ಮಂಗಳೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ

MANGALORE UNIVERSITY

(Accredited by NAAC)

ಕ್ರಮಾಂಕ/ No. : MU/ACC/CR 3/2023-24/A2

ಕುಲಸಚಿವರ ಕಛೇರಿ
ಮಂಗಳಗಂಗೋತ್ರಿ – 574 199
Office of the Registrar
Mangalagangothri – 574 199
ದಿನಾಂಕ/Date:10.10.2023

NOTIFICATION

Sub: Revised syllabus of Career Oriented Programme in Aviation and Hospitality Management
Ref: Academic Council approval vide agenda No.: ಎಸಿಸಿ:ಶೈ.ಸಾ.ಸ.2:25(2023–24) dtd 04.10.2023.

*****

The revised syllabus of Career Oriented Programme in Aviation and Hospitality Management which is approved by the Academic Council at its meeting held on 04.10.2023 is hereby notified for implementation with effect from the academic year 2023-24 and onwards.

Copy of the Syllabus shall be downloaded from the University Website (www.mangaloreuniversity.ac.in)

REGISTRAR

To

1. The Registrar (Evaluation), Mangalore University.
2. The Chairman, Combined BOS in Tourism & Travel Management, Dept. of Business Administration [TTM], Mangalore University.
3. The Principals of the College Concerned.
4. The Superintendent (ACC), O/o the Registrar, Mangalore University.
5. The Asst. Registrar (ACC), O/o the Registrar, Mangalore University.
6. The Director, DUIMS, Mangalore University – with a request to publish in the website.
7. Guard File.

MANGALORE UNIVERSITY

UGC CAREER ORIENTED PROGRAMME IN AVIATION AND HOSPITALITY MANAGEMENT CERTIFICATESYLLABUS (REVISED)
With effect from Academic Year 2023-24 onwards

THEORY

MODULE I
CONCEPT OF AVIATION

UNIT I - THE EVOLUTION OF AVIATION & AIRPORTS

- History and evolution of aviation,Global Aviation Industry&Aviation Industry in India.
- Aircraft Types and Structures - Aircraft Manufacturers.
- Airport types – Civil, military, domestic, international passenger&Cargo
- World Airlines - World's Major Airports, Airport Codes&Aviation Abbreviations
- National Aviation Authorities & Role of State and Central Governments - Airports Authority of India

UNIT II - AIRPORT FUNCTIONS AND OPERATIONS

- Introduction to different airport departments.
- Airside and landside operations&Airport facilities and infrastructure.
- Different types of passengers &Handling of different types of passengers.

UNIT III –INTERNATIONAL TRAVEL DOCUMENTS AND AIRPORT SERVICES

- International travel documents – Passport, VISA, Travel Itinerary, Travel Insurance, Health Documents & Traveller's Checks and Currency
- Standard Operations Procedures in an airport
- Freight Warehouse Management &Airline Terminal Management
- Flight Information Counter/Reservation and Ticketing
- Check In/Issue of Boarding Pass-Customs and Immigration Formalities
- Co-ordination-Security Clearance-Baggagehandling.

MODULEII
INTRODUCTION TO HOSPITALITY

UNIT I:HOSPITALITY INDUSTRY

- Meaning & Definitionof Hospitality Industry
- Historical Evolution & Development of Hospitality Industry
- Types of hospitality businesses / sectors andMajor contributors to the industry
- Current trends and challenges in the industry

UNIT II:THE LODGING INDUSTRY

- Introduction, Concept,and its importance
- Origin and growth of Hotel Sector in India&Foreign Hotel Chains in India
- Classification and types of hotels
- Organizational structures –Small, Medium, Large, Very Large Hotels
- Hotel Guest, Type of hotel guest and types of hotel rooms
- Hotel organization: -Hotel revenue center & Hotel cost center

UNIT III:INTRODUCTIONS TO TRAVEL AND TOURISM INDUSTRY

- Over view of Travel & Tourism Industry, Interrelationships within Travel,
- Tourism &Hospitality Industry, Components of Travel & travel trends.
- Role of Tour operators &Travel agents. Major Players of Travel & Tour Operations.

PRACTICAL

- Layouts of the public areas of the airport.
- List of Currencies all round the world and their symbols
- Procedure to book a flight ticket.
- Immigration Procedures
- Visit to a domestic airport.

