

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	Human Resources Management and Marketing 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	Seminar Event Management	2 4	25 75
		Major 16	BMG-MAJ16	Cargo Transportation and Management and Cruise Operations	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	International Aviation Laws	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.



COOCH BEHAR PANCHANAN BARMA UNIVERSITY

'ANCHANAN NAGAR, VIVEKANANDA STREET, COOCH BEHAR – 736101

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

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



COOCH BEHAR PANCHANAN BARMA UNIVERSITY

ANCHANAN NAGAR, VIVEKANANDA STREET, COOCH BEHAR – 736101

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

Bachelor of Business Management in Tourism Aviation and Hospitality

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.



COOCH BEHAR PANCHANAN BARMA UNIVERSITY

'ANCHANAN NAGAR, VIVEKANANDA STREET, COOCH BEHAR – 736101

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

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



COOCH BEHAR PANCHANAN BARMA UNIVERSITY

'ANCHANAN NAGAR, VIVEKANANDA STREET, COOCH BEHAR – 736101

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

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 Equipment's, Rules for the storage of equipment). 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.



COOCH BEHAR PANCHANAN BARMA UNIVERSITY

'ANCHANAN NAGAR, VIVEKANANDA STREET, COOCH BEHAR – 736101

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.

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



COOCH BEHAR PANCHANAN BARMA UNIVERSITY

'ANCHANAN NAGAR, VIVEKANANDA STREET, COOCH BEHAR – 736101

Bachelor of Business Management in Tourism Aviation and Hospitality

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

Bachelor of Business Management in Tourism Aviation and Hospitality

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



COOCH BEHAR PANCHANAN BARMA UNIVERSITY

'ANCHANAN NAGAR, VIVEKANANDA STREET, COOCH BEHAR – 736101

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

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



COOCH BEHAR PANCHANAN BARMA UNIVERSITY

'ANCHANAN NAGAR, VIVEKANANDA STREET, COOCH BEHAR – 736101

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

Bachelor of Business Management in Tourism Aviation and Hospitality

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



COOCH BEHAR PANCHANAN BARMA UNIVERSITY

'ANCHANAN NAGAR, VIVEKANANDA STREET, COOCH BEHAR – 736101

Bachelor of Business Management in Tourism Aviation and Hospitality

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 & Equipment. 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.

Bachelor of Business Management in Tourism Aviation and Hospitality

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



COOCH BEHAR PANCHANAN BARMA UNIVERSITY

ANCHANAN NAGAR, VIVEKANANDA STREET, COOCH BEHAR – 736101

Bachelor of Business Management in Tourism Aviation and Hospitality

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

Bachelor of Business Management in Tourism Aviation and Hospitality

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



COOCH BEHAR PANCHANAN BARMA UNIVERSITY

'ANCHANAN NAGAR, VIVEKANANDA STREET, COOCH BEHAR – 736101

Bachelor of Business Management in Tourism Aviation and Hospitality

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

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.

Bachelor of Business Management in Tourism Aviation and Hospitality

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.



COOCH BEHAR PANCHANAN BARMA UNIVERSITY

'ANCHANAN NAGAR, VIVEKANANDA STREET, COOCH BEHAR – 736101

Bachelor of Business Management in Tourism Aviation and Hospitality

Detailed Syllabus for Semester Seven

Course: **Major 13**

Paper Title: **Research Methodology and Ethics**

Paper Code: **BMG MAJ 13**

Course Objectives:

To develop scientific research skills among students and inculcate ethical values in business research for responsible decision-making.

