Economic & Managerial Environment in India
5. Shaikh Saleem – Business Environment, Pearson Education, 2006
6. Hill.C.W., International Business : Competing in the Global market place, Irwin-McGraw
7. Hill, 1999.
8. Philip R.Cateora, International Marketing, Irwin McGraw Hill, 9th edn.
9. Shivaramu, International Business, Macmillan India.
10. Francis Cherunilam, International Business, Wheeler Publications.
11. Charles W.L., Hill, International Business, Irwin-McGraw Hill, 1998.

**SEMESTER V
LOGISTICS & AIR CARGO MANAGEMENT**

OBJECTIVES:

The objective of this module is to provide the participants with a good knowledge on logistics and air cargo management and how these topics can be related with the organization and their business needs..

UNIT: I

Concept of Logistics Introduction – Components, Advantage & Growth-Logistics in Global Organization Marketing and Logistics Channel – Environmental and Marketing Issue
Inventory Management- Purpose, Type, Objective and Cost- Model of Inventory
Management – MRP, DRP & JIT

UNIT: II

Transport System Model and Warehousing Deregulation and Government Rule –
Transport Security
Product Packaging and Pricing – Role of Warehouse –Alternative WarehousingTrend in
Material
Handling – Inbound Logistics and Purchasing

UNIT: III

Global Environment & Strategy Global Supply Chain – International
Documentation- Strategy Formulation & Implementation Quality Concept & TQM –
Improving Logistics Performance

UNIT: IV

Air Cargo Concepts Introduction – Operations and Industry Regulations – Service Function, Organization and Liability – SLI, Types of cargo-Handling of Perishable, Valuable Cargo and Special Cargo. Air cargo Tariff, Rates & Charges – Valuation charges and Disbursement Airway Bill, Function, Purpose and Validation

UNIT: V

Handling Facilities Airport Cargo Activity & Cargo Zone Aircraft Handling with Cargo Cargo Terminals and Facilities Emerging trend in Cargo & Cargo Carriers

REFERENCES:

1. Kent Gourdin, Global Logistics Management, Wiley Blackwell, 2nd edition, 2006
2. Lambert, Strategic Logistic Management, Academic Int Publisher, year 2004
2. Alan Rushton & John Oxley, — Hand Book of Logistic and Distribution, Kogan Page, Edition-3, year 2000
3. John F Magee & William C Copalino, Modern Logistics Management, John Wiley & Sons
4. Paul R. Murphy, Jr and Donald F. Wood, Contemporary Logistics, Prentice Hall, 9th edition, 2008

SEMESTER V**AIRCRAFT RULES AND REGULATION C.A.R. I AND II****UNIT 1. C.A.R SERIES ‘A’ - PROCEDURE FOR CIVIL AIR WORTHINESS REQUIRMENTS AND RESPONSIBILITY OPERATORS VIS-A-VIS AIR WORTHINESS DIRECTORATE:**

Responsibilities of operators / owners - Procedure of CAR issue, amendments etc.,- Objectives and targets of airworthiness directorate - Airworthiness regulations - safety oversight of engineering activities of operators. C.A.R. SERIES „B“ - ISSUE APPROVAL OF COCKPIT CHECK LIST, MEL, CDL: Deficiency list (MEL & CDL); Preparation and use of cockpit check list and emergency list.

UNIT 2. C.A.R. SERIES ‘C’ - DEFECT RECORDING, MONITORING, INVESTIGATION AND REPORTING

Reliability Programme (Engines) - Aircraft maintenance programme & their approval – On condition maintenance of reciprocating engines - TBO - Revision programme - Maintenance of fuel and oil uplift and consumption - records - Light aircraft engines - Fixing routine maintenance periods and component TBOs - Initial & revisions.

UNIT 3. C.A.R. SERIES ‘E’ - APPROVAL OF ORGANISATIONS

Approval of organisations in categories A, B, C, D, E, F, & G; Requirements of infrastructure at stations other than parent base

C.A.R. SERIES ‘F’ - AIR WORTHINESS AND CONTINUED AIR WORTHINESS:

Procedure relating to registration of aircraft - Procedure for issue / revalidation of Type Certificate of aircraft and its engines / propeller - Issue / revalidation of Certificate of Airworthiness - Requirements for renewal of -Certificate of Airworthiness.

