

**FOUR YEAR UNDER-GRADUATE PROGRAM (FYUGP)
IN
BACHELOR OF BUSINESS MANAGEMENT (BBM) IN
TOURISM, AVIATION AND HOSPITALITY (TAH),
COOCH BEHAR PANCHANAN BARMA UNIVERSITY**

**COOCH BEHAR PANCHANAN BARMA UNIVERSITY, COOCH
BEHAR-736101, WEST BENGAL, INDIA**

FOUR YEAR UGP Structure as per

UGC National Credit Curriculum Framework of December, 2022

**BACHELOR OF BUSINESS MANAGEMENT (BBM) IN
TOURISM, AVIATION AND HOSPITALITY (TAH)**

Year	Semester	Course	Title of Course	Total Credit	Marks
1st Year	Semester 1	Major 1	Fundamentals of Tourism, Aviation and Hospitality	6	100
		Minor 1	Persona Management Soft Skills and Personality Development	6	100
		MDC 1	Food Science and Nutrition *	3	50
		SEC 1	A) Tourism *	3	50
			B) Hospitality Management*		
		AEC 1	Alternative English	4	50
			Total Credit	22	

Year	Semester	Course	Title of Course	Total Credit	Marks
1 st Year	Semester 2	Major 2	Tourism Business Product and Customer Service	6	100
		Minor 2	Front Office Operations	6	100
		VAC 1	Environmental Education *	3	50
		SEC 2	A) Tourism *	3	50
			B) Hospitality Management*		
		Internship	Internship / Field Work / Summer Activity *	4	50
			Total Credit	22	

Year	Semester	Course	Title of Course	Total Credit	Marks
2 nd Year	Semester 3	Major 3	Aviation Safety and Security Legislation	6	100
		Major 4	Accommodation Operations (Front Office & Housekeeping)	6	100
		Minor 3	Business Organization and Organizational Behaviour	6	100
		SEC 3	A) Tourism *	3	50
			B) Hospitality Management*		
		MDC 2	Business Economics	3	50
			Total Credit	24	

Year	Semester	Course	Title of Course	Total Credit	Marks
2nd Year	Semester 4	Major 5	Food and Beverage Service Operations	6	100
		Major 6	Human Resources Management	6	100
		Minor 4	Entrepreneurship Development	6	100
		AEC 2	English (Business Communication) *	4	50
			Total Credit	22	

Year	Semester	Course	Title of Course	Total Credit	Marks
3rd Year	Semester 5	Major 7	Load Planning and DGR in Aviation	6	100
		Major 8	Business Finance and Hotel Accounting	6	100
		Major 9	Food and Beverage Production	6	100
		MDC 3	Marketing Management	3	50
			Total Credit	21	

Year	Semester	Course	Title of Course	Total Credit	Marks
3rd Year	Semester 6	Major 10	Crew Management and Inflight Services	6	100
		Major 11	Elementary Statistics	6	100
		Major 12	Tourism Management and Operations, Travel Agents and Tour Operators *	6	100
		VAC 2	Constitution of India and Health & Wellness	3	50
			Total Credit	22	

4th Year BBM (with Honours in Tourism Aviation and Hospitality)

Year	Semester	Course	Title of Course	Total Credit	Marks
4thYear	Semester 7	Major 13	Airfare Calculations and Ticketing	6	100
		Major 14	Cruise Operations and Management	6	100
		Major 15	Cargo Transportation and Management	6	100
		Major 16	Revenue Management in Rooms Division	6	100
		Minor 5	Retail Management & Visual Merchandising	6	100
			Total Credit		30

Year	Semester	Course	Title of Course	Total Credit	Marks
4 th Year	Semester 8	Major 17	Yield and Cost Management in Food and Beverages	6	100
		Major 18	Airline and Airport Management	6	100
		Major 19	Project (Based on Industry Internship)	6	100
		Minor 6	Tourism Planning and Development	6	100
			Total Credit		24

