

4 Year Under Graduate Degree (Honours) **in** **Business Management**

Programme Objective:

Indian economy is one of the fast growing economies in the world. It has been observed during the recent years that service sectors are growing at a faster pace than the core productive sectors. Thus, in the coming years there shall be much more employment opportunity as well as the entrepreneurial opportunity in the service sectors like tourism, hospitality and aviation. The BBM Honours Program Course offered by the Cooch Behar Panchanan Barma University has its fundamental aims at inducting managerial knowledge and skills in students related to different aspects and operations of the Sectors like Tourism, Aviation, and Hospitality. The course is designed to help students to develop decision making ability in real life business situations. Focus of the program lies on developing operational and analytical skills in students to tackle business problems in different functional areas of the sectors like tourism, aviation and hospitality. The students have their option to choose a specialization of their interest in the last year of the program, which further facilitates them to develop their management skills in a particular functional area. The program also aims to inculcate global view of the industrial and organizational establishments and their functions which support the business system.

Programme Outcome:

The expected outcome of the programme would be:

- To develop leadership and managerial skills in the specialized sectors like Tourism, Aviation, and Hospitality;
- To exhibit technical proficiency in comprehending basic operational problems in the sectors ;
- To analyze and develop solutions for business problems and issues by evaluating relevant information;
- To exhibit competence in use of technology and information systems in the specialized sectors;
- To conceptualize a business plan and develop a business plan document;
- To develop entrepreneurial skills for creating and managing innovation and start-ups;

The BBM Honours Program graduates are therefore expected to be suitable for absorption into industry in entry level managerial posts and also for higher level studies and research in management.

The eight semester course is designed in consonance with the University Grants Commission guidelines for National Credit curriculum Framework NCCF of study and the regulations of the Cooch Behar Panchanan Barma University. The course offers three specializations, i.e., Tourism, Aviation, and Hospitality. The course being professional in nature requires that a project report based on field/empirical/ case studies or a business plan normally based on the specialized sectors. The detailed structure of the course follows:

**4 Year Under Graduate Degree (Honours)
in
Business Management**

Year	Semester	Course	Paper Code	Title of Paper	Total Credit	Marks
1 st Year	Semester 1	Major 1	BMG-MAJ1	Fundamentals of Tourism, Aviation and Hospitality	6	100
		Minor 1	BMG-MIN1	Persona Management Soft Skills and Personality Development	6	100
		MDC 1	BMG-MDC1	Food Science and Nutrition *	3	50
		SEC 1	SEC 34	A) Tourism *	3	50
			SEC 19	B) Hospitality Management*		
		AEC 1	AEC 1	Alternative English	4	50
				Total Credit	22	

Year	Semester	Course	Paper Code	Title of Course	Total Credit	Marks
1 st Year	Semester 2	Major 2	BMG-MAJ2	Tourism Business Product and Customer Service	6	100
		Minor 2	BMG-MIN2	Front Office Operations	6	100
		VAC 1		Environmental Education *	3	50
		SEC 2	SEC 34	A) Tourism *	3	50
			SEC 19	B) Hospitality Management*		
		Internship		Internship / Field Work / Summer Activity * Assessment by Project Report	4	50
				Total Credit	22	

Year	Semester	Course	Paper Code	Title of Course	Total Credit	Marks
2nd Year	Semester 3	Major 3	BMG-MAJ3	Aviation Safety and Security Legislation	6	100
		Major 4	BMG-MAJ4	Accommodation Operations (Front Office & Housekeeping)	6	100
		Minor 3	BMG-MIN3	Food Science and Nutrition	6	100
		SEC 3	SEC 34	A) Tourism *	3	50
			SEC 19	B) Hospitality Management*		
		MDC 2	BMG-MDC2	Human Resources Management	3	50
				Total Credit	24	

Year	Semester	Course	Paper Code	Title of Course	Total Credit	Marks
2nd Year	Semester 4	Major 5	BMG-MAJ5	Entrepreneurship Development	6	100
		Major 6	BMG-MAJ6	Food and Beverage Service Operations	6	100
		Minor 4	BMG-MIN4	Business Economics and Elementary Statistics	6	100
		AEC 2	AEC 2	Basics of English	4	50
				Total Credit	22	