UNIT 4. C.A.R. SERIES ‘L’ - AIRCRAFT MAINTENANCE ENGINEER - LICENSING:

Issue of AME Licence - its classification and experience requirements - Complete Series „L” . C.A.R. SERIES „M” MANDATORY MODIFICATIONS AND INSPECTIONS: Mandatory Modifications / Inspections.

UNIT 5. C.A.R. SERIES ‘T’ - FLIGHT TESTING OF AIRCRAFT: 9

Flight testing of (Series) aircraft for issue of C of A - Flight testing of aircraft for which C of A had been previously issued.

C.A.R. SERIES ‘X’ - MISCELLANEOUS REQUIREMENTS:

Registration Markings of aircraft- Weight and balance control of an aircraft - Provision of first aid kits - Physician” s kit in an aircraft - Use furnishing materials in an aircraft - Concessions – Aircraft log books - Document to be carried on board on Indian registered aircraft - Procedure for issue of tax permit - Procedure for issue of type approval of aircraft components and equipment including instruments.

References:

3. “ Aircraft Manual (India) “, Volume - Latest Edition, The English Book Store, 17-1, Connaught Circus, New Delhi.
4. “ Civil Aviation Requirements with latest Amendment (Section 2 Airworthiness) “, Published by DGCA, The English Book Store, 17-1, Connaught Circus, New Delhi.
5. “ Aeronautical Information Circulars (relating to Airworthiness) “, from DGCA. “ Advisory Circulars “, from DGCA.

SEMESTER V

AIRLINE MARKETING AND AVIATION SAFETY MANAGEMENT

OBJECTIVE:

On successful completion of this course, the students should have understood Safety Culture in Airlines Nature of Accidents and Managing Human Errors

UNIT I

Maintenance: Marketing Strategy: PESTE analysis : political factors – economic factors – social factors– technological factors – environmental factors – introduction of Airline Business and Marketing Strategies – Porters Five Forces and their application to the Airline Industry – strategic families – differentiation airlines – the future – focus strategies – Airline Business and marketing strategies – common mistakes

UNIT II

Promotion Marketing-Fundamentals of relationship marketing – components of a relationship marketing strategy – frequent flyer programmes –the anatomy of a sale – sales planning – marketing communication techniques – airline advertising – selling in the air freight market – glossary of aviation terms and marketing terms

UNIT III

Introduction –Sources of financial benefits –Labour cost reduction –Cost reduction in sourcing – marking financial benefits come true- Airline views or financial benefits – Traffic increase- revenue enhancement- Cost reduction-Profit improvement. The problem of local rationales .

UNIT IV

MAJOR ACCIDENT ANALYSIS & MANAGING HUMAN ERRORS Identifying root causes of Human Errors - Human Reliability Assessment - Safety cultures in Airlines - Threat and Error Management (TEM) - Mid-Air Collisions - Runway Incursions - Weather Factors - Human Factors and Mechanical Failures

UNIT V

NATURE OF ACCIDENTS, MAJOR ISSUES : A CONTEMPORARY ASSESMENT Causes of Accidents - Major Aviation Disasters: Case Studies - Statistics of Aviation Disasters - Investigation, Analysis and Reporting Psychological Aspects and Training - Bird Strike: Airport Operators' responsibilities - Airside Discipline - Maintenance of Airport and Aircraft

REFERENCE:

1. Aviation Maintenance Management – Harry A. Kinnison – McGraw Hill
2. Risk Management and Error Reduction in Aviation Maintenance – Manoj
3. S. Patankar and James C. Taylor – Ashgate Publishing Ltd.
4. Marketing Management –Ramaswamy&Namakumari –MacMillan
5. Principles of Marketing Management – Phillip Kotler

SEMESTER V RESEARCH METHODOLOGY

OBJECTIVE:

To Impart research knowledge based on their managerial skills.

UNIT- I INTRODUCTION TO RESEARCH:

The hallmarks of scientific research – the building blocks of science in research – the research process for applied and basic research – the need for theoretical frame work – hypothesis development – hypothesis testing with quantitative data. The research design. The purpose of the study: Exploratory, Descriptive, Hypothesis testing (Analytical and Predictive) – cross sectional and longitudinal studies.

