



ज्ञानमेवा धर्मो धरती

Yashwantrao Chavan Maharashtra Open University, Nashik – 422 222

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**Aviation, Hospitality and Travel & Tourism Management (P90)  
Management and its Applications BAV 121**

**Unit 1: Introduction**

Management, Characteristics of Management, Importance of Management, Objectives of Management, Management Functions in brief

**Unit 2: Nature of Management**

Management as a Science, Management as an art, Management as science as well as art, Management as a Profession, Characteristics of management, Nature of Management.

**Unit 3: Management And Administration**

Management and Administration, Features of Management, Importance of Management, Levels of Management.

**Unit 4: Theories of Management**

Classical Theories of Management, Contemporary Theories of Management, Taylor vs. Fayol.

**Unit 5: Planning**

Definitions, Need for Planning, Nature and characteristics, Importance and Advantages of planning, Limitations of planning, Principles of planning, Planning Process, Types of Plan, Components of planning, Planning premises.

**Unit 6: Organizing**

Definitions, Nature and characteristics of organizing, Principles of sound organization, Formal and Informal Organization, Types of Organisation, Centralization & Decentralization, Delegation, Span of Management, MBO (Management by Objectives).

**Unit 7: Staffing**

Definitions, Nature of Staffing, Process of Staffing, Need & Importance of Staffing, Functions of Staffing.

**Unit 8: Directing**

Definitions, Nature and characteristics of Directing, Principles of Directing, Importance of Directing, Elements of Directing.

**Unit 9: Co-ordination**

Definitions, Process of Co-ordinating, Features of Co-ordination, Techniques of Co-ordination, Principles of Co-ordination, Departmentalisation.

**Unit 10: Controlling**

Definitions, Characteristics of Control, Importance of Control, Limitations of Control, Process of Control, Types of Control, Levels of Control, Techniques of Control, Principles of Control.

**Business Communication (BAV 122)**

**Unit 1: Introduction to Communication**

Definition of Communication, Need of Communication, Importance of Business Communication, Important Functions of Communication, Effective Communicating, Guideline of Effective Communication, P's of Business Communication.

**Unit 2: Communication Principles, Theories and Models**

Principles of Communication, Defining Communication Theories and Models, Objective and Dimensions of Communication, Organizational or Institutional Communication, Lines and Structure of Communication.

**Unit 3: Process of Communication**

Communication Process, The Elements of Communication: A Theoretical Approach, Communication disorder, Communication.

**Unit 4: Forms of Communication**

The Types of Communication 4.2.2 Oral Communication, Written Communication, Non-Verbal Communication, Visual Signs in Non-Verbal Communication, Audio Signals in Non-Verbal Communication Silence, Time, Touch, The Functions of Non-Verbal Communication, The Merits & Demerits of Non-Verbal Communication.

**Unit 5: Verbal Skills**

The Language used in Oral Communication, Verbal & Linguistic Modifiers & Regulators & Voice Culture, The Techniques of Delivery.

**Unit 6: Business Correspondence**

Points to be considered during correspondence, How to correspond, Types of Business correspondence, Planning and constructing documents, Methods of communicating, Mind Mapping, Report Writing, A meeting.

### **Unit 7: Listening Skills**

Listening And Hearing, Value Of Listening, The Pitfall Involved In Listening, The Functions Of Listening, Process Of Listening, How To Listen Efficiently, The Barriers To Efficient Listening, The Types Of Listening.

### **Unit 8: Kinesics and Proxemics**

Factors involved in Kinesics, Basics of Body Language, What is nonverbal communication and body language?, Role of Body Language in communication, Myths of Body Language, Negative Body Language, Importance of Body Language, Limitations of Non verbal communication, Proxemics /

Space language, Proxemics and Anxiety. Approaches to Proxemic Theory.

### **Unit 9: Manners And Etiquettes Of Business Communication.**

The Importance of Business Etiquette, General Business Etiquette Tips, Communication is Key, Telephone Etiquette, Email & Web etiquette (Internet Etiquette).

### **Unit 10: Communication and Technology**

Being a Good Conversationalist, Notes and Letters, Computer and communication, Advantages of Technology in Business Communication, Effect of Technology in Business Communication.

## **Basics of Tourism BAV 123**

### **Unit 1: Leisure, Recreation and Tourism**

History of Tourist, Phenomenon of Tourism, What is Tourism?, Recreation and Leisure, What is Leisure?, Varied Views of Recreation and Leisure, Town wise Leisure and Cultural Facilities, Major Leisure Facilities, Research methods on Leisure, Types of Research, Leisure/recreation needs studies, Definition of Play, Tourism as a Integrated Discipline, Major Components of Integrated Models of Tourism, Trend of Tourism Development, Top Tourism Destinations of the world.

### **Unit 2: Types Of Tourists**

Types of Tourists, Visitors, Excursionist, Concerns of Tourists, Tourist with Special Needs, Tourist Satisfaction, Who is Customer?, Customer Reception, Effective Customer Service in Tourism, Travel Products which tourists avail, The Characteristics of Travel Products, Why do tourists find natural resources attractive?, Why do tourists find historic/cultural resources attractive?, Other attractions of Tourism, Mobility of patients across international borders, Successful Culture - Tourism Partnerships, Other Types of Tourists, On the Basis of Origin and Destination, On the basis of Movement Pattern, On the basis of Seasonal Occasion of Tourism, Tourists on the Basis of Incentives, Tourism on the basis of Range, Tourism on the Basis of Purpose of Visit, Tourist on the basis of Sociological Tourism.

### **Unit 3: Classification of Tourism**

General Classification of Tourism, Classification of tourism, Types of tourism according to duration of tourism, Attraction of the host Destination, Types of tourism according to Number of tourists, Purpose of tourism, Modes of Tourism, Seasonal Tourism, Nature of tourism, Types of tourism according to Number of tourists, Domestic Tourism, International Tourism, Purpose of Visit, Business and Incentive Travel, Cohen's Classification, Plog's Classification, Behaviour of a Responsible Tourist, Tourism

Progressing in India, Development of Tourism in Maharashtra.

### **Unit 4: Motivation for Travel**

The Motivation Process, Plog's Theory, Maslow "Hierarchy of Needs, Interpretation of Maslow's Theory in the context of Tourism Activity, Common Travel Motivation, Hudman's Motivators of Travel, Krippendorff: 8 Reasons for Travel, Nickerson's Travel Motivations, Push factors, Pull factors, The Motivation-Opportunity-Ability Approach to Tourism, Travel Personality and General Personality Theories, Relaxation and pleasure, Classification of Stimulating Factors.

### **Unit 5: Tourism World and Tourist Flow**

Egyptian Civilization and Phoenicians, The Persian Empire, Greeks, The Romans, Concept of Tourist flow, Why Is It Important to Measure Tourist Flow, Modern Tourism in India

### **Unit 6: Different Sectors of Tourism and its Barriers of Motivation**

Objectives: Introduction Accommodation, Transportation, Rail Transport, Intermediaries, Technology in Tourism, Factors Existing at the Destination: Terrorism, Constraints of Tourism Growth, Benefits of developing Tourism.

### **Unit 7: Impact of Tourism**

Socio-cultural Impact, The Environmental Impact, Political Implications, Tourism Industry Characteristics, Tourism and Profitability, Destination Life Cycle, Carrying Capacity.

### **Unit 8: Components of Tourism**

Information technology and the Tourism Industry Components, Travel Intermediaries and the Role of Information Technology, Carrying Capacity, Components of Tourism Carrying Capacity, Impact on 8 Social Aspects, Staged Authenticity.

### **Unit 9: Eco Tourism**

Eco-Tourism Concept & Origin, The Nature of Ecotourism, Difference between ecotourism and Nature-based Travel, Growth & Development of Eco Tourism, Types of Typology of Eco-Tourism, Sustainable Tourism Emergence of Mass Tourism in Modern World, Nature of Mass Tourism, Attraction

Management, Sustainable Tourism and Sustainable Development.

### **Unit 10: Medical and Health Tourism**

Description, Definitions of Medical tourism and Health Tourism, Patients Mobility Around International Borders, Cross-Border Medical Tourism, How Patients Obtain treatment Abroad.

## **Tourism Product and Services BAV 124**

### **Unit 1 : Tourism Destination Management**

What is Destination Management?, What is Destination Development Organisation (DMO), Role of Destination Management organization (DMO), The Journey of a Tourists, Tourism Products, Setting Goals for Tourism Development, Destination Branding and Positioning.

### **Unit 2 : Transportation**

Mediums of Transport, Road Transport, Air Transport, Rail Transport, Sea Transport.

### **Unit 3: Tourism and Travelling in India**

Tourism Development in India, Drivers of Tourism Development, Documents & Formalities Approach to Policy Formulation, Tourist Attractions, Other Infrastructure, Role of the Government, Role of People Sector in Formulating Tourism Policy, Enhancing India's Competitiveness as a Tourist Destination.

### **Unit 4 : Coastal Tourism, Beaches and Hill Stations in India**

Hill Stations in India, Beach Tourism, Beaches in India.

### **Unit 5 : Indian Wildlife**

The Indian Wildlife, Biology of Indian Wildlife, Wildlife Habitat and Population Assessment, Wildlife Conservation and Management, Wildlife Management-I: Species, Wildlife Sanctuaries, The Wildlife (Protection) Act, 1972, Wildlife Safaris in India.

### **Unit 6 : Fairs and Festivals in India**

Religions and their Festivals in India, Fairs and Festivals in India.

### **Unit 7 : Religious tourism and States of India**

Rajasthan, Jaipur, Kota, Himachal Pradesh Goa, Kerala, Globalization.

### **Unit 8 : Indian Cuisine**

The Indian Cuisine, Changing Ideas of Authenticity, Geographical Varieties, Traditional Indian Food, Eating Habits, Etiquette.

### **Unit 9: Cultural and Heritage Tourism**

Aspects of cultural Heritage, Indian culture and western culture, Importance of Cultural Heritage Sites Management, Culture and Eco Tourism as Driving Forces, Impact of Tourism on Heritage tourism, Key Success Factors of Heritage Tourism Destinations, Indian culture Vs western culture.

### **Unit 10 : Tourism Product**

Tourism resources, Types of tourism resource, Tourism product, Symbiotic Tourism Products, Protection of tourism products, Factors effecting Tourism, Tourism Communication, Marketing Communication for Tourism, Characteristics of Marketing communication in Tourism and Hospitality.

### **Unit 11 : Impact of Tourism and Technology**

Importance of Internet, Need of Information in Tourism, Tourism Components and Information Technology, Internet and Tourism, Impacts of Tourism, Physical impact of Tourism Development, Economical Impact, Environmental impact of Tourism, Global Environmental impact affect Tourism.