UNIT 1: Introduction to Research Methodology

Meaning and Definition of Research, Characteristics of Research, Objectives of Research, Importance of Research in Business and Management, Types of Research: Basic vs Applied Research, Exploratory, Descriptive, Diagnostic, Experimental. Research Process: Steps in Research, Role of Research in Managerial Decision Making

UNIT 2: Research Problem, Hypothesis, and Research Design

Research Problem: Meaning and Sources, Selection and Formulation, Criteria of a good research problem. Research Objectives. Hypothesis: Meaning and Definition, Types of Hypothesis, Characteristics of Good Hypothesis, Hypothesis Testing Basics. Research Design: Meaning and Importance, Types: Exploratory, Descriptive, Experimental

UNIT 3: Sampling and Data Collection

Sampling: Meaning and Importance, Census vs Sampling, Sampling Techniques: Probability Sampling: Simple Random, Stratified, Systematic. Non-Probability Sampling: Convenience, Judgment, Quota, Data Collection: Types of Data: Primary Data, Secondary Data. Methods of Primary Data Collection: Questionnaire, Interview, Observation, Schedule. Questionnaire Design: Types of Questions, Steps

UNIT 4: Data Processing and Analysis

Editing, Coding, Classification, Tabulation, Data Analysis Tools: Measures of Central Tendency: Mean, Median, Mode. Measures of Dispersion: Range, Standard Deviation, Basics of: Correlation, Regression (Introduction only). Introduction to Excel / SPSS (Basic)

UNIT 5: Research Report Writing

Meaning and Purpose, Types of Research Reports: Technical Report, Popular Report, Structure of Research Report: Title Page, Abstract, Introduction, Review of Literature, Research Methodology, Data Analysis and Interpretation, Findings and Suggestions, Conclusion, References, Bibliography. Citation Methods: APA Style (Introduction), Presentation Skills.

UNIT 6: Research Ethics

Meaning and Importance of Research Ethics, Ethical Issues in Research: Plagiarism, Data Fabrication and Falsification, Misrepresentation. Ethical Guidelines: Honesty, Confidentiality, Consent. Ethics in Business Research, Intellectual Property Rights (IPR), Avoiding Plagiarism

Project Work:

Students will conduct a **mini research project** including:

- Problem identification
- Questionnaire design
- Data collection
- Data analysis
- Report writing
- Presentation

Recommended Books:

1. C.R. Kothari – Research Methodology
2. Panneerselvam – Research Methodology
3. Deepak Chawla & Neena Sondhi – Research Methodology
4. Uma Sekaran – Business Research Methods
5. Cooper & Schindler – Business Research Methods

Course: Major 14

Paper Title: Airfare Calculations and Ticketing

Paper Code: BMG MAJ 14

Course Objective:

To provide students with practical and theoretical knowledge of airline ticketing, global distribution systems, and airfare calculations as per international standards, and to prepare them for careers in airlines, travel agencies, and tourism.

UNIT 1: Introduction to Airline Industry and Organizations

Evolution of Airline Industry, Types of Airlines: Full-service carriers, Low-cost carriers, Charter airlines
Regulatory and International Bodies: Role of International Air Transport Association (IATA), Role of ICAO, Role of DGCA (India). Traffic Conference Areas: TC1 – Americas, TC2 – Europe, Africa, Middle East, TC3 – Asia, Australia

UNIT 2: Geography in Airfare and Ticketing

Importance of Geography in Airfare, Global Indicators (GI): EH, TS, AT, PA, etc.
IATA Traffic Conference Areas and Sub-areas, International Date Line, Time Calculation:
GMT, Local Time, Time Difference Calculation, Stopover and Transit Points

UNIT 3: Airline Reservation and Global Distribution Systems (GDS)

Meaning of Airline Reservation, Manual Reservation System, Computerized Reservation System (CRS)
Global Distribution Systems (GDS): Introduction to: Amadeus, Sabre, Galileo. Functions of GDS: Flight availability, Seat booking, Fare display, Ticketing

UNIT 4: Airfare Calculation – Domestic and International

Airfare Terminology: Fare Basis, One-way fare, Round trip fare, Special fares. Domestic Airfare Calculation: Components of Fare: Basic fare, Taxes, Surcharges. Calculation Examples.
International Airfare Calculation: Mileage System, Maximum Permitted Mileage (MPM), Ticketed Point Mileage (TPM), Extra Mileage Surcharge (EMS), Fare Construction. Currency Conversion: NUC (Neutral Unit of Construction), Rate of Exchange (ROE)