UNIT- II EXPERIMENTAL DESIGN:

The laboratory and the field experiment – internal and external validity – factors affecting internal validity. Measurement of variables – scales and measurement of variables – development scales - rating scale and concept in scales being developed. Stability measures.

UNIT- III DATA COLLECTION METHOD:

Interviewing, questionnaires etc. Secondary sources of data collection. Guidelines for questionnaire design – electronic questionnaire design and surveys. Special data source:

Focus groups, Static and dynamic data-collection methods and when to use each. Sampling techniques and confidence in determining sample size. Hypothesis testing determination of optimal sample size.

UNIT- IV A REFRESHER ON SOME MULTIVARIATE STATISTICAL TECHNIQUES

Factor analysis – cluster analysis – discriminant analysis –multiple regression & Correlation –canonical correlation – application of SPSS package.

UNIT- V THE RESEARCH REPORT:

The purpose of the written report – concept of audience – Basics of written reports. The integral parts of a report – the title of a report. The table of content, the synopsis, the introductory section, method of sections of a report, result section – discussion section – recommendation and implementation section.

TEXT BOOKS:

1. Donald R.Cooper and RamcisS.Schindler, Business Research Methods, Tata McGraw Hill Publishing Company Limited, New Delhi, 2000.
2. C.R.Kothari Research Methodology, WishvaPrakashan, New Delhi, 2001.

REFERENCES:

1. Uma Sekaran, Research Methods for Business, John Wiley and Sons Inc., New York, 2000
2. Donald H.Mc.Burney, Research Methods, Thomson Asia Pvt. ltd. Singapore 2002.
3. G .W.Ticehurst and A.J.Veal, Business Research Methods, Longman, 1999.
4. Ranjit Kumar, Research Methodology, Sage Publication, London, New Delhi, 1999.

Raymond-Alain Thie" tart, ET, al., doing management research, sage publication, London,1999

SEMESTER V BODY LANGUAGE AND INTERVIEW SKILLS

Objectives

To inculcate potential skills in the learners to prepare them to deal with the external world in a collaborative manner, communicate effectively.To equip the students with the required soft skills that would instill confidence and courage in them, to take up new opportunities for their career.

UNIT I

Introduction to body language – do and don't in body gestures- dress codes and accessories for personnel make over- accent in speech – importance of postures in public.

UNIT II

SPEAKING SKILL Group communication - Features of an effective, fluent speech through regular practice - role play, extempore – Situational conversations – Greetings, requests, demands, instructions and enquiries

Informal speech - Facing audience – Body language -- Conversion of mother tongue to English language – Pitfalls in the direct translation of words and essential phrases to English language through short .**Formal speech** - Paper presentation, - Essential aspects of Business communication – Address, Tone, Choice of words (language), Style, Deciding the target audience

UNIT III

SOFT SKILLS Hard skills & soft skills – soft skills: self-management skills & people skills - training in soft skills persuasive skills – sociability skills –interpersonal skills – team building skills – leadership skills – problem solving skills – adaptability - stress management – motivation techniques – life skills.

UNIT IV

GROUP DISCUSSION SKILLS Participating in group discussions – understanding group dynamics - brainstorming the topic -- questioning and clarifying –GD strategies (expressing opinions, accepting or refusing others opinions, turn taking) – activities to improve GD skills – viewing recorded GD - mock GD.

UNIT V

INTERVIEW SKILLS Interview etiquette – dress code – body language – mock interview --attending job interviews – answering questions confidently – technical interview – telephone/Skype interview - practice in different types of questions – one to one interview &panel interview – FAQs related to job interview- Emotional and cultural intelligence

Group Discussion: Differences between group discussion and debate; Ensuring success in group discussions.