## **Geography of Tourism BAV 125**

### **Unit 1: Delhi**

Climate of Delhi, Location of Delhi, Culture of Delhi, Ethnicity, Tradition, Art and Crafts, Food Cuisine, Occupation, Tourists Places Construction of the Building, Hotels in Delhi, Delhi Airport (Indira Gandhi International Airport).

Shopping, How To Reach, Beaches, Gardens, Amusement Parks, Places of Worship, Shopping in Mumbai, Important Considerations, Airport Mumbai.

### **Unit 3: Chennai**

History, Climate of Chennai is Tropical, Clothing, Cuisine, Holidays, Beaches, Temples, Churches, Accommodation in Chennai, Best Time to visit, Means of Transport in Chennai, Airport in Chennai.

### **Unit 2: Mumbai**

History of Mumbai, Contributions of Mumbai in The Indian Economy, Culture of the City, Language Spoken, Food, Climate, Festivals, Main Attraction,

**Unit 4: Hyderabad**

History, The People, Culture, Cuisine, Language, Geography of Climate, Information Technology industry in Hyderabad, Demographics, Historical sites, Other Places to visit Climate, Transport, Airport at Hyderabad, Shopping in Hyderabad.

**Unit 5: Ahmedabad**

Time to visit, History of Ahmadabad, Weather, Culture in Ahmadabad, Local Language, Cuisines, Local Transport, Fairs & Festivals in Ahmadabad, Religious visits at Ahmadabad, Other Places to visit, Hotel Accommodation in Ahmadabad, Airport at Ahmadabad.

**Unit 6: Chandigarh**

History, Selection of Site, Climate in Chandigarh, Transportation, Language of Chandigarh, Food, Sports in Chandigarh, Festivals in Chandigarh, Religious Places, Other Places to Visit, Government Museum & Art Gallery, Airport at Chandigarh, Population of the City, Aspiration of People, Healthcare Facilities, Education, Agriculture, Business, Environment Infrastructure and Urbanization, Science & Technology . Arts, Sports & Literature.

**Unit 7: Tourism World**

Defining Tourism, Tourism Geography, Varieties of Travel, Trends in tourism, Environmental developments, Bench Marking Travel and Tourism

**Introduction to Business Management BAV 221****Unit 1: Business and its Environment**

Nature of Business, Business Goals, Common forms of Business Ownership, Business Environment, Types of Business Environment, Constituents of Business Environment, Environment & Business Relations, Importance of Environment Study, Environment Analysis Process.

**Unit 2: Corporate Social Responsibility**

Necessity of Social Responsibility, Arguments against Social Responsibility, Social Stake holders, Scope of Social Responsibility of businesses, Corporate Social Responsibility, Need for CSR, Importance of CSR, Fulfilling Corporate Social Responsibility, Practice of CSR around the world.

**Unit 3: Business Ethics**

Ethics, Types of Ethics, Need of Ethics, Importance of Ethics, Sources of Ethics, Ethical Guidelines, Approaches of Ethics, Codes of Conduct, Business Ethics in India, Business unethical practices, Tools for Ethical Management, Values and Ethics in business, Basic Workplace Ethics, Importance of Workplace Ethics, Role of Management, International Business Ethics, Myths of Business Ethics, Difficulties in Ethical Decision making.

with other sectors, Tourism as a Force for Economic Development, Travel & Tourism drives foreign trade, Travel and Tourism encourages Investment, Economic Returns on Destination Marketing The rationale behind investing in destination promotion, Measuring incremental impact Investing during an economic downturn, Policy implications, Motivation, Economic Impact Environment Impacts, Emissions to the atmosphere, Local resentment resulting from the demonstration effect”, Transformation of forms and types of occupation, Barriers and Constraints to Travel.

**Unit 8: Famous Places in International Tourism**

Tourism Profile, A short profile of today's tourist and tourism, Global vs. regional patterns of behaviour in travel decision making and destination choice, UAE (United Arab Emirates ), About Abu Dhabi, About Dubai, Sharjah, Ajman, Umm Al Quwain, Ras al-Khaimah, Thailand, Singapore.

**Unit 9: World Culture**

The Growth of International Tourism, Post-1945 development of international tourism, The growth of international tourism, What is Culture, Role of Land Language and Identity, Saudi Arabia, China, Kuwait, Russia, Sri Lanka, Bangladesh, South Africa, Kenya, France, Greece, Spain, Germany, USA, Malaysia, New Zealand, Japan.

**Unit 4: Privatization and Globalization**

Privatization, Conditions for success, Privatization in India, Globalization, Stages of Globalization, Strategies of Globalization, Benefits of Globalization, Disadvantages of Globalization,

**Unit 5: Organisation Management**

Organization Management, Need for Organization Management, Essential Features of Organization Management, Management Style, Management Skills, Management by Objective, Leadership and Control, Organization Development, Need of OD, Steps of OD, Communication at Workplace, Work Culture, Characteristics of Healthy Work Culture.

**Unit 6: Authority, Power and Politics**

Power, Bases of Power, Authority, Workplace Politics, Effect of Politics on Organization and Employees, How to Win at Workplace Politics, Ways to Reduce Politics at the Workplace, Role of Employees in Avoiding Politics, Role of Management in Avoiding Politics.

**Unit 7: Conflict Management**

Conflict Management, Reasons for Arising Conflicts, Conditions Creating Conflict Situations, Conflicts as a

Process, Effects of Conflicts, Theory of Conflict Management, Conflict Management Styles, Advantages of Effective Conflict Management, Resolving Conflict Situations, Conflict Response Styles Dealing with Conflict, Ways to Resolve Conflicts, Conflict Resolution Behaviour.

### **Unit 8: Change Management**

Change Management, Reasons for Change, Managing the Change Process, Factors of Successful Change Management, Challenges in Change Management, Organizational Development, Core values of OD, Change Agent, Sponsoring Organizations, Holistic and Futuristic view of Organizations, Action Research OD Interventions.

## **Human Resource Management BAV 222**

### **Unit 1: Human Resource Management**

Human Resource Management (HRM), - Definition and Concept, Importance of HRM for Organizational Success, Strategic Management and HRM, Significance of HRM for strategic goals, Scope of Human Resource Management, Processes in Human Resource Management, Functions of HRM, Role of HRM in Organizational Processes, Role of Human Resource Management (HRM) in Leadership Development, Role of HR Manager in People Enabling and People Empowerment, Difference between Personnel Management & HRM.

### **Unit 2: Job Analysis**

Meaning of Job Analysis, Objectives of Job Analysis, Procedure for Job analysis, Importance of Job Analysis, Benefits of Job Analysis in other HR activities, Job Description & Job Specification, Job Analysis Methods.

### **Unit 3: Job Evaluation**

Definition of Job Evaluation, Features of Job Evaluation, Objectives of Job Evaluation, Advantages of Job Evaluation, Job Evaluation Process, Limitations of Job Evaluation, Methods of Job Evaluation.

### **Unit 4: Human Resource Planning**

Human Resource Planning, Meaning & Purpose of HRP, Need & Importance of HRP, HRP System/Process, HRP Flowchart, HR Plan Implementation, Control & Evaluation of HRP.

### **Unit 5: Recruitment, Selection and Placement**

Recruitment, Purpose & importance of Recruitment, Sources of Recruitment, Selection, Selection Process, Barriers to Effective Selection, Placement.

### **Unit 6: Training and Development**

Training and Development, Need for Training and Development, Training and Development - A Key HR Function, Systems View of Training - Stages in a Training Program, Training Needs Analysis,

### **Unit 9: Managing Workforce Diversity**

Diversity at Workplace, Benefits of Workplace Diversity, Recommended Steps for Managing Workplace Diversity, Tactics of managing Workplace Diversity, Managing Diversity in Contemporary Organizations, Consequences of Ignoring Diversity.

### **Unit 10: Global Trends in Business and Management**

International Relations, Types of Relations, International Relation Approaches, Multinational Corporation, MNCs in India.

Development of a Training Program, Pre-requisites of Efficient Training, Training Relapse, Training Evaluation - Meaning and its Benefits, Types of Training.

### **Unit 7: Performance Appraisal**

Performance Appraisal, Objectives of Performance Appraisal, Advantages of Performance Appraisal, Key Elements of Effective Performance Management, Importance of Performance Appraisal, Pre-requisites of Performance Appraisal System, Sources of Performance Appraisal, Subjects of Appraisal, Performance Appraisal Process, Methods of Performance Appraisal, Problems with Performance Appraisal.

### **Unit 8: Compensation Management**

Importance of Compensation Management, Types of Compensation, Components of Compensation, Advantages of Effective Compensation, Factors to be considered while designing a compensation package, Incentives, Criteria for drafting an incentive plan, Advantages of Incentives, Disadvantages of Incentives Types of Incentive, Importance of Incentives.

### **Unit 9: Health, Safety and Employee Relation**

Workplace Health and Safety, Workplace Safety Programs, Working Environment & Productivity, Types of Working Environment, General Effects of Working Environment, Factors that Influence Employee Productivity, Employee Relations, Importance of Employee Relations, Strategies for Improving Employee Relations, Employee Relationship Management, Activities undertaken under ERM, Role of Motivation in Employee Relations.

### **Unit 10: Challenges In HRM**

Various challenges before HR, Handling Multicultural / Diverse Workforce, Managing Change, Retaining the Talents, Conflict Management, Managing Attrition, Managing Motivation level of Employees, HR Policies and Procedures Manual and Employee Handbook.

## **Travel and Tourism Management BAV 223**

### **Unit 1: Tourism Planning**

Definition of Planning, Nature of Planning, Planning the Tourism Product, Steps in Planning Process, Creativity and Tourism, Process of Innovative Organization, Indian Tourism Perspective, Tourism Policy Framework, Drivers of Tourism Growth, Strategies for Marketing, Prerequisites of an Effective Market Promotion Scheme, Tourist Offices in all State Headquarters, ITDC in the interest of Tourism and Tourist.

### **Unit 2: Automation in Tourism**

Automation, Pros and Cons of Automation, Information Information Management, Information Needs in Tourism Industry, Problems and Issues in the Field of IT in Tourism Basic Nature of Tourism, Nature and Elements of Tourism, Scope of Tourism, Categories of Tourists, Types of Tourism, Modern Tourism, Benefits of Tourism, Varied Benefits of Tourism.