COOCH BEHAR PANCHANAN BARMA UNIVERSITY

'ANCHANAN NAGAR, VIVEKANANDA STREET, COOCH BEHAR – 736101

UNIT 5: Airline Ticketing Procedures

Types of Tickets: Paper Ticket, E-Ticket, Components of Air Ticket: Passenger Name, Flight Number Date, Fare Details. Ticketing Terms: PNR (Passenger Name Record), Confirmation Status, Open Ticket Waitlist, Ticket Issuance Procedure. Ticket Cancellation and Refund

UNIT 6: Airline Rules, Documentation and Ethics

Travel Documentation: Passport, Visa, Health Documents, Baggage Rules: Check-in baggage Cabin baggage, Airline Policies: Refund rules, Cancellation rules, Ethics in Ticketing: Honest fare quotation, Avoiding malpractice, Customer service ethics, Fraud Prevention in Ticketing

Students will practice: Reading airline timetable, Identifying airport and airline codes, Fare calculation exercises, Creating sample tickets, Basic GDS commands (demonstration)

Recommended Books:

1. IATA Training Manual – Airfare Calculation
2. Jagmohan Negi – Travel Agency and Tour Operation
3. Foster – Airfares and Ticketing
4. Charles Wood – Airline Ticketing and Fare Construction
5. Travelport / Amadeus Training Manuals

Course: Major 15

Paper Code: BMG MAJ 15 (A)

Paper Title: SEMINAR (Paper Presentation)

Credits – 2 Full Marks – 25

Course Objective:

To develop students' research, analytical, and presentation skills through the preparation and presentation of a seminar paper on contemporary topics related to tourism, aviation, and hospitality, enabling them to explore industry trends, evaluate challenges and opportunities, and apply theoretical knowledge to practical industry issues.

Paper Code: BMG MAJ 15 (B)

Paper Title: EVENT MANAGEMENT

Credits – 4 Full Marks – 75

Course Objective:

The Subject deals with the following basics on Event Planning and Coordination: Budget Management, Vendor and Stakeholder Management, Marketing and Public Relations, Leadership and Teamwork, Risk Assessment and Crisis Management, Communication and Negotiation, Analytical and Evaluation Skills

Unit – 1

Basics of Event Management, Event Marketing and Operations Management Evolution of Event Industry, Scope and Nature of Events, Event Classification, Event Planning Process. Event Life Cycle, Stakeholders, Event Management Functions, Event Teams, Event Leadership, Emerging Trends in Events, Sustainable Events, Event Concept Creation, Theme Development, Proposal Writing, Client Briefing, Marketing Fundamentals, Event Branding, Consumer Behaviour, Social Media Marketing and Promotion, Operations Planning, Venue Management, Vendor Coordination, Production Scheduling. Venue Layout Planning

Unit – 2

Event Logistics, Event Management, Sponsorship and Public Relations Transportation, Inventory, Procurement, Supply Chain, Logistics Plan Preparation, Sponsorship Fundamentals, Prospect Identification, Proposal Development, Sponsor Relationship Management, Public Relations Concepts, Media Relations, Press Conference Management, Crisis Management and Communication.

Unit – 3

Corporate, Wedding Planning and Management Meetings, Conferences, Product Launches, Corporate Protocols, Corporate Event Blueprint, Wedding Industry, Wedding Budgeting, Ceremonial Planning, Vendor Networks, Wedding Event Design. Event Finance & Budgeting, Risk and Safety Management Budget Preparation, Cost Control, Revenue Forecasting, Financial Reporting, Budget Preparation Software, Risk Assessment, Crowd Management, Disaster Management, Emergency Planning

Unit – 4

Strategic, MICE and International Events Management Conferences' Industry, Incentive Travel, Convention Management, Exhibition Planning, Trade Fair Planning, Global Event Industry, Cross-Cultural Management, International Protocol, Global Marketing, Strategic Planning, Competitive Analysis, Innovation, Event Consultancy, Virtual Events, Hybrid Events, AI in Event Management, Sustainable Events

Suggested Reading-

- Course material provided in the form of E Books available both online and offline for easy access by all enrolled students
- Special Events: Creating and Sustaining a New World for Celebration
- Successful Event Management: A Practical Handbook
- Events Management 1. Festival and Special Event Management 2. Project Management for Event Planning



COOCH BEHAR PANCHANAN BARMA UNIVERSITY

'ANCHANAN NAGAR, VIVEKANANDA STREET, COOCH BEHAR – 736101

Course: Major 16

Paper Title: Cargo Transportation and Management and Cruise Operations

Paper Code: BMG MAJ 16

Course Objective:

To provide students with comprehensive knowledge of cargo transportation systems, logistics operations, cargo handling procedures, documentation, and ethical practices in cargo and freight management.