Recommended Texts

- Monippally, Matthukutty. M. 2001. *Business Communication Strategies*. 11th Reprint. Tata McGraw-Hill. New Delhi
- Sasikumar.V and P.V. Dhamija. 1993. *Spoken English: A Self-Learning Guide to Conversation Practice*. 34th Reprint. Tata McGraw-Hill. New Delhi

SEMESTER V ENVIRONMENTAL STUDIES

SEMESTER VI - CORE SUBJECTS - STRATEGIC MANAGEMENT

OBJECTIVE:

To impart the management students to face the situational decision on each managerial strategy

UNIT- I:

STRATEGY AND PROCESS

Conceptual framework for strategic management, the Concept of Strategy and the Strategy Formation Process – Stakeholders in business – Vision, Mission and Purpose – Business definition, Objectives and Goals - Corporate Governance and Social responsibility-case study.

UNIT- II

COMPETITIVE ADVANTAGE

External Environment - Porter" s Five Forces Model-Strategic Groups Competitive Changes during Industry Evolution-Globalisation and Industry Structure - National Context and Competitive advantage Resources-Capabilities and competencies–core competencies-Low cost and differentiation Generic Building Blocks of Competitive Advantage- Distinctive Competencies-Resources and Capabilities durability of competitive Advantage- Avoiding failures and sustaining competitive advantage-Case study.

UNIT III

STRATEGIES

The generic strategic alternatives – Stability, Expansion, Retrenchment and Combination strategies - Business level strategy- Strategy in the Global Environment- Corporate Strategy- Vertical Integration-Diversification and Strategic Alliances- Building and Restructuring the corporation- Strategic analysis and choice - Environmental Threat and Opportunity Profile (ETOP) - Organizational Capability Profile - Strategic Advantage Profile - Corporate Portfolio Analysis - SWOT Analysis - GAP Analysis - Mc Kinsey's 7s Framework - GE 9 Cell Model - Distinctive competitiveness - Selection of matrix - Balance Score Card-case study.

UNIT IV

STRATEGY IMPLEMENTATION & EVALUATION

The implementation process, Resource allocation, Designing organizational structure- Designing Strategic Control Systems- Matching structure and control to strategy- Implementing Strategic change-Politics-Power and Conflict-Techniques of strategic evaluation & control-case study.

UNIT V

OTHER STRATEGIC ISSUES

Managing Technology and Innovation- Strategic issues for Non Profit organizations. New Business Models and strategies for Internet Economy-case study

TEXT BOOKS

1. Thomas L. Wheelen, J.David Hunger and KrishRangarajan, Strategic Management and Business policy, Pearson Education., 2006

2. Charles W.L.Hill & Gareth R.Jones, Strategic Management Theory, an Integrated approach, Biztantra, Wiley India, 2007.
3. AzharKazmi, Strategic Management & Business Policy, Tata McGraw Hill, Third Edition, 2008.

SEMESTER VI TOTAL QUALITY MANAGEMENT

OBJECTIVE:

To frame out the quality importance in management. the International standards on quality and their procedures followed globally.

UNIT- I

INTRODUCTION TO QUALITY MANAGEMENT

Definitions – TOM framework, benefits, awareness and obstacles. Quality – vision, mission and policy statements. Customer Focus – customer perception of quality, Translating needs into requirements, customer retention. Dimensions of product and service quality. Cost of quality.

UNIT- II

PRINCIPLES AND PHILOSOPHIES OF QUALITY MANAGEMENT

Overview of the contributions of Deming, Juran Crosby, Masaaki Imai, Feigenbaum, Ishikawa, Taguchi techniques – introduction, loss function, parameter and tolerance design, signal to noise ratio. Concepts of Quality circle, Japanese 5S principles and 8D methodology.

UNIT- III

STATISTICAL PROCESS CONTROL AND PROCESS CAPABILITY

Meaning and significance of statistical process control (SPC) – construction of control charts for variables and attributed. Process capability – meaning, significance and measurement – Six sigma concepts of process capability. Reliability concepts – definitions, reliability in series and parallel, product life characteristics curve. Total productive maintenance (TMP) – relevance to TQM, Tero technology. Business process re-engineering (BPR) – principles, applications, reengineering process, benefits and limitations.

UNIT- IV

TOOLS AND TECHNIQUES FOR QUALITY MANAGEMENT

Quality functions development (QFD) – Benefits, Voice of customer, information organization, House of quality (HOQ), building a HOQ, QFD process. Failure mode effect analysis (FMEA) – requirements of reliability, failure rate, FMEA stages, design, process and documentation. Seven old (statistical) tools. Seven new management tools. Bench marking and POKA YOKE.