### **Unit 3: Important Tourist Services**

Marketing of Tourism Services, Assessing Present Market Potential Demands – Recognizing, Market Opportunities, Market Perception and Segmentation, Vertical and Horizontal Integration and Tourism, Promotion, Organization of the Promotion Programme, Advertising Support for Marketing, Sales Promotion Support for Marketing, Business Potential through Travel Agents, Convention and Group Business, How Airlines Use Marketing Functions?, Marketing Strategy, Marketing of Hotels / Resorts, Hotel Market Segments, The Hotel Products, Sales Promotion, Marketing of Travel Agencies.

### **Unit 4: Types of Tourism and its varieties**

Different Types of Tourism, Benefits of Tourism, Some Different Tourism Activities, Golf Tourism, Educational and Rural Tourism, Agro-Tourism, Wildlife Tourism.

### **Unit 5: Tourism Organization**

Tourist Offices, Department of Tourism, Functions of the Department of Tourism, Organizing for International Tourist, India Tourism Development Corporation (ITDC), Divisions of ITDC, State Tourism Development Corporation (STDC), Major Objectives of State Tourism Development Corporations, Role of State Government, National Tourism Organization (NTO), Importance of National Tourism Organization, Factors Influencing the Tourism Organization, United Nations Guidelines, Duties of NTO, Scope of NTO.

### **Unit 6: Rural Tourism**

Definition of Rural Tourism, Types of Rural Tourism, Benefits of Rural Tourism Means for Making Rural

Tourism Successful, Significance of Rural Tourism, Resident Support for Rural Tourism, Rural Tourism in India, Rural Tourism: a Concept for Development and Conservation, Growth in Rural Tourism, The Size of the Market Challenges for Rural Tourism.

### **Unit 7: Environmental effect of Tourism**

Direct Environmental, Impacts, Impacts on Wildlife, Physical Impacts, Tourist Activities, Steps to Lessen Adverse Impacts, Positive Impacts, Environmental Impact on Tourism, Hotels and Restaurants, Land and Landscape Usage, Rural and Nature Areas, Nature Tourism, Environmental Information for Tourists.

### **Unit 8: Sports Tourism**

Sports Tourist, Sport tourism, Benefits of Sports Tourism, Classification of Sports Tourism, Trends in Sports Tourism, Types of Sports Tourism, Characteristics of Sports Tourism Market, Missions and Goal Towards Sport Tourism, Sports Tourism in India, Challenges, Indian Destinations Popular for Adventure Activities.

### **Unit 9: E-Tourism**

E-Tourism in India, E-Tourism Players and their Activities, Use of IT in Tourism, The Internet Impact on the Tourism Industry Structure, The Internet Impact on the Providers, Information Technology as a key to Satisfying the Tourism Demands, Imperatives of Successful E-Tourism System, Internet and Marketing of Tourism Products, Web 2.0 and its impact on Tourism Industry, Web 2.0 Applications in Indian Tourism Industry Blogging, Business Benefits of Having a Blog, Impact of blogs on Tourism, Implications for Tourism Enterprises, RSS (Really Simple Syndication), Business Benefits of using RSS, Impact of RSS on Tourism, Social Networking Service, Business Benefits of Social Networking Sites, Impact of social networking on Tourism, Tagging, Impact of tagging on Tourism, Mash-Ups, Google Maps Mash-ups in India, Impact of Mash ups on Tourism.

### **Unit 10: Global Distribution System**

Functions of global Distribution System, Global Distribution System- Market, History & Evolution of global distribution System, CRS and its Participation in E-Tourism GDS Vs CRS, Hotel Distribution System, Popular global Distribution Systems (GDS), Business Models of global Distribution Systems (GDS), Changing Hospitality Distribution Model, Evolving Airline Distribution Models.

### **Unit 11: Adventure Tourism**

Adventure Tourism and Its History, Current Scenario, Adventure Sports, Advantages of Adventure Sports, Disadvantages of Adventure sports, Why does India have one of the Best Tourism Industries? Adventure

Tourism in India and Its Contribution to Tourism in India, Best Places for Adventure Tourism in India, Scope of Adventure Tourism in India, Adventure tourism Destinations in India, How can Adventure Tourism in India be improved, Steps Taken By Govt. To Promote Adventure Tourism In India, Difficult Distinctions.

### **Travel Agencies and Tour Operations BAV 224**

#### **Unit 1: Travel Trade**

Evolution of Travel Business, Travel Trade in India, Meaning & Concept of Travel Business, Travel Agency, Types of Travel Agencies, Tour Operator, Types of Tour Operator, Difference between Travel Agencies and Tour Operators, Organizational Structure of a Travel/Tour Company, Market Trends & Travel Agency Business Scenario, Business Integration.

#### **Unit 2: Operations of Travel Agents**

Agent, Origins of Travel Agency, Changing Roles of Travel Agency Business, India's Outbound and Inbound Growth, Issues that travel agents faces, Role of TAAI AND IATO, Operations of Travel Agency, Travel Agency- A Retailing Point of Tourism Services, Organization of travel agents, Commissions, Types of agencies, Roles and Services of Travel Agency, Tour Operator, Travel agencies in the 21st century.

#### **Unit 3: Transport Network**

Transportation, Tourism and Transport, Air Transport, Rail Transportation, Road Transport, Shipping, Cruises, Mass Transportation, Pricing Package Tour, Pricing Strategies, Rules for Setting up Travel Agency & Tour Operators, Department of Tourism (DoT) Approval, Professional Bodies and their Activities.

#### **Unit 4: Itinerary Planning**

Definitions of Itinerary, History of Itinerary, Importance of an Itinerary, Types of Itineraries, Factors to keep in Mind While Designing an Itinerary, Assume a return visit to the place, The Home-Base Strategy 4.7 Designing and Costing of a Package Tour, Definition of Tour Cost, Components of Tour Costs, Factors Affecting Tour Cost, Itineraries for Inbound and Outbound Tourists, Golden Triangle, Buddhist Circuit.

#### **Unit 5: Linkage in Travel Trade and Changing Scenario**

Meaning of Linkages and Integration, Horizontal Integration, Vertical Integration, Linkages for Effective Distribution of Services, Destination Management Operators or Ground Handling Operators, Changing Scenario of Travel Trade, Factors Influencing Travel Business, Demands for Air Travel, Travels as Bargain,

#### **Unit 12: Tourism Resources**

Early Travel to Modern Tourism, Nature's Role in Tourism, Development of Tourism, and Classification of Tourist Places, Explain the process of transformation of travel of past into tourism of today, Discuss various types and related purposes of tourism, Explain the variety and value of tourist resources of India, Explain the causes and factors responsible for the growth of tourism

#### **Unit 6: Tour Formulation and Diversification of Tour Operations**

Package Tour Formulation Process, Steps involved in developing your package tour, These are the essential components of GIT and FIT package tours, Accommodation, Diversification in Tour operations, Need for Diversifications, Significance of Diversifications, Special Incentive Travel Division, Travel Insurance, MICE (Meetings, Incentives, Conferences and Events), Diversification Strategies.

#### **Unit 7: Classification of Tour Package**

Definition of Tour Package, Types of Package Tour All-Inclusive Package Tour, Components of Package Tour.

#### **Unit 8: Package Tour Costing**

Costing of Tour Package, Types of Cost, Factors Influencing Tour Costing, Tour Operators and Exchange Rates, Components of Tour Costing and Preparation of Cost Sheet, Fixed and Variable Costs Activities Fixed vs. Variable Costs, Various Components of Cost, Market Research and Development, Cost for New Product Development, Advantage of a Tour Cost Sheet 8.9 Tour Pricing Strategies, Pricing- A Key Determinant of Package Tour Business, Factors Influencing Pricings, Pricing: A Key Constituent of Marketing Mix, Setting Tour Pricing.

#### **Unit 9: Roles and Responsibilities of Travel Trade Associations**

Regulatory Bodies, Need for Organizations, Tourism organizations are needed for the following reasons: Tourism organizations may be classified, Tourism organizations may be, The UNWTO (United Nations World Tourism Organization), Functions of India Tourism Offices, Regional Tourism Organization, The Tourism Society, Roles and Functions of ATAOTI, ADTOI, FIYTO and TAFI.

#### **Unit 10: Marketing for Travel Agency**

Marketing Plan, The marketing plan serves several purposes, Being Competitive, Marketing Research, Marketing Tools, Marketing Management, Key Issues for New Travel Companies.

### **Unit 11: Computer Reservation System (CRS)**

How Technology is Changing Global Tourism, Challenges to the Expansion of Technology Take-up by Tourism Businesses, Computer Reservations Systems, Definition of Computer Reservation System,

Functions of Computer Reservation System, Need for a CRS, History of the CRS, Use of the CRS by Airlines and Travel Agents, Benefits and Importance of CRS.

### **Dimensions of International Tourism BAV 225**

#### **Unit 1: Impacts of Tourism on a Destination**

Impacts of Tourism on a Destination, Social Impacts of Tourism on a Destination, Cultural Impact of Tourism on a Destination, Political Impact of Tourism on a destination, Identifying Tourism Related Impacts, Difficulties for the identification of tourism Impacts, Understanding the Characteristics of Tourism Impacts.

Energy, waste and Water Systems while Maximizing Environmental Conservation. Benefiting Local Communities.

#### **Unit 2: Need of Sustainable Tourism**

An Overview of the Global Movement toward Sustainable Tourism Development, Attraction Management and Sustainable Tourism, Emergence of Sustainable Tourism in Modern World, Principles of Sustainable Tourism, Responsible Tourism as a Component of Sustainable Tourism, Tourist Host Relationship Attraction Management and Sustainable Tourism, Green Tourism, International Tourism, Emergence of Sustainable Tourism in Modern World, Nature of Mass Tourism as a Component of Sustainable tourism.

#### **Unit 6: Travel Fairs**

Participation Advantages, Trade Fairs and Travel Marts, Why Fairs & Festival Are Important to the Tourism Industry, World Travel Market, India's Place in world Tourism, Major Policy Initiatives Taken by Indian Government, Organizations Involved in Tourism, Growth of Tourism in India, Peak Seasons for Tourists Arrival in India, Tourism Attractions in India, Service Providers of Tourism Industry in India.

#### **Unit 3: Advantages of Sustainable Tourism**

Significance of Sustainable Tourism, Benefits of Sustainable Tourism Development, Economic Benefits, National Income, Social Cultural and Educational benefits, Development of Facilities as an Advantage to Residents, Renaissance of Culture and Traditions, Tourism that Push Social Involvement and Pride.