Year	Semester	Course	Paper Code	Title of Course	Total Credit	Marks
3rd Year	Semester 5	Major 7	BMG-MAJ7	Load Planning and DGR in Aviation	6	100
		Major 8	BMG-MAJ8	Business Finance and Hotel Accounting	6	100
		Major 9	BMG-MAJ9	Food and Beverage Production	6	100
		MDC 3	BMG-MDC3	Marketing Management	3	50
				Total Credit	21	
Year	Semester	Course	Paper Code	Title of Course	Total Credit	Marks
3rd Year	Semester 6	Major 10	BMG-MAJ10	Crew Management and In-flight Services	6	100
		Major 11	BMG-MAJ11	Marketing Management and Human Resources Management	6	100
		Major 12	BMG-MAJ12	Tourism Management and Operations, Travel Agents and Tour Operators *	6	100
		VAC 2		Constitution of India and Health & Wellness	3	50
				Total Credit	22	

Year	Semester	Course	Paper Code	Title of Course	Total Credit	Marks
4thYear	Semester 7	Major 13	BMG-MAJ113	Research Methodology and Ethics	6	100
		Major 14	BMG-MAJ14	Airfare Calculations and Ticketing	6	100
		Major 15	BMG-MAJ15	Cargo Transportation and Management	6	100
		Major 16	BMG-MAJ16	Cruise Operations and Management	6	100
		Minor 5	BMG-MIN5	Business Organization and Organizational Behaviour	6	100
					Total Credit	30

Year	Semester	Course	Paper Code	Title of Course	Total Credit	Marks
4 th Year	Semester 8	Major 17	BMG-MAJ117	Tourism Planning and Development	6	100
		Major 18	BMG-MAJ18	Airline and Airport Management	6	100
		Major 19	BMG-MAJ19	Project (Based on Industry Internship). Assessment by Viva	6	100
		Minor 6	BMG-MIN6	Revenue and Yield Management in Hotel Industry	6	100
					Total Credit	24

Abbreviations: -

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

Bachelor of Business Management in Tourism Aviation and Hospitality

Detailed Syllabus for Semester One

Course: Major 1

Paper Title: Fundamentals of Tourism, Aviation & Hospitality

Paper Code: BMG-MAJ 1

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.



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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.

References:

1. Text Book of Front Office Operations – by Sudhir Andrews, Amazon Books
2. E- Book ‘Fundamentals of Tourism, Aviation & Hospitality’, by Avlon Shiksha Niketan
3. Aviator’s Handbook – by Thomas Tom, Sterling Book House



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Bachelor of Business Management in Tourism Aviation and Hospitality

Detailed Syllabus for Semester One

Course: Minor 1

Paper Title: Persona Management Soft Skills and Personality Development

Paper Code: BMG MIN1

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.

References:

1. Success Principles - by Jack Canfield, Amazon Books
2. E- Book ‘Persona Management Soft Skills and Personality Development’, by Avlon Shiksha Niketan



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Bachelor of Business Management in Tourism Aviation and Hospitality

Detailed Syllabus for Semester One

Course: MDC 1

Paper Title: Food Science and Nutrition

Paper Code: BMG MDC 1

Course Objective

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.

References:

1. Principles of Food Science and Nutrition – by Minna Bagga and Swati Gupta, Kalyani Publications



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Detailed Syllabus for Semester Two.

Course: Major 2

Paper Title: **Tourism Business Product and Customer Service**

Paper Code: **BMG MAG 2**

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.



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Unit – 10

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

References:

1. Tourism Products – by Manoj Dixit, Charu Sheela, Amazon Books
2. E Book 'Tourism Business Product' – by Avlon Shiksha Niketan
3. E Book 'Customer Service' – by Avlon Shiksha Niketan



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Bachelor of Business Management in Tourism Aviation and Hospitality

Detailed Syllabus for Semester Two

Course: Minor 2

Paper Title: Front Office Operations

Paper Code: BMG MIN 2

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 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.