UNIT V

QUALITY SYSTEMS ORGANIZING AND IMPLEMENTATION

Introduction to IS/ISO 9004:2000 – quality management systems – guidelines for performance improvements. Quality Audits. TQM culture, Leadership – quality council, employee involvement, motivation, empowerment, recognition and reward- Introduction to software quality.

TEXT BOOKS

1. Dale H.Besterfield et al, Total Quality Management, Third edition, Pearson Education (First Indian Reprints 2004).
2. ShridharaBhat K, Total Quality Management – Text and Cases, Himalaya Publishing House, First Edition 2002.

SEMESTER VI

PRINCIPLES OF TRAVEL & TOURISM OPERATIONS AND AVIATION MANAGEMENT

OBJECTIVE:

On successful completion of this course, the students should have understood Perception of Tourism Worldwide Hospitality and Tourism Industry

UNIT- I

Travels and tourism - Principles – Scope and Operations - Perception of Travel worldwide - Perception of Tourism worldwide - India a tourist destination - Indian States, Capitals , Public holidays , Banks - Important Festivals and Tourist attractions - State Tourist Organizations - Important Travel Agents & Tour Operator

UNIT- II

World Tourism - Important Countries/ Capitals / Currencies / Exchange - World Tourism Attractions - Indian Tourism – Types – Transportation Commercial Aviation-Air Taxi Operations--Private Operation- Airport Handling Functions of IATA-ICAO - Aims and Objectives. -IATA Geography and Global indicators Travel Agent Management- Travel Partners

UNIT- III

Hotels and Star Ratings, Resorts , Boarding and Lodging houses - Rating Systems and Classifications - Hotel Products , Facilities, Services, Room types, Bedding Types, Meal Plans - Cancellations ,Currency Fluctuations and Commission Policies IATA Approved Travel Agency Appointment and Control -Bank guarantee.-IATA Billing and Settlement Plan-Credit Period - Customer Service-Service Provider-Training and Development of Travel agent-GDS

UNIT -IV

A National security asset: importance of Air transportation – Airways – Development of the Aviation industry – Deregulation – Consequences of 9/11 to the industry – Emergency Funding – Protecting Public Air transportation. Hijacking – Security Measures – International Prospective – Trend begins – Diplomatic Conference on Air Law – Ministerial Conference on Terrorism – Financing of Terrorism – United Nations – ICAO/ECAC

UNIT -V

Aircraft as Missiles: Early Hijackings – Terrorist Hijackings Spread – Initial Public response – Cockpit Doors – Profile of a Hijacker – Sky Marshal Program/Federal Air Marshal Program – History of Significant Air hijackings since 1972. Terrorism – Middle East – Rival Claims – Palestinian Liberation Organization – Abu Nidal – Hamas –Iranian Support of Terrorism – Hezbollah – Afghanistan: Osama Bin Laden – Europe – Japan – Peru – Russia – US – Domestic Terrorism – Nuclear Terrorism.

REFERENCE :

1. Aviation Maintenance Management – Harry A. Kinnison – McGraw Hill
2. Reference Books:
3. Risk Management and Error Reduction in Aviation Maintenance – Manoj
4. S. Patankar and James C. Taylor – Ashgate Publishing Ltd.
5. Commercial Aviation Safety: Alexander T. Wells, Clarence

AIR TRAFFIC CONTROL

OBJECTIVE

To enable the Students to learn the absolute necessity of Air Traffic Control without which there will be no safety to life and property of Airline Passengers and Air Traffic Control is a must for smooth and orderly movements of Air Traffic around the world.