UNIT 1: Introduction to Cargo Transportation & Cargo Packaging, Marking and Labeling

Meaning and Definition of Cargo and Logistics, Importance of Cargo Transportation in Trade and Business, Objectives of Cargo Management. Types of Cargo: General Cargo, Perishable Cargo, Dangerous Goods, Valuable Cargo, Modes of Cargo Transportation: Air Transport, Sea Transport, Road Transport, Rail Transport, Role of Cargo in Supply Chain Management, Role of International Organizations. Meaning and Importance of Cargo Packaging, Objectives of Packaging. Types of Packaging: Wooden Boxes, Cartons, Containers. Cargo Marking: Identification Marks, Handling Marks, Cargo Labeling: Fragile Label, Perishable Label, Dangerous Goods Label. Handling of Special Cargo: Live Animals Perishable Goods, Hazardous Materials.

UNIT 2: Air Cargo Transportation and Cargo Management, Safety and Ethics

Meaning and Importance of Air Cargo, Advantages and Limitations of Air Cargo, Types of Air Cargo: Passenger Aircraft Cargo, Freightier Aircraft Cargo. Air Cargo Handling Process: Acceptance of Cargo Cargo Inspection, Cargo Labeling, Cargo Loading and Unloading, Unit Load Device (ULD): Meaning Types, Uses. Role of Cargo Agents and Freight Forwarders. Cargo Management: Planning, Scheduling, Tracking, Cargo Safety and Security: Safety Measures Risk Management, Cargo Handling Equipment: Forklifts, Containers, Conveyor Systems Ethics in Cargo Management: Honesty, Transparency, Avoiding Fraud, Role of Major Cargo Companies: DHL, FedEx etc.

UNIT 3: Cargo Documentation and Procedures and Cargo Tariff, Pricing and Warehousing

Meaning and Importance of Documentation, Types of Cargo Documents: Airway Bill (AWB), Bill of Lading, Cargo Manifest, Invoice, Packing List. Customs Clearance: Export Procedures, Import Procedures, Role of Customs Authorities, Insurance in Cargo Transportation. Meaning of Cargo Tariff, Types of Cargo Rates: General Cargo Rate, Special Cargo Rate. Chargeable Weight: Gross Weight, Volumetric Weight, Cargo Rate Calculation (Basic). Warehousing: Meaning and Importance, Types of Warehouses: Public Warehouse, Private Warehouse, Bonded Warehouse, Functions of Warehousing.

UNIT 4: Introduction to Cruise Industry, Cruise Ship Infrastructure

Definition and concept of cruise tourism, History and evolution of cruise industry, Growth and development of global cruise industry, Cruise Lines: Premium, Luxury, Contemporary, River Cruises Major cruise regions: Caribbean, Mediterranean, Alaska, Asia-Pacific, Cruise vs other tourism sectors Economic importance of cruise tourism. Cruise ship layout and design, Types of cruise ships, Cruise ship departments: Deck Department Engine Department, Hotel Department, Food & Beverage Department, Housekeeping Department Entertainment Department, Guest Services. Roles and responsibilities of cruise staff. Organizational hierarchy.

UNIT 5: Cruise Operations Management and Customer Service

Cruise itinerary planning, Port operations and management, Cruise scheduling, Embarkation and disembarkation procedures, Guest handling and service management, Inventory and supply management,

Quality management. Itinerary planning exercise. Cruise accommodation management, Food and beverage operations, Housekeeping operations Entertainment and recreation services, Customer service standards, Customer satisfaction and complaint handling, Cultural sensitivity and international guest handling.