Abbreviations: -

AEC	Ability Enhancement Courses
MDC	Multi Disciplinary Courses
SEC	Skill Enhancement Courses
VAC	Value Added Courses

Cooch Behar Panchanan Barma University, Cooch Behar

BACHELOR OF BUSINESS MANAGEMENT (BBM) IN TOURISM, AVIATION AND HOSPITALITY (TAH)

Syllabus, under 4 years UG Course as per NCCF

SEMESTER 1

MAJOR - 1

Fundamentals of Tourism, Aviation & Hospitality

Credits – 6

Course Objectives:

To enable the students to acquire conceptual knowledge of Tourism, Aviation and Hospitality and to impart basic ideas regarding the overall scenario in the field of .Tourism, Aviation and Hospitality.

Unit - 1

Introduction to Tourism –Tourism Definition, Meaning, Nature & Scope, Tourists, Travelers, Visitors, Transit Visitors & Excursionist – Definition & Differentiation. Types of Tourist – International & Domestic, Inbound & Outbound, Types of Tourism.

Unit - 2

Components of Tourism Infrastructure – Introduction, 4 A's of Tourism (Accessibility, Accommodation, Attraction, Amenities) Types, Forms & Significance. History of Tourism - Ancient Era, Imperial Era, Pilgrimage Era, Grand Tour Era, Transition Era, Modern Era. Factors affecting Growth in Tourism

Unit - 3

Tourism Geography – Role of Geography in Tourism. Types of Indian Landforms. Physical Geography of Asia, Pacific Regions, Tourist Destinations, Attraction & Accessibilities of Major Countries such as India, Thailand, Nepal, Bhutan, Bangladesh, Sri-Lanka, Singapore. Basic idea of different seasons in the Indian sub continent.

Unit - 4

Impacts of Tourism – Socio cultural Impact, Economic Impact, Political Impact, Environmental Impact.

Unit - 5

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 - 6

World Airlines and Airports, World Aviation Bodies- Airports- Domestic and International, General physical characteristics of an airport – Domestic & International Airports, World Airlines, World Major Airports, IATA and ICAO, National Aviation Authorities.

Unit - 7

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

Unit - 8

Introduction to Hospitality. History of Hospitality Industry; Introduction to Hotel Industry, Types of Hotels, Classification of Star Category & Scaling of large, medium, small and budgetary hotel. All major & minor departments of Hotel.

MINOR - 1

Persona Management Soft Skills and Personality Development

Credits – 6

Course Objectives:

To enable the students to develop skills in persona management and personality development, because this is the primary skill required for dealing with the customers in service sector industry.

Unit - 1

Soft Skills and Hard Skills, Self Analysis, SWOT Analysis, PESTLE Analysis,

Unit - 2

Career Goals, Achieving Goals, Attributes, Self Confidence, Self Esteem

Unit – 3

Self-Introspection, Creativity, Out of Box thinking, Lateral thinking,

Unit - 4

Motivation, Factors of Motivation, Personal Grooming Part 1 and 2, Health and Nutrition,

Unit - 5

Team building skills, Airline and Corporate etiquettes.

SEC - 1

Credits – 3

Course Objectives:

The objective of the course to develop skill in the relevant area chosen by the student. The fundamental objective is to enhance their professional skill and increase job opportunity before the students.

The students have to choose one subject as Skill enhancement course out of the recommended basket by the University. It is particularly recommendable for the students of BBM to choose one of the following two subjects in line with the major areas of BBM

(A) Tourism

(B) Hospitality.

MDC – 1

Food Science and Nutrition

Credits – 3

Course Objectives:

To enable the students to acquire conceptual knowledge of Food Science and Nutrition and to impart basic ideas regarding food quality nutrition value of supplied food for customer satisfaction.

Unit – 1

Principles of Nutrition and Health, Food Selection and Meal Planning, Food Preparation and Service; Principles and Methods

Unit – 2

Food Groups, Food Chain, Food Web.

Unit – 3

Nutrition through life cycle. Classification of food and their Nutritional values, Food Microbiology.