UNIT- 1

Basic Concept - Objectives of ATS – Parts of ATC Service – Scope and Provision of ATC's – VFR & IFR Operations – Classification of ATS Air Spaces – Various kinds of separation Meteorological Support - providing ATS – Division of Responsibility of Control

UNIT – 2

Air Traffic Services - Area Control Service, Assignment of Raising levels minimum Flight Altitude - ATS routes & + Significant Points – RNAV and RNP – Vertical, Lateral and Longitudinal Separations based on Time / Distance -ATC clearance – Flight plans- Position report

UNIT – 3

Flight Information Alerting Services, Coordination, Emergency Procedure and Rule of the Air - Radar Service, Basic Radar Terminology, Identification Procedures using Primary/ Secondary radar-Performance Checks – Use of Radar in Area and Approach Control Service – Issuance Control and Coordination between Radar/ Non Radar Control – Emergencies – Flight Information and Advisory Service – Alerting Service – Coordination and Emergency Procedure – Rules of the Air

UNIT – 4

Aerodrome Data, Physical Characteristics and Obstacles Restriction Aerodrome Data: Basic Terminology – Aerodrome Reference Code - Aerodrome Reference Point – Aerodrome Reference Temperature Instrument Runway, Physical Characteristic; Length of Primary/ Secondary Runway Width of the Runways – Minimum Distance between Parallel Runways etc- Obstacles

UNIT – 5

Visual and for Navigation, Visual Aids for Denoting Obstacles Emergency and other Services Visual aids for Navigation; Wind Direction Indicator – Landing Direction Indicator Location and Characteristics of Signal Area – Marking General Requirements – Various Markings – Lights, General Requirements - Aerodrome Beacon, Identification Beacon- Simple Approach Lighting System and Various Lighting Systems – VASI & PAPI. - Visual Aids for Denoting Obstacles; Object to be Marked and Lighter – Emergency and Other Services

REFERENCE:

1. Air Traffic Control:–Airport Systems-Planning, Design and management By Richard de Neufville/ AmedeoOdoni
2. Fundamentals of Air Transport Management BY P.S. Senguttuvan
3. Investigating human Error – Barry Strauch - Ashgate Publishing Limited.
4. Staffing the ATM System – HinnerkEibfeldt, Mike C. Heil and Dana Broach – Ashgate Publishing Limited
5. Innovation and Consolidation in Aviation – Graham Edkins and Peter Pfister – Ashgate Publishing Ltd

SEMESTER VI

AIR TRANSPORTATION SAFETY AND SECURITY

OBJECTIVE

To enable the Students to learn about the importance of Safety and Security in Air Transportation, the study of which is of vital importance to Aviation Students, where they will be learning about the techniques and methodologies used in protecting passengers, crew, baggage , cargo, mail, ground personnel, aircraft and property of Airports.

UNIT-1

Importance of Air Transportation Safety and Security-Airport- Airways. - Protecting Public Transportation - Screening- Personnel's and Baggage's – Metal Detectors-X ray Inspections, Passive and Active Millimeters-Trace- Detection Techniques. - The way on Drug and Explosives.

UNIT-2

Terrorism - Terrorism – Introduction- Causes of Terrorism - Rival claim of pales tine- Palestine Liberation Organization - Nuclear Terrorism BBM/BBA - Aviation Management 2010-11 & onwards-CPOP Page 31 of 39 -Aircraft as Missiles - 9/11 Terrorist Act and its Consequences - Biological &Chemical Warfare - Steps to Combat Terrorism

UNIT-3

Hijacking Hijacking – Security measures- Airport Security Programmed a Steps taken to Contend with Hijacking- Cockpit doors- Sky Marshal Program me - Public Law about Hijacking - Air Transportation Security Act of 2001 - Crimes against Humanity - The Tokyo Convention and Summit

UNIT-4

Legislations and Regulations - ICAO/ECAC - Transportation security administration – International aviation safety assessment program. - Legislation after 9 Sep 2001

UNIT-5

Technological Improvements on Aviation Safety and Security -Technological Improvements on Aviation Safety and Security -Introduction- Microwave Holographic Imaging -Body or Fire Security Scanner -New Generation of video Security Systems - Biosimmer – Biometric Systems

REFERENCE:

1. Aviation and Airport Security – Kathleen M. Sweet –Pearson Education Inc.
2. Aviation in Crisis – Ruwantissa I.R. Abeyratne – Ashgate Publishing Ltd.
3. Aviation Safety Programs – Richard H. Wood – Jeppesen Sanderson In
4. Aviation and Airport Security: Terrorism and Safety Concerns,
5. IATA Manual on Diploma in Travel & Tourism Management

SEMESTER VI AVIATION FINANCE

OBJECTIVE:

To enrich the financial aspects in aviation sector, various sectors that functions to develop the aviation supporting industries.