UNIT 6: Cruise Marketing, Financial Management, Safety, Legal and Environment Management

Cruise product and pricing, Marketing strategies in cruise industry, Sales and promotion techniques Online booking systems, Revenue management, Cost management, Profitability of cruise operations. Maritime safety regulations, International Maritime Organization (IMO), SOLAS (Safety of Life at Sea) Safety Trainings; STCW, (FPFF, EFA, PSSR, PST), STSDSD, Crowd Management. Emergency procedures, Risk management, Environmental issues: Waste management, Pollution control, Legal aspects of cruise operations, Ethical practices

Students will practice: Filling Airway Bill format, Identifying cargo labels and marks, Chargeable weight calculation, Preparing cargo documents, Case study on cargo operations. Cruise Ship Operations and costing etc.

Recommended Books:

1. Donald Waters – Logistics and Supply Chain Management
2. Paul Murphy – Contemporary Logistics
3. IATA Cargo Training Manual
4. Sunil Chopra – Supply Chain Management
5. Pierre David – International Logistics

Suggested Books

6. Cruise Operations Management – Philip Gibson
7. Cruise Ship Tourism – Ross Dowling
8. Introduction to Hospitality – Walker
9. Maritime Tourism – Ross Klein

Course: Minor 5

Paper Title: Business Organization and Organizational Behaviour

Paper Code: BMG MIN 5

Course Objectives

To provide students the fundamentals of business organization. To explain various forms and structures of organizations. To analyse human behaviour in organizational settings. To develop knowledge about motivation, leadership, and group dynamics. To prepare students for managerial roles.

UNIT 1: Introduction to Business Organization:

Meaning and Definition of Business, Characteristics and Objectives of Business, Economic and Social Role of Business, Classification of Business Activities: Industry: Primary, Secondary, Tertiary. Commerce: Trade and Aids to Trade, Modern Business Environment: Micro and Macro Environment, Meaning and Importance of Business Organization. Principles of Business Organization

UNIT 2: Forms of Business Organization

Sole Proprietorship, Meaning, Features, Merits, Demerits. Partnership; Meaning and Features, Types of Partners, Advantages and Disadvantages. Joint Hindu Family Business. Joint Stock Company - Meaning and Features. Types: Private and Public Company. Merits and Limitations. Cooperative Organization, Meaning, Features, Importance. Comparison of Different Forms.



COOCH BEHAR PANCHANAN BARMA UNIVERSITY

'ANCHANAN NAGAR, VIVEKANANDA STREET, COOCH BEHAR – 736101

UNIT 3: Organization Structure and Management

Meaning and Process of Organization, Principles of Organization, Organization Structure: Line Organization, Functional Organization, Line and Staff Organization, Matrix Organization, Authority, Responsibility, Accountability, Delegation of Authority, Centralization vs Decentralization, Span of Control, Scientific Management by Frederick Taylor. Administrative Theory by Henri Fayol.

UNIT 4: Introduction to Organizational Behaviour

Meaning and Definition of Organizational Behaviour, Nature and Scope of OB. Importance of OB Models of OB: Autocratic, Custodial, Supportive, Collegial, Contributing Disciplines: Psychology Sociology, Anthropology. Individual Behaviour: Personality, Perception, Attitudes, Learning.

UNIT 5: Motivation and Leadership

Motivation: Meaning and Importance, Theories of Motivation: Hierarchy of Needs by Abraham Maslow Two Factor Theory by Frederick Herzberg, Theory X and Theory Y by Douglas McGregor, Financial and Non-Financial Motivation. Leadership: Meaning and Importance, Leadership Styles: Autocratic Democratic, Laissez-faire, Qualities of Good Leader.

UNIT 6: Group Behaviour and Organizational Change

Group Behaviour: Meaning and Types of Groups, Stages of Group Development, Team vs Group Conflict: Meaning, Causes, Management, Organizational Change: Meaning and Need Resistance to Change, Change Management Process, Change Model by Kurt Lewin Organizational Development.