#### **Unit 7: Destination Planning and Development**

What is Tourism Destination?, Tourism Destination Planning, The Tourism Planning Process, Importance of Tourism Destination Planning, Tourism Master Plan for Destination, Elements of a Tourism Destination Plan, Characteristics of Tourism Destination Features of Tourism Destination, Development of Tourism Destination, System of Destination and Tourism, Characteristics of Tourist Destination Management, Destination Management System, Tourists Information and Destination Selection, Centralized Structures and Information Deficit, Destination Planning Guidelines and Selection Process, Planning tourism, The Tourism Planning Process, Levels of Tourism Planning, Importance of Planning, Tourism Master Plan, Elements of a Tourism Destination Plan, Benefits of Tourism Planning, Planning for Sustainable Development, The Destination Selection Process.

#### **Unit 4: Community Based Tourism**

Definition of Community-based Tourism, Successful Implementation of CBT, Goals of CBT Benefits of CBT, Properties of CBT, Community-based Tourism as a Force for Harmony, Strengthening Communities, Facilities Developed for Tourism can Benefit Community Residents, Revaluation of Culture and Traditions, Rural Tourism as Community-based Tourism, Government Initiatives.

#### **Unit 8: Assessment of Tourism Potential**

Attributes Relating to Assessment of Tourism Potential, Indicators for Assessing Tourism Potential, Tourism Potential Assessment Indicators Cultural Values, Procedure for Assessing Tourism Potential of a Destination, Economical, Socio-Cultural, and Environmental Considerations, Contingency Planning, Planning for Demand Supply Match, Design and Innovations.

#### **Unit 5: Green Tourism**

Green Tourism and Sustainability, What is Sustainability?, Energy Consumption, Nature Conservation, The Concept of Green Accommodations, Why Hotels should take steps to Go Green, Economic Benefits of Green Buildings, Construction and Operations, Green Building Product or Material for Construction, Green Building Material/Product Selection Criteria, Resource Efficiency, Indoor Air Quality (IAQ), Three Basic Steps of Product Selection, Operations, Managing

#### **Unit 9: Attributes of Destination**

Destination Attributes in General, Destination Competitiveness and its Determinants, Destination Promotion and Publicity, Six A's Framework for Tourism Destinations, Destination Marketing, Destination Marketing Mix.



### **Unit 10: Tourism Distribution Channels**

Defining Distribution Channels, Variations of Tourism Distribution Channel, Service Quality Management in Distribution Channels, Functions of Tourism Distribution Channels, Conflicts within the Tourism Distribution Channel: Hotels vs. Tour Operators, Marketing communication, Marketing, Communication Tools, Developing a Marketing Communications Strategy, Public Private Partnership Model in Tourism.

### **Unit 11: Tourism Policy**

The Aim of Tourism Policy, Historical Perspective of Tourism Policy, The Beginnings of Modern Tourism Policy, Objective of Tourism Policy, The Elements of Tourism Policy, Challenges of Tourism Policy, A New

Look at Tourism Policy, Who sets the tourism policy?, A strategic tourism plan, Schemes of Development of Tourism in Circuit and Destination, Destination Development Scheme, WTO Guidelines for Tourism Planning, System of Planning, Application, Local Authority Role in Tourism, Developing Tourism Partnerships, Key stages for developing a successful partnership, Planning Tourism Development, Planning for Sustainable Development, Public Involvement in Planning, National Planning for Tourism and Vision, Tourism Growth in Five Year Plans, Development of Infrastructure and Destination Management.

## **Customer Care and Interpersonal Skills BAV 311**

### **Unit 1: A Customer**

Who is a Customer ?, Putting the focus on your customer, Be Customer Focus, Customer Life cycle, Customer Service, Tangible and Intangible Services, Why is customer service Important ?, Five Dimensions of Customer service, Personal attributes of Tourism and Hospitality service personnel, The Importance of personal attributes of Tourism and hospitality staff, Customer Needs, Expectations, Perceptions and satisfaction Ways to meet customer Expectations, Differences between Eastern and Western Traditions, Communicating with customers, Say it right, communication methods.

### **Unit 2: Customer Retention**

What is customer retention?, What Is "Retention" in Marketing?, Market Strategies, Three measures of Customer retention, Economics of Customer retention, Strategies for customer retention, How Employee relations affect recruitment & retention, Customer acquisition, Tactics to acquire customers, Strategies for customer Development, Importance of customer service, Service Failure, Challenges in customer Retention and providing Quality services, Dealing with difficult customers, Understand different types of difficult customers, Recognizing the problem, Dealing with complaints and problems.

### **Unit 3: Customer Orientation**

Customer oriented business approach, Customer oriented marketing business approach, Elements of a Customer-Driven Marketing Strategy, The Impact of a Relationship Marketing Strategy on Customer Loyalty, Four Phases of a Customer oriented Sales Strategy, Organizational alignment.

### **Unit 4: Types of Customers**

Customers can be of following types: Forms of Customers, Who is your ideal customer?, Customer loyalty, The advantages of loyalty schemes, Devising the right loyalty scheme, Getting to know your

customers, What Is an Internal Customer & External Customer?, Needs of the Internal customer, Key requirements for outstanding internal customer service, Internal customer service providers Customer Segmentation, Customer Segmentation Strategies, Customer-Oriented Sales Strategy, Long-Term Effects of Customer-Oriented Sales Promotions.

### **Unit 5: Interpersonal Skills**

Importance of Interpersonal Skills, Listening Skills, Listening is not the Same as Hearing, The 10 Principles of Listening, Problem Solving, What is a Problem?, Stages of Problem Solving, Decision Making, What is Decision Making?, Stages of Decision Making, Negotiation, Stages of Negotiation Failure to Agree, Groups and Teams, Important Defining Features of Groups, Types of Groups, Group Communication.

### **Unit 6: Body Language and its Importance**

Body Language in Customer Service, Advanced Body Language in Customer Service, Body Language and Sales, Body Language Across Cultures, Why Does Body Language Matter?, Putting Knowledge of Body Language to Work, The 8 Aspects of Body Language, The Psychology of Body Language, Body Language Myths, Negative Body Language, What is Negative Body Language?, How Mood Affects Negative Body Language, What Causes Negative Body Language?, What is Communication?, The Role of Body Language in Communication, Communication Skills for Business, Importance of Effective Communication With Customers, Business Etiquette & Communication Skills, Business Etiquette, Vital Manners & Cross Cultural Communication.

### **Unit 7: Customer Service Skills**

Who are Your Customers?, Professional Qualities in Customer Service, Simple Actions Huge Returns, Telephone Etiquette, Ten Major Do's and Don'ts of Customer Service, How to Handle Customer

Complaints?, Customer service problem solving involves: Everyday examples of exceptional customer service.

### **Unit 8: Impact of Good Customer Service**

Characteristics of Good Customer Service, Features of Good Customer Service, What Does Excellent Customer Service Mean?, How customer service Impacts a Business, SWOT Analysis, Advantages of SWOT Analysis, Steps in Preparing Personal SWOT Analysis.

## **Sales, Marketing & Personal Relations in Service Industry BAV 312**

### **Unit 1: Introduction to Marketing & Marketing Management**

Marketing Management, Nature and Scope of Marketing Management, Nature and Scope of Marketing, Marketing Process, Marketing Environment, Marketing Organizations, Marketing Challenges, Concept of Green Marketing, Social Marketing, Alliance Marketing, Marketing Mix.

### **Unit 2: Marketing Planning and Control**

Marketing Planning, Marketing Competitiveness, Marketing Competitive Strategy, Customer Value, Marketing Planning Process, Marketing Control and Control process.

### **Unit 3: Marketing Mix**

Product Development, Product Life Cycle, Product Mix, Branding, Pricing, Role & Process of Advertising in Marketing, Value Analysis.

### **Unit 4: Types of Customer/Buyers Behaviour & Market Information System**

Types of Consumers, Factors influencing consumer behaviour, Consumer Decision making Process, MIS-subsystems, Demand forecasting.

### **Unit 5: Sales Management**

Sales Management, Benefits of selling activities, Elements of sales management, Objectives of sales management, Organisation of selling unit, Need and

### **Unit 9: Communications skills in Serving Customer**

Verbal Communication Skills, Communicating with Power, Opening, Communication, Reinforcement, Listening and Hearing: Is not the same thing, Effective Listening, Questioning, Closed Questions, Open Questions, Reflecting and Clarifying, Closing Communication, Non-Verbal Communication, Types of Non-Verbal Communication, The Signals You Send to Others, It is not what you say but, it is how you say it, Etiquette, Etiquette and the Tourism Industry, Greeting Etiquette of Meeting People from Different Countries.

Importance, Functions of Sale Organisation, Structure of Sales Organisation, Steps to establish a sales structure.

### **Unit 6: Selling Process**

Personal selling, Selling process.

### **Unit 7: Recruitment and Selection of Sales Personnel**

Recruitment process, Sources of recruitment, Selection process.

### **Unit 8: Sales Force Training**

Sales force training, Sales force development, Methods of improving sales-force productivity.

### **Unit 9: Motivating Sales Force**

Sales Compensation Plan, Types of Compensation, Factors influencing compensation, Sales motivation.

### **Unit 10: Sales Meetings**

Sales meetings, Types of sales meetings, Sales contests.

### **Unit 11: Sales Territories**

Sales Territories, Approaches of Designing Territories, Procedure for Setting up sales territories, Revising Sales Territories.

## **Hospitality Industry BAV 313**

### **Unit 1: Introduction to Hospitality Industry**

What is Hotel? Structure of the hospitality industry, Characteristics of the hospitality industry, History of Hospitality Industry, Hospitality Industry in India, Emerging trends in hospitality industry.

### **Unit 2: Organizational Structure and Departments of Hotel**

Departments in hotel and their functions, Organizational structure of large hotel, Organizational

structure of small hotel, Facilities provided in hotels, Rates and Taxes.

### **Unit 3: Rating of Hotels**

Determining the star rating, Quality measurement, Quality Assessment, Minimum Entry Requirements.

### **Unit 4: Classification of hotels**

Types of Rooms, Room Rates, Classification of Hotels on other aspects, Registration & Gradation of Hotels, Star Classification of Hotels.

### **Unit 5: Distribution Channel**

Functions of distribution chain, Number of channel levels, Distribution Channel in Hospitality.

### **Unit 6: Career in Hotel Industry**

Eco friendly practices in hospitality, Hotel chains in India, The Indian Hotels Company, International Hotel Chains, ECOTELS in India, Role of hospitality industry in tourism.

### **Unit 7: Hotel Law**

Current Scenario of Hotel industry, Categorise of Hotels, Standard Requirement for Hotels, Necessary requirements, Government Regulations on the Food Industry, Regulating Agencies, Regulation methods, Objectives of Regulation methods, Food Safety When Opening a Restaurant Significance, Regulations, Considerations, Warnings, Restaurant Safety Issues for Guests & Employees, About Safety Issues.