UNIT- I FOUNDATION OF FINANCE

Financial management – An overview, time value of money. Capital Budgeting: Principles and techniques, Nature of capital budgeting, Identifying relevant cash flows, Evaluation Techniques, Payback, Accounting rate of return, Net Present Value, Internal Rate of Return, Profitability Index, Comparison of DCF techniques, Project selection under capital rationing, Inflation and capital budgeting.

UNIT -II AIRLINE FINANCIAL PERFORMANCE

World Airline Financial results - Factor affecting Financial results - Airline Financial Statements - Airline Financial Ratios - Inter Airline Comparison of Financial Ratios - Valuation of Tangible Assets - Valuation of Intangible assets- valuation of Airline as a whole - Rating Agencies

UNIT- III SOURCES OF FINANCE

Sources of internal finance - sources of external finance - Institution evolved in Aircraft Finance - Equity Finance - Foreign Ownership Limits - Share trading and Share Market Listings - Intial Public Offerings - Airline Privatisation - Full Privatisation - Gradual Privatisation – Partial Privatisation

UNIT -IV AIRLINE FINANCIAL PLANNING

Budget Preparation and Control - Working capital Management - Principles of working capital: Concepts need; Determinants, issues and estimation of working capital, Accounts Receivables Management and factoring - Financial Planning

UNIT- V RISK MANAGEMENT & LEASING

Exchange rate volatility - Airline trading exposure to currency movements- Airline Foreign exchange risk management - Fuel price exposure - Aircraft leasing - Finance Lease – Operating Lease - Japanese Operating Lease - Wet Lease - Sale and Leaseback - Aircraft Securitizations

Text Book

1. Peter. S. Morrell , “ AIRLINE FINANCE “ , Third Edition Ash Gate.

References

1. I.M.Pandey Financial Management, Vikas Publishing House Pvt. Ltd., 8th edition, 1999\
2. M.Y. Khan and P.K.Jain Financial management, Text, Problems and cases Tata McGraw Hill Publishing company Ltd., 4th edition, 2004.

SEMESTER VI - PERSONALITY DEVELOPMENT

OBJECTIVES:

The objective of this subject is to bring about the personality development with regard to the different behavioral development

UNIT-I

Listening - Observation – Communication- Stages of listening process- Barriers of listening-observation- Positive outlook- Communication- Barriers of communication- Communication Skill

UNIT-II

Empathy - Emotional Intelligence- Emotional Intelligence- Emotional Competencies- Measurement of the Emotional Competencies

UNIT-III

Management Skills – Leadership – Motivation - Management skill- The Top 10 Leadership Qualities-Types of leadership styles- Seven Rules of Motivation-Time Management- Importance of time- What are our time wasters

UNIT-IV

Interview Skills- 10 Rules of Interviewing - 5 Steps to Effective Preparation- *Illegal Questions- 7 Steps to Success at the Interview- 3 Steps to Effective Follow-up- Thank-You Letters - Cabin Crew - Job Interview - Goal Orientation- Success Tips – Creativity- Personal Goal Setting - Basic methods to improve creativity - 10 blocks that affects creativity

UNIT -V

Landing the Job- Attires and professionalism - Grooming and Personal Appearance - Soft Skills-Grooming- Group Discussion- Interview Training & Mock Interviews-- Resumes and applications - Training and Certification. Presentation and Seminars- Project

REFERENCES:

1. Richard De Neufville – Airport Systems: Planning, Design, and Management.- McGraw-Hill, London-2007.
2. Kent Gouiden- Global Logistics Management –Wiley Black Well
3. Lambert –Strategic Logistic Management – Academic Intl Publishers
4. Alan Ruston & John Oxley, Hand book of Logistics & Distribution –Kogan Page
5. Paul R.Murphy,JR and Donal&F.Wood-Contemporary Logistics –Prentice Hall.9th Edn.2008.

SEMESTER VI
PART IV MANDATORY STUDJECTS
PAPER 2
VALUE EDUCATION