Suggested Readings:

1. Principles of Management – P.C. Tripathi & P.N. Reddy
2. Organizational Behaviour – Stephen P. Robbins
3. Business Organization – C.B. Gupta
4. Organizational Behaviour – L.M. Prasad

Bachelor of Business Management in Tourism Aviation and Hospitality

Detailed Syllabus for Semester Eight

Course: Major 17

Paper Title: Tourism Planning and Development

Paper Code: BMG MAJ 17

Course Objectives:

To enable the students, understand the concept, scope, and significance of tourism planning. To examine the process and levels of tourism development. To analyse tourism policies and planning models. To assess the socio-economic and environmental impacts of tourism. To understand sustainable and responsible tourism practices. To develop practical skills in tourism project formulation and evaluation.

Unit 1: Introduction to Tourism Planning

Concept and Need for Tourism Planning; Definition, objectives, and importance. Tourism planning vs. general planning. Stakeholders in tourism development. Components of Tourism System, Demand and supply factors, Tourism infrastructure and superstructure. Tourism product and destination lifecycle
Approaches to Tourism Planning; Boost Tourism, Economic approach, Physical/spatial approach, Community-based approach, Sustainable approach

Unit 2: Levels and Types of Tourism Planning

Levels of Planning; International level (Role of World Tourism Organization), National level (Role of Ministry of Tourism), State level, Regional and local level planning. Types of Tourism Planning, Sectoral planning, Spatial planning, Integrated planning, Strategic tourism planning. Tourism Policy; Concept and need, National Tourism Policy of India (latest features). Role of public and private sectors

Unit 3: Tourism Development Process and Infrastructure

Tourism Area Life Cycle (TALC), Butler's Model. Stages: Exploration to Decline/Rejuvenation, Infrastructure and Support Services; Transportation, Accommodation, Communication, Utilities. Tourism Project Planning; Feasibility study, Demand forecasting, Financial analysis, Cost-benefit analysis

Unit 4: Impacts of Tourism and Sustainable Development

Economic Impacts; Multiplier effect, Employment generation, Foreign exchange earnings. Socio-Cultural Impacts; Cultural exchange, Demonstration effect, Commodification of culture. Environmental Impacts; Carrying capacity, Ecotourism, Climate change and tourism. Sustainable Tourism Development; Principles and indicators, Responsible tourism, Community participation

Unit 5: Tourism Planning in India and West Bengal

Tourism Development in India, Role of Incredible India Campaign, Swadesh Darshan Scheme PRASHAD Scheme. Tourism in West Bengal; Role of West Bengal Tourism Development Corporation
Major tourism circuits. Emerging destinations in North Bengal. Case Studies; Heritage tourism, Rural tourism, Eco-tourism projects.

Unit 6: Contemporary Issues and Future Trends in Tourism

Digital Transformation in Tourism, E-tourism, Online travel agencies (OTAs), Smart destinations. Crisis and Risk Management; Pandemic impact (e.g., COVID-19 pandemic). Disaster management in tourism. Responsible and Ethical Tourism. CSR in tourism; Green certification, Inclusive tourism. Future Trends; Medical tourism, Wellness tourism, Rural and experiential tourism.



COOCH BEHAR PANCHANAN BARMA UNIVERSITY

'ANCHANAN NAGAR, VIVEKANANDA STREET, COOCH BEHAR – 736101

Suggested Readings

1. Inskeep, E. – Tourism Planning: An Integrated and Sustainable Development Approach
2. Gunn, C.A. – Tourism Planning
3. Weaver, D. & Lawton, L. – Tourism Management
4. Ministry of Tourism, Government of India – Tourism Policy Documents
5. UNWTO Reports

Course: Major 18

Paper Title: Airline and Airport Management

Paper Code: BMG MAJ 18

Course Objectives

This course aims to provide knowledge of aviation industry structure. Understand airline operations and management. Explain airport planning and functioning. Familiarize students with aviation regulations and authorities. Develop managerial skills required in airline and airport sectors. Prepare students for careers in aviation, airport, and airline industries

UNIT 1: Introduction to Aviation Industry

Evolution of Aviation; History of civil aviation (Global and India), Growth and development of aviation industry. Economic importance of aviation. Aviation Sector Structure; Components of aviation industry. Airlines, Airports, Regulatory bodies. Role of aviation in tourism and business. Aviation Regulatory Authorities. Role of - International Civil Aviation Organization, International Air Transport Association Directorate General of Civil Aviation, Airports Authority of India