References:

1. Text Book of Front Office Operations – by Sudhir Andrews, Amazon Books
2. E- Book ‘Front Office Operations’, by Avlon Shiksha Niketan



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Bachelor of Business Management in Tourism Aviation and Hospitality

Detailed Syllabus for Semester Three

Course: Major 3

Paper Title: Aviation Safety and Security Legislation

Paper Code: BMG MAJ 3

Course Objectives:

To enable the students to imbibe the value of Aviation Security and delve in the in-depth information about Security Legislation based on international protocols.

Unit – 1

Aviation Security: Infrastructural requirement- Planning and Design Considerations for Security in Airport, Annex 17: SARPS (Standard and Recommended Practices), Access Control and Monitoring Mechanisms, Security Screening Infrastructure and Procedures, In-flight Safety and Security.

Unit – 2

Legislative Frame Work - Genesis of Aviation Security: Global Security Perspective, Various Standard Security Programs, Important International Conventions, Protocols and Legislations Ensuring Aviation Security: Salient Features. Civil Aviation Requirements: Salient Features

Unit – 3

Enforcement Agencies: Global and National – Their History, Role and Responsibilities- ICAO and IATA, BCAS, Aviation Security Group, Other Agencies Performing Sovereign Functions at the Airport

Unit – 4

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

References:

1. Text Book of Aviation Safety and Security – by Stephen J Wright, Perlego Publications
2. E- Book ‘Aviation Safety and Security Legislation’ - by Avlon Shiksha Niketan



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Bachelor of Business Management in Tourism Aviation and Hospitality

Detailed Syllabus for Semester Three

Course: Major 4

Paper Title: Accommodation Operations (Front Office and Housekeeping)

Paper Code: BMG MAJ 4

Course Objectives:

To enable the students to imbibe the importance of two core departments for luxury hotels all over the world.

Unit – 1

Front Office Department - Introduction and its operations. Basic functions of Front Office Department. Front Office - Sections and its Responsibilities. Hierarchy of Front Office Department. Basic Tasks of Front Office Manager. Job description of Front Office Personnel. Competencies of Front Office Personnel.

Unit – 2

Types of Rooms. Handling Reservations and Registrations - Guest Registration Card. Guest Room Reservation and its Terminologies. Sources, Modes & Types of Reservation. Reservation Chart & Rack. Preparation & Settlement of Bills and Check-Out.

Unit – 3

Duties of a Front Office Cahier. Vouchers and Folios. Night Audit. Various Charges - Room / F&B / Telephone / Laundry / Miscellaneous. Terms and Terminologies of Front Office.

Unit – 4

House Keeping Department - Introduction and its operations. Basic functions of House Keeping Department. House Keeping Department - Sections and its responsibilities. Hierarchy of House Keeping Department. Basic tasks of Executive House Keeper. Job description of House Keeping personnel. Competencies of House Keeping personnel.

Unit – 5

Types of Rooms. Cleaning Agents and Equipment (Common Cleaning Agents, Common Cleaning Equipments, Rules for the storage of equipments). Cleaning Methods in House Keeping.

Unit – 6

Cleaning Guest Rooms. Pest Control. Coordination of House Keeping and Front Office.

References:

1. Text Book of 'Accommodation Operations.' – by Sudhir Andrews, Amazon Books
2. E- Book 'Accommodation Operations (Front Office and Housekeeping)' - by Avlon Shiksha Niketan.



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Bachelor of Business Management in Tourism Aviation and Hospitality

Detailed Syllabus for Semester Three

Course: Minor 3

Paper Title: Food Science and Nutrition

Paper Code: BMG MIN 3

Course Objectives:

To enable the students obtain knowledge of different food groups, their composition and role in diet. To gain knowledge of different plant and animal derived foods and their nutritive values and properties. The students will also learn to understand the different methods of cooking and processing.

Unit – 1

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

Unit – 2

Food groups: Functional food groups - energy yielding, body building and protective foods, sources and functions. Food Pyramid, Food Chain Food Web, My Plate. Study of various cooking methods - Boiling, steaming, stewing, frying, baking, roasting, broiling, cooking under pressure. Cereals - composition of rice, wheat, effects of cooking on parboiled and raw rice.