### **Unit 8: Customer Service in Hospitality**

Who is a Customer in Hotel? What are the Needs of Customers, Handling of Hotel Guests, Handling of Confidential Informational.

### **Unit 9: Hotel HR and Administration**

Staff Administration, Employment of Temporary or Relief Staff, Staff Attendance and Overtime Work, Managing Staff Performance, Staff Promotion, Posting and Salary Adjustment/Bonus Payment, Handling of Staff Complaints, Design of questionnaire, Control of Hotel Room Reservations, Control of Commissions and Rebates, Concierge Services, Introduction Allocation of Parking Spaces, Handling of Complimentary Parking 9.12.2 Payment of Parking Fees Arrangement of Taxi Service, Control over Arrangement of Tourist Services.

### **Unit 10: Strategies in Hospitality Marketing**

Sales and Marketing, Marketing mix, Market segmentation, Relationship Marketing, Different stages of customer ship, Marketing of Hotel Services, SWOT-analysis, Marketing strategy, Action Plan.

## **Hotel Housekeeping BAV 314**

### **Unit 1: Hotel Housekeeping**

What is housekeeping?, Importance of Housekeeping in Hotel, Functions of Housekeeping Department, Relationship Between Housekeeping and other Departments, Types of Rooms, List of items supplied to the Guest Room Supplies, List of Supplies for Guest Bathroom, List of items which are provided on Request of guest.

### **Unit 2: Departments and Duties of Hotel Housekeeping**

Organisational Structure of Housekeeping Department, Duties and Responsibilities of Housekeeping Staffs, Executive Housekeeper, Public Area Supervisor, Floor Supervisor, Uniform / Linen Room Supervisor, Night Supervisor, Room Attendant, Uniform / Linen Room Attendant, Cloak Room Attendant, Tailor / Upholsterer, Head Gardener, Houseman, Gardener.

### **Unit 3: Housekeeping Cleaning Agents and Equipment's**

Cleaning Agents, Types of Cleaning Agents, Selection of Cleaning Agents, Cleaning Equipment's, Manual Cleaning Equipment's Mechanical Cleaning Equipment's, Selection of Equipment's, Rules for storage of Equipment's.

Daily Cleaning of Occupied Rooms, Procedure for Entering a Guest Room, Procedure for Cleaning a Guest Room, Procedure for Cleaning Bathroom, Points to be considered While Cleaning 4.3 Second Service of cleaning, Evening / Turn Down Service, Cleaning room after guest is check out, Daily Cleaning of Vacant Room, Dirty Dozen, Chamber Maid's Trolley.

### **Unit 5: Hotel Bed Making**

Bed, History of Bed, Types of Bed, Bed Sizes, Standard Sizes of Bed, Bed Making, Terms used in Hotel Housekeeping, Abbreviations Used in Housekeeping, Qualities of Housekeeping Staff, Importance of Décor in Housekeeping, Rules for Housekeepers,

### **Unit 6: Room Linen and Uniform**

Linen Room, Activities of Linen Room, Hours of Operation, Location of Linen Room, Linen Room Requirements, Planning the Layout of Linen Room, Soft Furnishing, Bath Linen, Napery, Purchase of Linen, Standard Operating Procedures for Laundry Management, Uniform, Types of uniform used in Hotels.

### **Unit 7: Hotel Laundry**

Laundry, Advantages of Laundry in premises of Hotel, Disadvantages of Laundry in premises Collection & Transportation of Linen, Washing Machine, Wash Cycle, Other Machines, Location and Planning of inside premises Laundry, Layout of Laundry, Laundry Agents, Dry Cleaning, Laundry procedure for different Fabrics.

### **Unit 8: Communication Skills and Personnel Hygiene**

Courtesy and communication skills, General guidelines and tips about communicating with guests and colleagues, Guest complaints, Handling Guest Complaints, Personal Hygiene, General appearance and posture, Characteristics of Housekeeping personnel,

**Unit 9: Pest Control**  
What is Pest Control?

**Unit 10: Night Audit**  
Importance of the Night Audit, The Night Auditor, End of Day process in Hotel, Responsibilities and

Duties of a Night Auditor, Educational Requirements, The Night Audit Process, Tips for Restaurant, Room Service, Banquet, and Lounge Employees.

### **Front Office Operations & Hotel Accounting BAV 315**

**Unit 1: Introduction to Front Office**  
Hospitality, Hotels, Departmental Organization of a Hotel, Operating and Revenue Producing Departments (O.R.P.), Functional Organization of Front Office (Sub departments), Duties and Responsibilities of the Front Office Staff, Attributes of Front Office Staff.

**Unit 2: Front Office Department**  
Front Office Department, Front Office Functions, Front Office Organization, Duties and responsibilities of Front Office Staff, Concierge, Night Auditor, Front office Desk Layout, Front office Equipments and Furniture,

**Unit 3: Reservation**  
Reservation, Functions of the Reservation department, Types of Reservations, Non-Guaranteed Reservation, Tentative / Provisional Reservation, Reservation Enquiry, Sources of Reservations, Reservation Availability, Devices used for Tracking Room Availability, Reservation Records, Reservation Confirmation, Generating Reservation Reports, Accepting or Denying Reservation, Back-of-the-House Operations.

**Unit 4: Registration**  
Registration, Registration Process, Registration Record, Registration Methods, Systems of Registration, Room Status, Issuing Room Keys, Fulfilling Special Request, Room and Rate Assignment, Room Rates, Methods of Payment.

**Unit 5: Front Office Communication**  
Communication Fundamentals, The Communication Process, Importance of Communication, The Basic Forms of Communication, Attributes for Phone

Handling, Use of Telephone by Front Office Personnel, Telephone etiquettes, Role of Front office in Interdepartmental Communication,

**Unit 6: Guest Cycle**  
Guest Cycle, Front Office Functional Organization, Front Office Equipment, Property management System.

**Unit 7: Guest Accounting**  
Guest Accounting, Guest Bill, Guest Bill Communication Methods, Process of Guest Accounting, Types of Financial Transaction, Preparing of Documents, Checking and Ensuring Accuracy, Settlement of Account, Credit Control, Objectives of Credit Control Measures, Common Causes for Unpaid Account Balance, Cash Control

**Unit 8: Hotel Key and Key Controls**  
What is Key and Key Control?, Types of keys, Guiding Principles in Key Control System, Limitations of Metal Key, Key Cards, Responsibilities during Guest stay.

**Unit 9: Safety and Security of Hotel**  
Security System, Safety and Security Measures, Types of security, Security Aspects of Persons, Security Aspect of Systems, Handling Security Threats, Theft by employees of the hotel, Search Procedure.

**Unit 10: Promoting In-house Sale and Training for Hospitality**  
Role of Front office in in-house Sale, Planning a Point-of-Sale Front Office, Developing a Training Program.

### **Entrepreneurship Development BAV 411**

**Unit 1: Concept of Entrepreneurship**  
Concept of Entrepreneur, Five Core Elements of Entrepreneurship, Entrepreneurship Philosophy, Models of Entrepreneurship.

**Unit 2: Innovation & Entrepreneurship**  
Risks Involved with Entrepreneurship, Barriers to Entrepreneurship, Factors Affecting Entrepreneurial Growth, Qualities of a Successful Entrepreneur.

**Unit 3: Entrepreneur**  
Concept of Entrepreneur, Classification/Types of Entrepreneur, Functions of an Entrepreneur, Entrepreneurial Competencies, Difference between an Entrepreneur and a Manager, Characteristics of Entrepreneur.

**Unit 4: Starting a New Venture**  
Steps of Starting a Successful Venture, Project Appraisal, Resourcing.

**Unit 5: Managing & Running a Successful Venture**  
Managing an Enterprise, Steps for Running a Successful enterprise, Monitoring and Evaluation of an Enterprise, Follow up in Running an Enterprise.

**Unit 6: Managing Competition for a New Enterprise**

Approach for Defining Competitors, Principal of Managing Competition.

**Unit 7: Entrepreneurship Development Programmes (EDPs)**

Concept of EDP, Objectives of EDPs, The Indian EDP Model, Phases of EDPs, Problems of EDPs, Criteria for Assessment or Evaluation of EDPs.

**Unit 8: Micro, Small & Medium Enterprises**

The Micro, Small and Medium Enterprises (MSME) Development Act, 2006, Characteristics of MSMEs, Objectives of MSMEs, Advantages of MSMEs, Disadvantages of MSMEs, Role/ Importance of MSMEs in Developing Countries, Problem of MSMEs, Steps for Starting MSMEs.

**Unit 9: Government Schemes for MSMEs**

Measures taken by Government for Promotion of MSMEs, Industrial Estates, Incentives and Subsidies,

### **Fares and Reservations in Airline BAV 412**

**Unit 1: Ticketing**

Description of Ticketing Process, Steps for Ticketing, Types of Classes Types of Itinerary, Airline Ticket, History of an Airline Ticket, Functions of Air ticket, Types of Airline Tickets, Components of a Ticket, Types of Tickets.

**Unit 2: Automation in Airlines and Travel Business**

Description about Automation, Definition of Automation, Pros and Cons of Automation, Information, Information management, Concept of Information Management, Principles needs to be followed in Information Management, Problems facing by Information management systems in Tourism, Need for Information in Tourism, The Indian Scenario of Information Technology.

**Unit 3: Itinerary Planning and Pricing of Air Ticket**

Description about Indian Scenario of Aviation, Components of travel and tourism industry, Itinerary, Itinerary by Air, Importance of Itinerary Planning, Knowledge & skills required for planning Itinerary, Familiarization with Air Tariff, Airline Prices, Factors Affecting the Price, Why there is Differentiation in Pricing?, Types of Trips, Different Types of Flights or Breaks, Minimum Connecting Time, Global Indicators.

Small Industrial Development Organisation (SIDO), National Small Industries Corporation (NSIC), National Alliance of Young Entrepreneurs (NAYE), Small Industries Service Institutes (SISIS), Khadi and Village Industries Commission (KVIC), Small Industries Development Bank of India (SIDBI), The National Institute for Entrepreneurship and Small Business Development, (NIESBUD) Commercial Banks, Government Schemes and Incentives for Promotion of Small and Medium, Enterprises, Government Policies on Entrepreneurship.

**Unit 10: Entrepreneurial Motivation**

Motivation, Entrepreneurial Motivation, Achievement Motivation, Factors effecting Entrepreneurial Motivation.