UNIT 2: Airline Management

Airline Organization Structure; Functional departments, Airline ownership types, Public and private airlines. Airline Operations; Flight scheduling, Route planning, Fleet planning and management, Hub and spoke system. Airline Economics, Cost structure, Revenue sources, Airline pricing

UNIT 3: Airport Management

Airport Ownership and Organization; Types of airports, Airport authority structure. Airport Infrastructure; Terminal building, Runway, taxiway, apron; Airport facilities. Airport Operations – Passenger Handling, Baggage Handling, Cargo operations.

UNIT 4: Airline Marketing and Customer Service

Airline Marketing, Marketing mix in aviation, Branding, Promotion strategies, Passenger Service, Reservation system, Check-in procedures, Boarding procedures. Customer Relationship Management; Passenger satisfaction, Complaint handling, Service quality.

UNIT 5: Formalities at Airport

Aviation Safety; Safety concepts, Safety management system. Airport Security; Security checks, Check in and Check out Formalities at the airport, Cabin Crew, Inflight services - Types of class – upgrading & downgrading, Baggage Handling – Regulations –Baggage and Excess baggage - Types of Baggage: Checked and unchecked baggage – piece and weight concept – pooling of baggage – free carryon items – Baggage clearance. Emergency Procedures; Airport emergency plan, Accident handling, Fire safety, Natural Disasters.

UNIT 6: Aviation Human Resource

Human Resource Management in Aviation, Recruitment and selection, Training and development, Aviation Careers, Airline careers, Airport careers, Ground handling. Passengers requiring special handling- passengers with medical problems, Expectant women, Unaccompanied minors, infants –VIPs/CIPS. Current Trends in Aviation; Low-cost carriers, Privatization, Future of aviation.

Suggested Books

1. Air Transportation – John Wensveen
2. Airport Management – C. Senguttuvan
3. Aviation Management – Andreas Wald
4. Fundamentals of Air Transport Management – Senguttuvan

Course: Major 19

Paper Title: International Aviation Laws

Paper Code: BMG MAJ 19

Objectives of Internship - This course provides a comprehensive understanding of the legal framework governing international civil aviation. It examines the principles, conventions, treaties, regulations, and institutions that regulate international air transport, aviation safety, security, liability, environmental protection, and dispute resolution. The course emphasizes the role of international organizations and the legal responsibilities of states, airlines, airports, and other aviation stakeholders in the global aviation industry.

Unit I: (A) Introduction to International Aviation Law

- Nature, scope, and sources of aviation law
- Historical development of international civil aviation
- Public and private international air law
- Sovereignty of airspace and freedom of the air

(B) International Aviation Organizations and Regulatory Framework

- Role and functions of International Civil Aviation Organization (ICAO)
- Role of International Air Transport Association (IATA)
- Standards and Recommended Practices (SARPs)
- Bilateral and multilateral air service agreements

Unit II: (A) Major International Aviation Conventions

- Chicago Convention
- Warsaw Convention
- Montreal Convention
- Tokyo, Hague, and Montreal conventions relating to unlawful acts against civil aviation

(B) Aviation Safety and Security Laws

- International aviation safety regulations
- Aircraft registration and airworthiness
- Aviation security and unlawful interference
- Accident investigation and state responsibilities

Unit III: (A) Liability and Consumer Protection

- Carrier liability for passengers, baggage, and cargo
- Compensation mechanisms
- Passenger rights and consumer protection
- Insurance requirements in international aviation

(B) Environmental and Emerging Legal Issues

- Environmental regulation of aviation emissions and noise
- Sustainable aviation and climate change considerations
- Unmanned Aircraft Systems (UAS) and drone regulations
- Cybersecurity and emerging legal challenges in aviation

Unit IV: (A) Dispute Resolution and Contemporary Developments



COOCH BEHAR PANCHANAN BARMA UNIVERSITY

'ANCHANAN NAGAR, VIVEKANANDA STREET, COOCH BEHAR – 736101

- Jurisdiction and conflict of laws
- International dispute resolution mechanisms
- Case studies in international aviation law
- Current trends and future developments in aviation regulation

(B) Bilateral Agreements & Commercial Operations

- **Air Transport Agreements:** How nations negotiate route access, airline liberalization, and capacity limits.
- **Aviation Insurance:** Legal principles of risk allocation, product liability, and airline operator insurance.
- **Aircraft Finance:** Legal complexities surrounding the leasing and registration of security interests.