Unit – 3

Beverages - Classification, nutritive value, Milk based beverages- methods of preparing tea and coffee, fruit based beverages and preparation of carbonated non –alcoholic beverages. Spices and Condiments - uses and abuses. Fats and Oils - Types of oils, function of fats and oils, shortening effects of oil, smoking point of oil, factors affecting absorption of oil. Sugar cookery- Stages of sugar cookery, crystallization and factors affecting crystallization. Nutrition through life cycle, Food Microbiology.

Unit – 4

Milk - Composition, nutritive value, kinds of milk, pasteurization and homogenization of milk, changes in milk during heat processing, preparation of cheese and milk powder
Egg - Structure, composition, classification, nutritive value, uses of egg in cookery, methods of cooking

Unit – 5

Meat -Structure, composition, nutritive value, selection of meat, post mortem changes in meat, aging, tenderness, methods of cooking meat and their effects. Poultry – types, composition, nutritive value, selection, methods of cooking.
Fish - Structure, composition, nutritive value, selection of fish, methods of cooking and effects.



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Unit – 6

Food safety; FSSAI, HACCP, QHSE, Balanced diet, RDA, Food Processing.

References:

1. Food Science, Chemistry and Experimental Foods by M. Swaminathan
2. Food Facts & Principles by Shakunthala Manay & Shadakhraswamy
3. E Book ‘Food Science and Nutrition’ – by Avlon Shiksha Niketan

Course: MDC 2

Paper Title: Human Resource Management

Paper Code: BMG MDC 2

Course Objectives –

To enable the students understand the role and functions of the Human Resources department in any organization. They will also learn about the different aspects of the HRM and operations.

Unit – 1: a)HRD - Definition & concept of HRD, Scope of HRD, challenges in HRD, b) HRM - Definition, Objectives, components & functions, HR Strategies & Policies

Unit – 2

Approaches to HRD: Performance Management System – Definition, Components, Performance Management Cycle & High impact areas for Improvement.

Unit – 3

Job Analysis, Performance Appraisal, Learning, Components of Learning, Learning Style

Unit – 4

Quality Management- Concept, Benefits of TQM, Differences b/w TQM & Traditional Mgmt.

Unit – 5

Training– Definition & concept, Need & Importance of Training, Training Process/Cycle.

Unit – 6

Definition of Groups & Teams, Types & comparison of Group and Team in Organization, Stages of Group Development, role of groups in Organizational Development/change management, Functions of team.

References:

1. Human Resources Management – by Debra Patterson, Open Library
2. E Books, ‘Human Resources Management’ – by Avlon Shiksha Niketan



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Detailed Syllabus for Semester Four

Course: Major 5

Paper Title: ENTREPRENEURSHIP DEVELOPMENT

Paper Code: BMG MAJ 5

Course objectives-

To enable the students to learn and understand the ways and means to becoming an entrepreneur.

Unit – 1

Introduction, Factors influencing entrepreneurship, Types of entrepreneur

Unit – 2

Entrepreneurial Motivation, Maslow's Theory, Herzberg's Theory, Mc Gregory's Theory, Mc Clelland's Need Achievement Theory, Culture and Society, Values and Ethics

Unit – 3

Assistance to an entrepreneur, New Ventures, Industrial Park (Meaning, features, & examples), Special Economic Zone (Meaning, features & examples), Financial assistance by different agencies, MSME Act Small Scale Industries, Carry on Business (COB) license, Environmental Clearance, National Small Industries Corporation (NSIC)

Unit – 4

Quality concepts and tools, Cause and effect diagram, ISO 9000 system, Quality System Certification Procedure

Unit 5:

Arrangement of funds; Traditional sources of financing, Loan syndication, Consortium finance, role played by commercial banks, appraisal of loan applications by financial institutions, Venture capital.

Unit 6:

Writing a business plan/project proposal; Designing business process; preparation of business report, Mobilizing resources for start-ups ; Basic Start-up problems, Sources of Finance, Basic concepts of Start-ups; Govt. supports in different modes.