**Unit 11: Women Entrepreneurs**

Concept of Women Entrepreneurship, Reasons for Slow Growth of Women Entrepreneurship, Problems of Women Entrepreneurs, and Remedies to Solve Problems of Women Entrepreneurs, Measures taken for Development of Women Entrepreneurship in India.

**Unit 4: Terms Used in Airline**

Airline Personnel, Crew Members, Class of Service.

**Unit 5: Technology in the field of Travel**

Description about Travel Technology, Various Technologies Used in the Field of Travel, Electronic Ticket, Travel Website.

**Unit 6: IATA**

Descriptions about IATA Operations, History of IATA, Advantages of IATA, General Facts and Figures Related to Air Transport.

**Unit 7: Linkages and Integration in Travel Business**

Brief description about Linkages and Integration, Horizontal Integration Vertical Integration, Linkages for Effective Distribution of Services.

**Unit 8: Travel Trade Association**

Description of Tourism Organizations, Functions of Tourism organizations, Regional Tourism Organization UFTAA, Mission of UFTAA, Objectives of UFTAA, PATA (Pacific Asia Travel Association), Objectives of PATA, Functions of PATA, ASTA (American Society of Travel Agents), Objectives of ASTA, Activities of ASTA, TAAI (Travel Agents Association of India), Objectives of TAAI, Activities of TAAI, IATO (The

Indian Association of Tour Operators ), Aims and objectives of IATO, Social Activities of IATO, ATOAI- Adventure Tour Operators Association of India, Vision of TAFI, Objectives of TAFI, Association of Domestic Tour Operators of India (ADTOI), Aims of ADTOI, Role and Functions of ADTOI, Agents Association of India (IAAI), Mission of IAAI, Objectives TAFI (Travel Agents Federation of India), Aims and Membership.

### **Resort Management BAV 413**

#### **Unit 1: Resort Definition and Classification**

Resort Destinations, Factors making more people to Travel for pleasure, Major elements that define a resort destination are discussed below, Growth and Development of Resorts, Services at Resorts, Resorts operations depends on Seasons, Resorts as Memorable Experiences.

#### **Unit 2: Types of Resorts**

Subject description about types of resorts, Types of resorts, Difference Between Hotels and Resorts.

#### **Unit 3: Resort Tourism**

Subject Description about Tourism, What is Tourism Destination?, Elements of Tourism Destination, Tourism Destination Planning, Importance of Tourism Destination Planning, Resort as a Tourist Destination, Assessment of Potential of Tourism destination for Resorts, Attributes Relating to Assessment of Tourism Potential, Sustaining tourism for Resorts, Cultural, Social and Environmental consideration for Developing Resort Tourism, Basic demands of Resort Tourists.

#### **Unit 4: Difference between Resorts and Motels**

Subject Description about Resort Hotel, Classification of hotel by type, Hotel Missions and Goals, What is the difference between Resort and Hotel?, Hotels Vs Motels, Travellers Versus Vacationers, Other Differences.

#### **Unit 5: Resort Operations**

Subject Descriptions and Evolution of Resorts, Resorts and Traditional Hotels, Trends in Resort Facilities and Services, Departments in resorts, Duties and responsibilities in resort management, Responsibilities of Resort Operations Manager, Pros and cons of resorts.

#### **Unit 9: Travel Procedure**

Subject Description about air fare, How Are air Fares Determined, Types of ticket issued in air travel, Airfare Based on Type's Class, Published airfares - and are based on round-trip or one-way travel, The 7 Stages Of Tourist Development, Around the world ticket, When to Consider an Around-the-World Ticket?, Who Offers Around-The-World Tickets?, Reduced Fares for Children, Determining your Routing, Change of Plans, Baggage Allowance, Special Fares.

#### **Unit 6: Famous Resorts to visit**

Policy for Resort tourism Promotion, National Level Resort Tourism Planning in India, Exotic Beach Resorts of India, Best resorts in the world, Setting the tone of Resorts, Duties and Responsibilities of Resort staff.

#### **Unit 7: Internal and External Challenges faced by Resorts**

Managing Risks, Sources of Risks, Physical and Environmental Risks, Tourism and Related Sectors Risk, Individual Travellers, Evaluate Risks, Treat Risks, Risk treatment plans, Strategies to prepare for the worst, The Role of the Tourism Industry in Risk Management, Biodiversity of Hotel.

#### **Unit 8: Role of Resort Tourism in Expanding Economy**

Subject description of Tourism Expanding Economy, Enhancing Customer Satisfaction, Developing Human Capital, Building Institutional Capacity, Procuring other Supplies and Services Locally, Obstacles for Tourism, The role of tourism in overcoming the obstacle of tourism in Expanding Economy, Helping to Optimize the "Rules of the Game.

#### **Unit 9: Resort - Leisure and Recreation Activity**

Subject description about recreation, leisure and play, Tourist behaviour and decision-making process for Leisure and Recreation, Tourists motivations and barriers to choose Leisure and Recreation, Coastal Resort Tourism for based on environment Leisure and Recreation, Impacts on Resort of Coastal area, Leisure, Leisure theories, Leisure and tourism Recreation.

### **Food and Beverage Operations BAV 414**

#### **Unit 1: Introduction to Food**

Catering Segments, Kinds of Caterings, Inside-Premise Catering, Off-Premise Catering, Types of Catering Set

ups, Relationship between catering industries with other industries.

**Unit 2: Restaurant and its Classification**

Classification of Restaurants, Types of Restaurant, Staff organization in Restaurant, Duties and Responsibilities of Restaurant staff, Other Staff Designations at Various Levels.

**Unit 3: Equipment's used in Restaurant**

Glassware, Types of Glassware, Handling of Glassware, Chinaware, Chinaware Serving Items, Handling of Chinaware, Tableware, Special Tableware, Stainless Steel, Tables and Chairs, Side Station / Dummy Waiter, Trolleys, Linen, Table Cloths, Slip Cloths or Napery, Napkins, Buffet Cloths, Equipment handling, Do's and Don'ts of Equipment Handling, Sanitation Standards in Handling Service Equipment.

**Unit 4: Preparation for Service**

Description of Mise-en-Place, Preparation before the service, Preparation During Service, Preparation After Service, Table Setting, Ancillary Department.

**Unit 5: Service Techniques**

Styles of Service, Serving Techniques, Order in which meals are served, Handling serving dishes and utensils, Procedure for Carrying Plates, Sample Procedure for Carrying Plates, Sample Procedure for Carrying a Tray, Clearing of Plates, General rules to be observed while services are performed.

**Customer Relationship Management BAV 415****Unit 1: Customer Relationship Management (CRM) Meaning, Need and Steps in CRM**

Need for Customer Relationship Management, Concept of CRM, Origin of CRM, Features of CRM, Importance of CRM, Marketing and CRM, Types of Customers, Customer orientation.

**Unit 2: Customer Relationship Management in Developing Tourism**

Description of CRM, Need of CRM in Tourism, The Goal of CRM in Tourism, Tourism Industry and the Process of CRM, Phases of CRM in Tourism, Customer relationship Management in Hospitality, Customer relationship Management in Aviation.

**Unit 3: Customer Acquisition and Retention**

Description of Customer Acquisition, Customer selection Analysis, Reorganization for Retaining Customers, Customer Retention and Marketing Mix, The Cost of Customer Acquisition, What is Customer Retention?, Customer Loyalty, Customer Loyalty and Segmentation, Relation between Profitability and Loyalty, Loyalty Programmes, Brand Loyalty, Rewards and Loyal Customers.

**Unit 6: Waiter**

Description about Waiter, Duties of waiter, Qualities of a Waiter, Qualities of waiter not acceptable.

**Unit 7: Beverages**

Description about Beverages, Alcoholic Beverages, Fermented Alcoholic Beverages, Distilled Alcoholic Beverages, Compound Beverages, Non Alcoholic Beverages (Beverages not containing alcohol), Hot Beverages (Non alcoholic), Cold Drinks, Tea, Types of Tea, Storage of Tea Powder, Preparing of Tea, Coffee.

**Unit 8: Menu and Procedures of Taking Order in Hotel**

Introduction of Menu, Description about Menu, Format of Menu, Courses of Menu, Basic Principles of Organizing Menu, Taking Order, Procedure of Taking order, Receiving the Guest, Attending an Order, Recording an Order, Methods of Taking food and Beverage Order, Room Service, Room Service Order Taking, Providing Customer service, Service Quality, Customer Expectations, The moment of truth.

**Unit 9: Ice cream**

Introduction to Ice Cream, Description about Ice Cream, Types of Ice Cream, Preparation of Ice Cream, Varieties of Ice Cream, Serving of Ice Cream, Storing of Ice Cream.

**Unit 4: Measurement of Customer Satisfaction**

Description of Customer Satisfaction, Challenges come across in Customer Satisfaction, The Impacts of CRM on Customer Satisfaction, Importance of Customer Satisfaction, Customer Satisfaction Programme, Customer Delight, Customer Feedback, Service revival, Service Recovery Strategy.

**Unit 5: Tourism as a Customer Service industry**

Description about Tourism, Characteristics of Tourism, Components of Tourism, The Elements of Tourism, Types of Tourism.

**Unit 6: Economic Generation from Customer Service industries (Tourism & Hospitality)**

Description of Tourism Economic Impacts, Social Benefits of Tourism, Environmental Impacts, Tourism Products, Characteristics of Tourism Products, Consumers of Tourism Products, Beach Tourism, Island Tourism, Adventure Tourism.

**Unit 7: Relation of Business to Customers**

Description of Customer Relationship, Customer Relationship with Supplier, Market Research and

CRM, Customer Life Cycle, Customer Acquisition for business.

### **Unit 8: Delivery of Service**

Description about Service Delivery, Reasons for Service Delivery, Service Delivery at Right Time and at the Right Place, The Role of Intermediaries in Service Delivery, Service Delivery Channels, Involvement of customer in Delivering Service, Purpose of Customer Involvement in Service

Delivery, Strategies for Improving Customer Involvement, Setting Customer Driven Standards to deliver Service.

### **Unit 9: Failure of Effective Service**

Description of Service Quality?, Features of Service Quality, Scopes of Service Quality, Benefits of Service Quality, Dimensions of Service Quality, The Factors Influencing Customer Satisfaction.

## **Research Methodology and Management Decision BAV 511**

### **Unit 1: Introduction to Research Methodology**

Business Research, Business Research Defined, Basic Research and Applied Research, Managerial Value of Business Research, Importance of Business Research, Major Topics for Research in Business, Business Research in a Global Activity, Research Method versus Methodology, Ethics and Business Research.