Unit – 4

Food safety; FSSAI, HACCP, QHSE

Unit – 5

Balanced diet, RDA, Food Processing.

AEC – 1

Alternative English

Credits – 4

Syllabus will be as prescribed by Cooch Behar Panchanan Barma University, Cooch Behar.

SEMESTER 2

MAJOR – 2

Tourism Business Product and Customer Service

Credits – 6

Course Objectives:

To enable the students to acquire conceptual knowledge of Tourism business, basic domain of the field of tourism and fundamental knowledge of customer service, because customer satisfaction is the ultimate goal of service sector industry like tourism.

Unit – 1

Tourism Organizations - Introduction and function of Tourism Organizations. International Organizations – UN WTO, PATA, UFTAA. National Organizations – ITDC, IATO, TAAI, FHRAI. Regional Organizations – WBTDC, HPTDC, KTDC, RTDC, EHTTOA

Unit - 2

Travel Operations - Definition, Difference and Roles of Tour Operators and Travel Agents. Guides and Escorts – Roles, responsibilities and qualities.

Unit - 3

Packages and Itinerary Planning - Tour Package – Definition and types. Definition, role, types, functions and advantages of an Itinerary. Costing and Margin.

Unit - 4

Tourism Marketing - What is Tourism Marketing? 4 P's of Marketing. Market segmentation. Tourism product life cycle. Features of Tourism Product.

Unit – 7

Components of Customer Care - Airline and Corporate Etiquette, Defining a Customer, Types of Customer, Customer Service, and Retention.

Unit - 8

Behavior Patterns and Building Rapport- Behavior Styles, Assertive Behavior, Empathy Vs Sympathy, Rapport Building Techniques.

Unit - 9

Passenger handling- International and Domestic Passenger Terminals, International Travel Documentation, baggage Allowance and Baggage irregularities, passenger needing Special Attention.

Unit – 10

Airport Handling- Airport Services, Standard Operations, ramp Services and Airside Safety, Freight ware House management.

MINOR – 2

Front Office Operations

Credit – 6

Course Objectives:

To enable the students to acquire conceptual knowledge of Front Office operations of service sector like tour-operator, Hotels and airlines operator. To impart basic ideas regarding office layout front office design and other relevant areas

Unit - 1

Introduction to the hotel industry. Classification of hotels. Front Office organization, layout, planning, furniture and equipment, staffing pattern-according to sizes and types, rules of the house for Front Office staff, duties and attributes of different level of staff, basic terminology used in the front office of a hotel, coordination and communication between the Front Office and the other departments.

Unit - 2

Reservation – Basic definition, modes of room reservation and source of hotel bookings, system of room reservation, conventional density, different records, diaries, forms, etc. used for recording room reservation, filling-in system for reservations, introduction to computerized reservation system.

Unit - 3

Reception – Receiving, registration and rooming of the guest on arrival. Rooming of VIP and VVIP guests and group arrivals, contractual terms between hotel and guests, record registers, forms, etc. required in the reception office, functions and operation of the room rack and other equipment at the reception counter, dealing with walk-in guests with scanty baggage, procedure of crew arrival and lay over passengers, change of guest rooms, handling of guest, staff and hotel mail, maintenance of books,

Unit - 4

Key control and handling, use and function of the key rack, handling of messages and enquiries for the guest, calculating room occupancy reports, housekeeping occupancy reports.

SEC – 2

Credits – 3

Credits – 3

Course Objectives:

The objective of the course to develop skill in the relevant area chosen by the student. The fundamental objective is to enhance their professional skill and increase job opportunity before the students.

The students have to choose one subject as Skill enhancement course out of the recommended basket by the University. It is particularly recommendable for the students of BBM to choose one of the following two subjects in line with the major areas of BBM

(A) Tourism

(B) Hospitality.

VAC – 1

Environmental Education

Credits - 3

Syllabus will be as prescribed by Cooch Behar Panchanan Barma University, Cooch Behar.

Internship

Credits - 4

Students will have to undertake an Internship / Field Work / Summer or Winter Activity based on the major subjects studied.