References:

1. Entrepreneurial Development – by SS Khanka, S Chand Publishing
2. E Book 'Entrepreneurship Development' – by Avlon Shiksha Niketan



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Detailed Syllabus for Semester Four

Course: **Major 6**

Paper Title: **Food and Beverage Service Operations**

Paper Code: **BMG MAJ 6**

Course objectives –

To enable the students understand the various aspects of Food Service, Menu and Service operations

Unit - 1

Food & Beverage Services - Introduction and its Operations. Basic functions of F&B (Service) Department. F&B (Service) - Sections / Outlets and its Responsibilities. Hierarchy of F&B (Service) Department.

Unit - 2

Basic Tasks of F&B (Service) Manager. Job Description of F&B (Service) Personnel. Competencies of F&B (Service) Personnel.

Unit - 3

Restaurant Furniture & Linen. Tableware (Hollowware, Cutlery, Crockery, Special types of Tableware & Disposables). Glassware & Stemware (Glassware, Stemware). Bar & Buffet Equipment. Special Service Equipment & Trolleys. Restaurant Setup (Mis-en-Scene & Mis-en-Place).

Unit - 4

The Menu (Origin and Characteristics, Types of Menu, Aspects of Menu Planning, Designing a Menu, Menu Terminology). Food - Description, Cover and Accompaniments.

Unit - 5

Alcoholic & Non - Alcoholic Beverages and their Service. Cocktails and Mocktails.

Unit - 6

Types of Services (English, French, American, etc). Carrying of Glassware & Plates. Methods of Billing and Payments.

References:

1. Food and Beverage Service – by Lillicrap, ELBS publication
2. E Book ‘Food and Beverage Operations’ – by Avlon Shiksha Niketan



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Bachelor of Business Management in Tourism Aviation and Hospitality

Detailed Syllabus for Semester Four

Course: Minor 4

Paper Title: Business Economics and Elementary Statistics

Paper Code: BMG MIN 4

Course objectives-

To enable the students to learn and understand the various principles and methods of Business economics and Elementary statistics.

Unit – 1

Evolution and definition of economics, scope of economics, different types of economies – open and closed

Microeconomics, demand & supply, elasticity of demand & supply, equilibrium

Unit – 2

Production theory, cost & revenue, marginal cost, break-even point, Macroeconomics, Per Capita Income & GDP, GNP, National Income

Unit – 3

Market structure- Monopoly, Duopoly, Oligopoly, Monopolistic competition, Perfect competition, Game theory

Indian economy, SWOT Analysis of Indian economy, Economic growth & development

Unit – 4

Diagrammatic presentation of Statistical data - Pie chart, Bar chart, Ogive, Concepts of Frequency Distribution , Measures of Central tendency, mean, median, mode, Measures of Dispersions - Variance, Standard Deviation,

Unit – 5

Correlation and Regression analysis, Time Series and Index Numbers

Unit – 6

Probability theory, Venn diagram, Sampling distribution,

References:

1. Business Economics – by HL Ahuja, S Chand Publications
2. Statistical Methods – N. G. Das, Tata Mcgraw Hills Publications
3. E Book ‘Business Economics and Elementary Statistics’ – by Avlon Shiksha Niketan



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Bachelor of Business Management in Tourism Aviation and Hospitality

Detailed Syllabus for Semester Four

Course: **AEC 2**

Paper Title: **Basics of English**

Paper Code: **AEC 2**

Syllabus will be as per Common syllabus of Coochbehar Panchanan Barma University



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Bachelor of Business Management in Tourism Aviation and Hospitality

Detailed Syllabus for Semester Five

Course: **Major 7**

Paper Title: **Load Planning and DGR and Aviation**

Paper Code: **BMG MAJ 7**

Course objectives-

To enable the students to learn and understand the importance of Load and Trim and Dangerous Goods Report in Aviation Industry.

Unit – 1

Introduction to load and trim- elements of load and trim and aerodynamic principals, the four forces and the principles involved, main structural parts of the aircraft and its functions, fuel, elements of load sheet, load sheet functionality, trim sheet functionality.

Unit – 2

Dangerous goods regulation-radioactive materials- general classification and authorized bodies, packing of radioactive materials, marking and labeling of radioactive materials, documentation of radioactive materials.

Unit – 3

Handling of DGR-checklist format, principles of storage, principles of loading with special reference to radioactive materials, provision of information.