### **Unit 2: Types of Business Research and the Research Process**

Decision making, Types of business research, Exploratory research, Descriptive research, Causal Research, Stages in the research process, Problem discovery and definition, Planning the research design, Planning the sample, Data collection, Data processing and data analysis, Conclusions and report preparation, Research project versus research program, Problems encountered by researchers in India.

### **Unit 3: Problem Formulation and the Research Proposal**

Importance of proper problem definition, Sources of problems, Characteristics of research problems, The process of problem formulation, Formulation and Statement of a Hypothesis, Timing aspect of a problem, The Research Proposal, Prediction of Outcomes.

### **Unit 4: Research Design**

Classification of Research Design, Exploratory research, Design, Descriptive research Design, Cross-sectional designs and longitudinal designs, Longitudinal designs, Causal research, Relationships among exploratory, descriptive, and causal research, Budgeting and scheduling the project, Research proposal.

### **Unit 5: Methods of Data Collection**

Sources of Data, Methods of collecting primary data, Focus groups, Panels, Unobtrusive measures, Interviewing, Observation Method, Data collection through mechanical observation, Multi- methods and multi-sources of data collection, Secondary sources of data, International dimensions of surveys, Managerial advantage of surveys.

### **Unit 6: Questionnaire Designing**

Questionnaires and observation forms, Objectives of a questionnaire, Questionnaire design process, Specify the information needed, Type of interviewing method, Individual question content, Overcoming inability to answer, Overcoming unwillingness to answer, Choosing question structure, Choosing question wording, Determining the order of questions.

### **Unit 7: Attitude Measurement Techniques and Multidimensional Scaling**

Primary scales of measurement, Scaling Techniques, Comparative Scaling Techniques, Non-Comparative Scales, Scale Construction Techniques, Arbitrary Scales, Thurstone Differential scale, Likert-type Scales (or Summated Scales), Semantic Differential Scale, Multidimensional Scaling.

### **Unit 8: Administration of Surveys**

Error in Sample Surveys, Administration of Surveys, Field organization, Drafting of Reports.

### **Unit 9 : Sampling Designs**

Sampling and Complete Enumeration, Advantages of Sampling Over Complete Enumeration, Parameter and Statistics, Accuracy and Precision, Sampling Designs, Characteristics of a Good Sample Design, Classification of Sampling Designs, Simple Random Sampling.

### **Unit 10 : Analysis and Interpretation of Data**

Hypothesis Testing, Usage of 'z' and 't' tests, Chi-square test, Measures of Association.

### **Unit 11 : Report Writing**

Types of Reports, Physical Layout of the Report, Planning and Organisation of an Academic Report, Stages of writing an academic report, Referencing in the text, Referencing in the bibliography, Footnotes, Referencing in the Text, Referencing in the reference, Precautions in preparing report, Evaluation of a report Some considerations, Evaluation Criteria, Viva Voce examination.



## Personality Development BAV 512

### Unit 1: Positive Thinking

Introduction to Positive thinking, Positive thinking leads to positive habits, List of excuses of people not having positive attitude, Responsibility of developing attitude, Stop the Blame Game, Social Responsibility, Criticizing and Complaining, Enthusiasm, Gossiping, Promises into Commitments, Practice Generosity, Be Tactful, Kindness, Manners, "Courtesy Shows Good Upbringing", Rudeness is the weak man's imitation of strength, Don't Be Sarcastic and Put Others Down, To Have a Friend, Be a Friend.

### Unit 2 : Motivation

What is Motivation? Does Motivation works?, The difference between Motivation and Inspiration, Internal and External Motivation, Incentive Motivation, Responsibility is internal as it originates from within, Demotivated Effective, Demotivated ineffective, Demotivating Factors, Motivators.

### Unit 3: Self Esteem

Introduction to Self Esteem, Self-Esteem is Our Self-Concept, People with High Self-Esteem, Low Self-Esteem, What is the difference between being touchy and being sensitive? Lack of Discipline, Goal Setting, Goal setting as a series of steps that outlines, Types of Goals, Scrutinize Your Goals.

### Unit 4: Developing Effective Communication Skills

Valuable Communication attitudes, Assertive Training for good communication Non Verbal Communication, How To Improve Your Nonverbal Communication Skills, Practicing Non Verbal Communication, Conversation skills.

### Unit 5: Stress Management

Introduction to stress management, Sources of Stress, Types of Stressors, Internal Sources of Stress and Anxiety, Signs and Symptoms of Stress Overload, Stress Relieving Techniques, Mindfulness, Healthier ways to manage stress, Stress management strategy, Healthy ways to relax and recharge, Implement a healthy lifestyle.

### Unit 6: Body Language and Facial Expressions

Introduction to Body Language, Examples of Body Language in use, How to use body language at work, Decoding Body Language, Positive Body Language Negative Body Language, Body Language

during an Interview, Voice, Facial Expressions, Emotions, Components of Emotion, Other Components, Expressions, Emotion and Facial Expression, Being Happy, Being Sad, Being in Fear, Disgust.

### Unit 7: Etiquettes

Introduction to Etiquette, Manner of Introducing, Introducing Yourself, Introducing a Guest Speaker, Shaking Hands, Telephone Etiquettes, Manners to follow while on phone, Before The Telephone Rings, Answering The Telephone, Putting the caller on hold, Don'ts of Telephone etiquette, Electronic Communication, Office Etiquettes, Business Entertaining, Social Etiquette, Look at People and Smile, Just "Hang" With People, Be Genuinely Interested in the People You Meet, Offer Support, Remembering Names, Business Party Etiquettes, Cocktail Party Etiquettes, Corporate Attire, Dressing right, Leadership, Interpersonal Skills and Time Management, The Difference Between Ego and Pride, What is the Difference Between Selfishness and Self-interest?, Envy/Jealousy-Crab Mentality, Trust

### Unit 8: Leadership and Learning English

Developing leadership qualities, Authority is not Enough, Pride and Humility, Vanity, Humility, Pride, Importance of Leadership, Learning Conversation, Understanding Grammar rules, Doubts are, If small talk is the warm-up, conversation is the full workout, Learn the art of "Small Talk", Interpersonal skills, Be open, Classic topics to speak, Keep small talk small, Starting a good conversation, Six common corporate conversation faux pas, Reading the most important way to learn English, How Reading is helpful?, Reading Skills.

### Unit 9: Public Speaking

Introduction to Public Speaking, Preparing before presenting yourself before audience, Key Points to be remember during public speaking, Selecting Suitable Topics for public speaking, How to Create an Effective Introduction? Delivering Your Speech, Body posture and movement. Concluding your speech, Speaking on Special Occasions, Communication Anxiety, How to conquer communication anxiety, The night before and the day of your speech.

**Unit 1: Understanding the Airport**

Overview of the Air Transport System, The Importance of the Air Transportation Industry, The Need for Air Transportation, The Providers of Air Transportation Services, History of Aviation and Airports, Technological Advancements-Overview, Protection of Environment, Statistics and Forecasts.

**Unit 2: Airport Definition, Function, Customers and Partners**

What is an Airport?, On-Site Airport Customers, Off-Site Associated Partners, Airport Management and Operation, Ownership and Operation, Airport Operation, Airport Management, Degree of Involvement by the Airport Operator, Airport Organisational Structures, Airport Management as a career.

**Unit 3: Need of Standardization at Airport**

Why Standardise?, Airport Master Planning, Why Plan ?, How to Plan?, Land Use Compatibility, The Planning Process, Public Consultation, How to Use the Master Plan, The Airport Business and its Economic Impact, The Airport Business, Freedom to Set Rates, Financing Major Expenditures, The Economic Impact of Airports.

**Unit 4: Airline operations at Airport Terminal**

Introduction to Airport Terminal, Physical Components of Terminal, Objectives of Airport Terminal, Functions of Airport Terminal, Types of Passengers, Processing of Passengers, Luggage, and Freight, Departing Passengers, Arriving Passengers, Luggage Processing-Departure Process, Different Types of Airport Terminals, Operational Procedures of Terminal, Curb Management, Cleaning and Maintenance of Airport Terminal.

**Unit 5: Landside of Airport**

Introduction to Landside of Airport, Access Infrastructure, Vehicles allowed, Parking Infrastructure, Types of Parking Spaces, Parking Technology, Operational Procedures of Landside, Vehicular Traffic Control, Airport Certification, Obligations of the CAA, The Need for Certification, The Aerodrome Certifications Process.

**Unit 6: Airport Security**

Introduction to Civil Aviation Security, Brief History, Aviation as a Target, Airport Security Authority, Responsibilities, Resources and Tools, Airport Civil Aviation Security Committee, Preventative Measures, Control of Access to Restricted Areas-Physical Barriers, Security Vs. Facilitation, Training and Awareness.

**Unit 7: Support Services**

Rescue and Fire Fighting, External Services, Water Supply, The Need for Water, Sources of Water Supply, Recovery of Water Costs, Sanitary Sewage, The Need for Sanitary Sewage, Treatment of Raw Sanitary Sewage, Electrical Power, Sources of Electricity, Distribution of Electricity, Recovery of Electricity Costs, Surface Run-off Management, Management Techniques, Communications, Natural Gas, Solid Waste Management, Food Waste.

**Unit 8: Airport Issues and Challenges**

Introduction to Airport Challenges, Evolution of Security Threats, How Airport Operators Cope with the Current Threat Challenge, Challenge of the Future, Detecting suspected Travellers, Detecting Passengers Travelling under a False Identity, Extension of the Use of Biometrics to Passengers, Screening of Checked Luggage, Economics, Capacity, New Aircraft Types, The Past-How Aircraft Technology Evolved, Impact of the Evolution of Aircraft on Airport Facilities, Terminal Buildings and Aprons, New Fuels.

**Unit 9: Ownership and operations of Airport**

Future Scenario, Many Types of Airports, Airport Planning in Times of Stability, Uncertainty at Airport, What has Changed ?, Measures to Cope with Uncertainty, New Planning Strategies, Sustainable Development of Airport, Global Environmental Situation, The Aviation Context, Sustainable Development gaining importance.

**Unit 10: Airside Inspection**

Introduction to Airside Inspections, Routine Daily Inspections-Level 1, Detailed Daily Inspections - Level 2, Management Inspections and Audits - Level 3, Protection of Navigation Aids (NAVAIDS), Use of FOLLOW ME Vehicles during Reduced / Low Visibility Operations, Wildlife Hazards, Airside Safety of flights, Helicopter Operations, Special Flights, Disabled Aircraft Removal.