Suggested Reading-

- *Fundamentals of International Aviation Law and Policy* by Benjamyn I. Scott and Andrea Trimarchi
- *The Principles and Practice of International Aviation Law* by Brian F. Havel and Gabriel S. Sanchez
- *International Aviation Law: A Practical Guide* by Ron Bartsch
- *International Air Law and ICAO* by Michael Milde
- *A Handbook on International Aviation Law* edited by Prof. (Dr.) Dilip Ukey

Course: Minor 6

Paper Title: Revenue and Yield Management in the Hotel Industry

Paper Code: BMG MIN 6

Course Objectives:

To help students develop an understanding of revenue and yield management concepts in hotels. To familiarize students with forecasting, pricing, and inventory control. To enable students to apply revenue optimization techniques. To understand modern revenue management tools, metrics, and distribution systems.

UNIT 1: Introduction to Revenue and Yield Management

Concept, Definition, and Importance, Objectives of Revenue Management, Evolution of Yield Management, Difference between Revenue and Yield Management, Characteristics of Hospitality Products - Fixed capacity, Perishable inventory, Fluctuating demand. Benefits of Revenue Management
Revenue management focuses on managing limited hotel inventory and demand to maximize performance and profitability.

UNIT 2: Yield Management Concepts and Measurement

Concept and Importance of Yield Management, Applicability in Hotel Industry - Capacity Management, Discount Allocation, Duration Control, **Yield Measurement Formulas:** - Potential Average Single Rate, Potential Average Double Rate, Multiple Occupancy Percentage, Rate Spread, Potential Average Rate, Room Rate Achievement Factor, Yield Statistic, RevPAR (Revenue Per Available Room), Equivalent Occupancy, Required Non-Room Revenue per Guest.

UNIT 3: Market Segmentation and Demand Forecasting

Concept of Market Segmentation, Types of Hotel Market Segments - Business travelers, Leisure travelers, Groups, Corporate clients. Demand Forecasting: Meaning and Importance, Forecasting Methods - Historical

data method, Moving average method, Trend analysis. Role of Forecasting in Revenue Management. Forecasting guest arrivals and demand trends is essential for pricing and inventory planning.

UNIT 4: Pricing Strategies and Inventory Management

Pricing Concepts: Room Rate Structure, Rack Rate, Discounted Rate, Dynamic Pricing, Differential Pricing. Inventory Control: Overbooking, Under-booking, Availability Management, Length-of-stay control, Hotels use pricing and inventory control to optimize revenue from room capacity.

UNIT 5: Distribution Channels and Revenue Management Tools

Distribution Channels: Direct Channels; Hotel website, Walk-ins. Indirect Channels: Travel agents, Online Travel Agencies (OTA), Global Distribution Systems (GDS), Revenue Management Tools: Property Management System (PMS), Central Reservation System (CRS), Revenue Management System (RMS).

UNIT 6: Revenue Management Strategies and Contemporary Trends

Revenue Management Strategies: High demand strategies, Low demand strategies, Group pricing strategies, Corporate pricing, Performance Metrics: ADR (Average Daily Rate), RevPAR, GOPPAR
Modern Trends: Artificial Intelligence in Revenue Management; Data analytics, Automation, Role of Revenue Manager, Revenue management integrates pricing, analytics, and technology to maximize hotel profitability.

Suggested Text Books

1. Jagmohan Negi – Front Office Management
2. S.K. Bhatnagar – Hotel Management
3. K.K. Kamra – Hospitality Management
4. Peter Jones – Revenue Management
5. Robert Cross – Revenue Management
6. Hospitality Revenue Management – Cornell University