References:

1. Dangerous Goods Training Program: Load planners and flight crew – British Airways
2. E Book ‘Load Planning and DGR in Aviation’ – by Avlon Shiksha Niketan



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Detailed Syllabus for Semester Five

Course: **Major 8**

Paper Title: **Business Finance and Hotel Accounting**

Paper Code: **BMG MAJ 8**

Course objectives-

To enable the students to learn and understand the various business finance principles and methods of Hotel Accounting.

Unit – 1

Journal, ledger, trial balance, Final accounts & balance sheet

Unit – 2

Cash flow statement, Hospitality accounting overview, revenue process of hotels

Unit – 3

Bill, cash memo, receipt, voucher, debit note, credit note, purchase book, sales book, purchase return book, sales return book

Unit – 4

Introduction to hospitality costing, room occupancy, food and beverages sales accounting, yield calculation

References:

1. Business Finance – by Dr. SP Gupta, Sahitya Bhawan Publications
2. E book ‘Business Finance and Hotel Accounting’ – by Avlon Shiksha Niketan



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Detailed Syllabus for Semester Five

Course: Major 9

Paper Title: Food and Beverage Production

Paper Code: BMG MAJ 9

Course objectives –

To enable the students understand the various aspects of Food Preparation and Management, Menu Planning and Costing

Unit – 1

Food & Beverage (Production) - Introduction and Its Operations. Basic Functions of F&B (Production) Department. F&B (Production) - Sections and Their Introduction. Hierarchy of F&B (Production) Department. Basic Tasks of Executive Chef. Job Description of F&B (Production) Personnel. Competencies of F&B (Production) Personnel.

Unit – 2

Kitchen Tools & Equipments. Aims and Objectives of Cooking Food. Methods of Cooking Food. Methods of Cooking Food. Methods of Cooking Food. Vegetable Cookery. Egg Cookery. Fish Mongery

Unit – 3

Meat and Poultry. Stocks. Soups. Sauces. Milk & Cheese. Indian Spices And Masalas. Herbs. Culinary Terms. Safety from Cuts / Scratches & Precautions From Fire.

References:

1. Food and Beverage Production – by Kinton and Cesrani, ELBS publication
2. E Book ‘Food and Beverage Production’ – by Avlon Shiksha Niketan.



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Detailed Syllabus for Semester Five

Course: **MDC 3**

Paper Title: **Marketing Management**

Paper Code: **BMG MDC 3**

Course Objectives -

This course will help in: (a) understanding business-to-business markets which involves planning, conception, product management, pricing, promotion, distribution, and sales of products from one firm to another firm. The students will learn about industrial marketing opportunities and competitive strategies.

Unit – 1

The Business marketing Environment, Organizational buying behavior, CRM for business markets

Unit – 2

Market Opportunities, Strategic Planning, Global Markets

Unit – 3

Products for business markets, Business marketing channels, Supply Chain Management

Unit – 4

Supply Chain Management, Pricing in business markets, Business evaluation

References:

1. E Book ‘Marketing Management’ – by Avlon Shiksha Niketan



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Detailed Syllabus for Semester Six

Course: **Major 10**

Paper Title: **Crew Management and In-flight Services**

Paper Code: **BMG MAJ 10**

Course Objectives -

To enable the students to learn and understand the systems used in Crew management and the standards employed in the flights to provide services to the passengers in the Aviation Industry.

Unit –1

Introduction to In-flight services and procedures, Aviation terminologies

Unit – 2

Role and responsibility of Cabin crew, duties and functions of Cabin crew, pre-flight and pre-boarding procedures, special passenger handling

Unit – 3

Turbulence and emergency procedures

Unit – 4

Crew resource management: an overview – CRM: Evolution and basics, Flight control crew management, maintenance resource management, impact of CRM in aviation safety, CRM training.

Unit – 5

CRM aspects in incidents/accidents – data on incidents/accidents: human performance analysis, evaluation of flight crew CRM skills

Unit – 6

Issues in CRM – individual performance: relevant factors, automation and up-gradation skills, CRM, training methods and standardization.