**Unit 11: Air Cargo**

Introduction to Air Cargo (Freight), History of Air Cargo, Advantage of Air cargo, Traditional Values, Small shipment size, Security, Cost of Capital, Inventory cost, Demand of Air Cargo, New technology Cargo Aircraft, Cargo Airships, Bio-Fuels, E-Freight, Air Cargo Services and Other Supply Factors, Cargo Facilities at Airport, What is Cargo Market?, How to develop Cargo Market?, Facility Required for cargo at Airport, Air Cargo Stakeholders.

## **Unit 12: The Futures of Airports**

Airside, Terminal, Technology in Security Screening, Customer Service Technology, Landside, Airline Operations.

### **Airline Management BAV 514**

#### **Unit 1: Basics of Aviation**

What is Airlines?, Major Airlines in India, Organization Structure of Airline, Indian Aviation Regulations, Terms used in Aviation, Different handlings at Airport, Airline Finances, Airline Costs, Airline Cash Management, Airline Financial statements, Airline Revenue Generation, Airport Financial Management, Airport Funding, Airport Income Sources, Privatization of Airports, Air Law, Public International Air Law: Chicago Convention, International Air Laws, Freedoms of the Air.

#### **Unit 2: Airline Schedule Generation**

Hub and Spoke Networks, Connecting Complex, Minimum Connection Times - Baggage, Cabin Crew, Cockpit Crew, Passenger, Minimum Aircraft Turn Time, Minimum Gate Buffer Times, The Three Airline System Schedules, Published Passenger Schedule, Resource Schedule of Crew Trips, Resource Schedule of Aircraft Rotations, The Station Schedules 2.4 The Four Phases of Airline Schedule Development, Airline Scheduling Groups, Airline Service Planning, Airline Schedule Generation, Airline Resource Allocation.

#### **Unit 3: Airport Safety Concept**

Risk Assessment and Control, Staff Tasks, Business Risks, Workplace Health and Safety, Accident, Incident and Occurrence Reporting, Accident, Incident and Occurrence Investigation and Analysis, Dangerous Goods, Human and Organizational Factors of Airport Safety, Staff Competencies, Training Requirements and Competency Checks, Airside Inspections and Audits.

#### **Unit 4: Airside Driving and Foreign Object Debris (FOD) Prevention**

Airside Driving, Operation of Vehicles Airside, Airside Vehicle Permits (AVPs), Airside Driver Training Programme, The Airside Driving Permit (ADP), National Legislation and Regulation, Airport Regulations and Requirements, Personal Responsibilities, Vehicle Standards, General Airport Layout, Hazards of General Airside Driving, Local Organizations, Emergency Procedures, Refresher training, Practical Training (Visual Familiarization),

FOD (Foreign Object Debris ) Prevention, Maintaining good housekeeping practices, Other measures can help reduce the risks from FOD.

#### **Unit 5: Airside Precautionary Diverse Situations**

Adverse Weather Operations, Snow and / or Ice, Strong Winds, Storms – Lightning, Storms – Sand, Dust and Volcanic Ash, Storms – Rain, Airside Construction Works, Low Visibility Procedures (LVP), Aircraft Deciding, Emergency Preparedness and Contingency, Emergency Planning, Perimeter fence safety, Persons with Disabilities and Persons with Reduced Mobility (PRM).

#### **Unit 6: Apron Safety**

Apron Layout and Markings, Taxiway and Taxi lane centre line, Airside Road Markings and Signs, Operation of Air bridges, Aircraft Pushback Procedures, Apron Management, Aircraft Fuelling, Sources and dissipation of electrical energy that may develop during aircraft fuelling, Operations, Electrostatic charge, which may be accumulated on the surface of the aircraft or fuelling vehicle, when conditions are favourable, Electrostatic charge, which may build up in the fuel during the fuelling operation, Stray currents, Spillage Procedures, Aircraft Marshalling, Aircraft Turnaround Process and Audits, Passenger Evacuation Procedures, Boarding and Deplaning Passengers during Fire Alarms, Baggage Make-Up Areas.

#### **Unit 7: Airlines and Airport Safety Management Systems**

Safety Management system in broader view, Safety Management Manual (SMM), Policy, Personnel, Processes, Reporting, Records, Airside Safety Review, Plan Airside Safety, Do Airside Safety, Airside Safety Check, Safety Performance Indicators (SPIs), Just Culture, Best Industry Practice Safety Management (SMS) Gap Analysis and Audit Tool.

#### **Unit 8 : Risk and Risk Management**

Risk, Severity of Outcomes of Risk, Likelihood, Risk Management, Risk Classification, SRM and SMS Component Interaction, SRM (Safety Risk

Management ) and SA ( Safety Assurance ), SRM, SA, Safety Promotion, and Safety Policy, Safety Risk Management at Small Airports, Safety Risk Management 5 step Process, SRM Applied to Small Airports, Daily SRM for Small Airports.

### **Unit 9: Safety Risk Assessment (SRA)**

What is SRA?, Benefits of an SRA Among the most important benefits of convening a panel and performing an SRA are as follows, When Is an SRA Needed?, Conducting an SRA, Before SRA Preparation and Planning, Develop SRA Plan, Identify Panel Members to perform SRA, Identifying Facilitator, Prepare Materials, Schedule the SRA, After-SRA Documentation, Consolidate Information, Prepare Report, Submit Report, Facilitating an SRA, Keeping to a Timeline, SRA for Small Airports, Documenting Hazards, Risks, and Actions.

## **Conference and Event Management BAV 515**

### **Unit 1: Introduction to Event Management**

Introduction to Events, Event Management Industry - A Historical Perspective, Objectives of Events, Nature and Scope of Events Management, Importance of Event Management, Importance of Event Manager, A Variety of Events, Classification of Events, Size of Events Types of Events, Practices in Event Management, Planning Effective Events.

### **Unit 2: The Dynamics of Event Management**

Introduction to Event Planning and Organizing, Starting Point, Part of a Plan, The Aims of an Event, Planning and Managing Meetings, The Objectives of an Event, Introduction to Events, Characteristics of the Best Events, Centrality of Events, What do you need for success?, Establish the Objectives of Event, Make Use of Planning Tools, Organization Charts, Problem Solving, Process of Risk Management, Identifying Risks and Hazards, Assessing the Risks and Hazards, Managing the Risks and Hazards, Crisis Management, People Management, Group Development, Time Management, Site and Infrastructure Management.

### **Unit 3: Event Marketing**

Introduction to Event Marketing, Process of Event Marketing, Motivating customers, Establish the Price and the Ticket Program, Promote the Event, Evaluate Marketing Efforts Marketing Equipment's and Tools, SWOT Analysis, Public Relations, Advertising, Event Co-Ordination, Media Relations, Press Releases, Press

### **Unit 10: Airline Marketing**

Stages in the Application of Marketing Principles to Airline Management, Market of Air Transport, and Identifying own Market, Identifying who is the "Customer"? 10.3 Air Passenger Market, The Concept, Variables in the Air Passenger Market, Factors affecting Air Passenger Marketing Strategies in Airline Business, Five forces acting on Airline Marketing, Fundamentals of the Business Model, Distributing the Product, Types of Distribution Channel, The Concept of "Super-Profits", Brand Management in Airline Marketing, What is a "Brand"?, Why Brands?, Brand-Building in the Airline Industry, Positioning Brands, The Brand-Building Process.

Conferences, Golden Rules of Media Liaison, Event Evaluation.

### **Unit 4: Event Proposal and Logistics in Event Management**

Introduction to Event Proposal, Description of the Event, Experience of the Event Bidder, Venue and Facilities offered, The Proposed Event Budget, Equipment's used in Event, DJ Equipment for Event Planning, Microphones, DJ Lighting for Event Planning, Special Effects in Events, Promotional Materials for Events.

### **Unit 5: Financing in Event Management**

Introduction to finance management for event, Preparing your Budget, Transparency in budget preparation, Budget Preparation Tips, Control Mechanisms, Things to Remember on Site Cash, Other Financial Issues, Preparing business plan for Event Management The Event Budget, Basic event budgeting rules.

### **Unit 6: Monitoring and Evaluation of Event**

Introduction to promoting Event, Importance of promotion, Selling the Event, Strategies for promoting events include, Managing Event Staff, Time frames for Event Management Tasks, The event Programme, Event Ceremonies, Hospitality in Events, Promotional Products for Events, Merchandising, Purpose of Promotional Products, Tasks involved with Promotional Products, Purchasing items that do not

sell, Theft and damage to stock, Ordering merchandising stocks too late, Failure to provide adequate training to merchandising staff.

#### **Unit 7: Health Safety and Risk Management**

Introduction to the Event Risk Management, Emergency Planning, Persons in charge of the event, Planned response actions, Maintenance and testing of equipment, Past Events Effectuated, Emergency Plan Checklist for an Event, Risks and its Remedies, Strategies for promoting risk awareness, Risk Insurances, Risk Planning and risk audit, Documenting Risks, Training Staff for Implementation of Risk Management, Crowd Management, Crowd Control, Training in Crowd Control.

#### **Unit 8: Conference Management**

Introduction to conference management, Conference and Event Planning Tools, How to successfully

approach conference planning?, The event plan checklist, Conference Planning, Activity and Event Ideas, Troubleshooting - how to manage your event smoothly, Evaluating your event - success and feedback, Organizing a large international conference or meeting, Developing an Event Timeline, Responsibilities of Conference manager.

#### **Unit 9: Travel Industry Fair**

Introduction to Travel Industry Fair, Importance of Trade Fairs, Benefits of Trade Fairs, ITB, The World's Leading Travel Trade Show, Destinations and Market Segments 9.3 World Travel Market, Interesting facts about World Travel Market, International Brussels Travel Fair, FITUR, Event Profile, KTM, IITM, Visitor Profile, Confederation of Indian Industry, Functions, CII Trade Fairs, PATA, PATA Today, PATA in India.

#### **On Job Training BAV 611**

##### **On Job Training ;**

Student has to undergo on job training at various Airports, Five Star Hotels, etc. as specified by study centre time to time. On job training is of 8 credits and will carry 200 marks. The evaluation of On Job

training will be done by the study centre in concern with the organisation whether student is placed for the on job training. This evaluation will be based on performance of the student on Job Training.

#### **Project BAV 612**

##### **Project:**

Student has to prepare a detailed project report as per the guidelines given by the university. It carries 200

marks. Evaluation of the Project Report will be done at the university headquarters.

#### **Seminar BAV 613**

##### **Seminar :**

A student has to present seminar and successfully answer the questions raised by the experts in the

seminar. It will carry 4 credits of 100 marks. The topics for the seminar will be given by the study centre.