

TRUNCATED
SYLLABUS FOR BBM
IN
TOURISM AVIATION & HOSPITALITY

Annexure:

Semester – I (NEW SYLLABUS)

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

Semester – III (NEW SYLLABUS)

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

Semester – V (OLD SYLLABUS)

Subject Code	Title of the Course	Lecture Hours per Week	CREDITS
BBMTAH/501 DSE- 1A	Accommodation Operations, Front Office & Housekeeping	6	6
BBMTAH/502 DSE- 2A	F & B Services & Food Production & Project(15- 25 sheets) Industry visit	6	6
BBMTAH/503 GE - 1	Hotel Tourism & Basic Hotel Accounting	6	6

SEMESTER – I

DSC-1

Principles of Aviation

Unit-1

History of Aviation - The Evolution of Aviation, Issues and Challenges, Global Aviation Industry, Aviation Industry in India - An Overview, Aircraft Types and Structures, Aircraft Manufacturers.

Unit-2

World Airlines and Airports, Domestic and International, IATA and ICAO, National Aviation Authorities.

Unit-3

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

DSC-2

Persona Management & Soft skills & Personality Development

UNIT -1

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

UNIT-2

Art of Makeup – Uses and Types of Makeup, Formal & Casual Look, Power Dressing, Elegant Dressing, Selection of Outfit, Accessories

UNIT-3

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

UNIT-5

Self Analysis, SWOT Analysis, Self Introspection, Career Goals, Achieving Goals, Attributes, Creativity, Out of Box Thinking, Lateral Thinking, Etiquette, Motivation, Factors of Motivation

LCC-1

Language Enhancement

UNIT-1

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

UNIT-2

Tense- Present, Past, Future, Verb Tense

UNIT-3

Active & Passive Voice

UNIT-4

Vowel Sounds, Consonant Sounds

AECC-1

Alternative English/Bengali/Hindi

As per the university syllabus

SEMESTER – III

DSC-5

Business Economics

UNIT -1

Definition of Economics, Economics (scope, nature and purpose) – Open and Closed economy

UNIT -2

Microeconomics (definition and characteristics), Demand & Supply with curve

UNIT-3

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

UNIT-4

Macroeconomics (definition, examples and importance), & GDP, GNP, National Income

UNIT-5

Market Structure, Monopoly, Duopoly, Oligopoly, Monopolistic Competition, Perfect Competition.

UNIT-6

Indian Economy (Economic reforms in the year 1991), Economic Growth & Development

DSC-6

Introduction to Hospitality and Accommodation Operations

UNIT -1

Introduction to Service / Hospitality Industry, Attributes & Attitudes of Hospitality Industry. Personnel ,Guest Cycle

UNIT-2

Guest Services. Understanding Customer Needs & Wants. Influential & job opportunities & career growth in Hotel industry

UNIT-3

Classification of Hotels, Departments and its functions. Job role of H.O.D.

LCC-3

Business Language

UNIT -1

Importance of Business Letters, Difference between Personal and Business Letters, Structure & format of Business letter

UNIT-2

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

UNIT- 3

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

SEC-1

Human Resource & Organization Behavior

UNIT -1

Human Resource Definition, Scope & Objectives, Motivation, Types of Motivation, Motivation Theory (MASLOW'S HIERARCHY OF NEEDS,HERTZBERG TWOFACOR THEORY,MCGREGOR THEORY X AND THEORY Y)

**Job Analysis (PROCESS) Performance Appraisal (METHODS AND BENEFITS)
Learning, Components of Learning**

UNIT-2

Organizational Behavior (DEFINITION WITH EXAMPLES) Management Function (5 BASIC FUNCTION OF MANAGEMENT) Group, Team, Leadership, Types of Leadership. Conflicts, Handling Conflicts (STEPS THAT ARE INVOLVES TO DEAL WITH CONFLICT) Negotiation (PROCESS).

SEMESTER-V OLD SYLLABUS

DSC-1A –

Accommodation Operation (Front Office and House Keeping)

UNIT -1

Introduction to the Hospitality Industry, Introduction to front office, Guest Room, Guest Cycle, Preparation and settlements of bills and check out-2, Night Audit.

UNIT -2

Introduction to House Keeping, Cleaning Agent and Equipment, Cleaning Method in House Keeping 1, Linen Room, Laundry, Flower Arrangement, Pest Control, Maintenance and Coordination of front Office and House Keeping.

DSE - 2A-

F & B Service and Food production,

UNIT -1

Department Organization and Staffing, Introduction to F& B Service Equipments. Auxiliary Areas of F & B, Menu-Origin and Types

UNIT -2

Restaurant Setup, Mis-en-Scene and Mis-en-Place, Types of services¹, System of Order Taking, Banqueting, Alcoholic and Non Alcoholic Beverages.

UNIT -3

Project of - 15 to 25 Pages on Industry Visit

GE-1 –

Hotel Tourism & Basic Hotel Accounting.

UNIT -1

Introduction to Tourism, Tourism Infrastructure and Transport, Tourism Organization, Travel Formalities and Regulation, Itinerary Planning, Tourism Product Attraction, Planning and Development in Tourism, Emerging Trends and Impact of Tourism

UNIT - 2

Introduction to Accounting, Double Entry Book Keeping, Journal Transactions 1, Ledger 1,

UNIT -3

Hospitality Costing 1

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