References:

1. Crew Resource Management – by Barbara G. Kanki, Amazon Books
2. E Book ‘Crew Management and In-flight Services’ – by Avlon Shiksha Niketan



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Detailed Syllabus for Semester Six

Course: **Major 11**

Paper Title: **Human Resources Management and Marketing Management**

Paper Code: **BMG MAJ 11**

Course Objectives –

To enable the students understand the role and functions of the Human Resources department in any organization. They will also learn about the different aspects of the HRM and operations. The students will learn about industrial marketing opportunities and competitive strategies.

Unit – 1

HRD - Definition & concept of HRD, Scope of HRD, challenges in HRD,

HRM – Definition, Objectives, components & functions, HR Strategies & Policies

Unit – 2

Job Analysis, Performance Appraisal, Learning, Components of Learning, Learning Style

Unit – 3

Training– Definition & concept, Need & Importance of Training, Training Process/Cycle.

Unit – 4

Definition of Groups & Teams, Types & comparison of Group and Team in Organization, Stages of Group Development, role of groups in Organizational Development/change management, Functions of team.

Unit – 5

The Business marketing Environment, Organizational buying behavior, CRM for business markets. Market Opportunities, Strategic Planning, Global Markets

Unit – 6

Products for business markets, Business marketing channels, Supply Chain Management. Supply Chain Management, Pricing in business markets, Business evaluation

References:

1. Human Resources Management – by Debra Patterson, Open Library
2. Marketing Management – by Philip Kotler, Amazon Books
3. E Books, ‘Human Resources Management’ – by Avlon Shiksha Niketan
4. E Book ‘Marketing Management’ – by Avlon Shiksha Niketan

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Detailed Syllabus for Semester Six

Course: Major 12

Paper Title: Tourism Management and Operations, Travel Agents and Tour Operators

Paper Code: BMG MAJ 12

Course objectives -

To understand the basic concept and various components of management. To provide an all-round idea about the importance of travel consultants in today's world scenario. To make the students aware of the history, functions and types of travel agents and tour operators.

Unit – 1

Management theories and concepts - meaning and definitions of management; nature, significance, objectives and functions of management; levels of management.

Unit – 2

Planning and decision making- nature and purpose of planning; types of plans, planning process, advantages and limitations of planning; objectives: nature and types of objectives; importance of objectives; management by objective - decision-making: process of decision making; decision making techniques; importance and limitation of decision making;

Unit – 3

Organizing & staffing - nature and purpose of organizing; formal and informal organization; delegation of authority and responsibility; decentralization, methods of decentralization.

Unit – 4

History and growth of travel agency businesses - emergence of Thomas Cook – Emergence of travel intermediaries- definition - the travel market: business travel - corporate travel - commercial group travel - institutional travel - leisure travel - family travel - single resort travel - special interest travel.

Types of travel agency and tour operations, Indian travel agents and tour operators.

Unit – 5

Travel Agency /Tour operations, functions, sources of income.

How to set up a travel agency: procedures for approval of a travel agency and tour operator - IATA & DoT approval - approval from various government bodies - organization structure of a travel agency or tour operation and staffing.

Travel documentation: passports - various types and requirements - procedure to apply for passport. Visa - various types and requirements documents required for foreigners to visit India.

Unit – 6



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The modern tour industry – package tours – custom tours – tour wholesalers – types of package tours: independent package, hosted tour, escorted tour, sightseeing tours - group, incentive and convention tour –mass market package holidays – types of tour operators: specialist tour operators, outbound – inbound and domestic tour operators.

Travel organizations – WTO, IATA, UFTAA, TAAI, IATO, ASTA, PATA, their organizational structure and functions.

References:

1. Koontz Herold & Weihrich Heinz (2006), Essentials of management, 7th edition, Tata Mc. Graw Hill Publishers
2. Negi Jagmohan, (2004), Travel agency operations: concepts and principles, Kanishka Publishing House
3. Jagmohan Negi (2006), Tourist guide & Tour operation: Kanishka Publishing House.

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Detailed Syllabus for Semester Six

Course: **VAC 2**

Paper Title: **Constitution of India and Health and Wellness**

Paper Code: **VAC 2**

Syllabus will be as prescribed by The University.