- Visit to Travel & Tourism Industry
- Guest Service and Hospitality Procedures

REFERENCE:

1. Aviation Maintenance Management – Harry A. Kinnison – McGraw Hill Reference Books:
2. Risk Management and Error Reduction in Aviation Maintenance – Manoj S. Patankar and James C. Taylor – Ashgate Publishing Ltd.
3. History Of Aviation – Joel A Madden
4. ICAO – David Mackenzie
5. Air Navigation – Weems
6. Wherich&Koontz : Principles of Management
7. L. M. Prasad : introduction to management concept Tripathi & Reddy :
8. A K Bhatia: International Management
9. R N Kaul : Dynamics of Tourism
10. Robert Lewis & Richard Chambers: Marketing Leadership in Hospitality

UGC CAREER ORIENTED PROGRAMME IN AVIATION AND HOSPITALITY MANAGEMENT DIPLOMASYLLABUS

THEORY

MODULE I
AVIATION MANAGEMENT

UNIT I: AIRPORT AND AIRLINE OPERATIONS AND MANAGEMENT

- Airport&Aircraft security protocols, procedures,maintenance, and safety checks
- Airline and airport relationships&Airport capacity management
- Flight planning and scheduling&Handling flight delays and disruptions

UNIT II: AVIATION SAFETY AND SECURITYAND AIRPORT DESIGN AND PLANNING

- Emergency response, crisis management,Aviation safety regulations and compliance
- Threat assessment and security measures
- layout and infrastructure planning&Environmental considerations in airport design
- Passenger flow optimization
- Role & Responsibilities – IATA, ICAO, Aviation Security Group

UNIT II:AIRLINE REVENUE MANAGEMENT AND AVIATION TECHNOLOGY

- Pricing strategies for airline tickets&overbooking and demand forecasting
- Loyalty programs and frequent flyer management
- Introduction to aviation software (e.g., flight management systems)
- Data analysis and decision-making using aviation data
- Emerging technologies in aviation (e.g., drone management)

MODULE II
HOSPITALITY MANAGEMENT

UNIT I: CUSTOMER SERVICE EXCELLENCE AND RELATIONSHIP MANAGEMENT

- Importance of customer service in hospitality& Effective communication skills
- Handling guest complaints and difficult situations&Guest feedback and satisfaction measurement
- Building guest loyalty programs&Personalization and customization of guest experiences

UNIT II: SAFETY & SECURITY AND CRISIS MANAGEMENT IN HOSPITALITY:

- Types of risks in hospitality&identifying potential security threats
- Guest and employee safety during emergencies
- Historical incidents and their impact on the industry

- Handling emergencies and crises in hotels&Communication during crises
- Developing emergency response plans & Evacuation procedures and drills

UNIT III: HOSPITALITY TECHNOLOGY AND SUSTAINABILITY IN HOSPITALITY

- Technology trends in the hospitality industry
- Reservation systems and Online booking systems and channel management
- Property management systems (PMS)& Point of Sale (POS) systems
- Online booking systems and channel management
- Guest experience-enhancing technologies (e.g., mobile check-in)
- Sustainable practices in hotels (e.g., waste reduction, energy efficiency)
- Eco-friendly certifications, Sustainable tourism, and responsible travel

PRACTICAL

- Airport security procedures
- Aircraft safety check procedures
- Emergency procedures in airport and aircraft
- Planning layout of an airport
- Handling guest complaints in a hotel
- Safety Procedures During emergencies in a hotel

REFERENCE:

1. "Introduction to Aviation Management" by Andreas Wald
2. "Airline Operations and Management: A Management Textbook" by Gerald N. Cook and Bruce Billig
3. "Airport Operations" by Norman J. Ashford, Pierre Coutu, and John Beasley
4. "Aviation Safety Management Systems" by Alan J. Stolzer, Carl D. Halford, and John J. Goglia
5. "Air Transport Management: An International Perspective" by Lucy Budd and Stephen Ison
6. "Hospitality Management: Theory and Practice" by Alan T. Stutts and Courtnay M. Stone
7. "Introduction to Hospitality Management" by John R. Walker and Josielyn T. Walker -
8. "Hospitality Financial Management" by Robert E. Chatfield and Michael C. Dalbor -
9. "Restaurant Financial Basics" by Raymond S. Schmidgall, David K. Hayes, and Jack D. Ninemeier
10. "Hospitality Strategic Management: Concepts and Cases" by Cathy A. Enz and Kam Z. Leung

UGC CAREER ORIENTED PROGRAMME IN AVIATION AND HOSPITALITY MANAGEMENT
ADVANCED DIPLOMASYLLABUS

THEORY
MODULE I
ADVANCED HOSPITALITY MANAGEMENT

UNIT I: AIRPORT OPERATIONS

- Airline Terminal Management, Airline Catering &Airline caterers.
- Flight Information Counter/Reservation and Ticketing,Check In/Issue of Boarding pass
- Customs, Security hold area and Immigration&Formalities, Co-ordination&Security Clearance

UNIT II: AVIATION GEOGRAPHY

- Planning travel itineraries, Basic steps in itinerary planning
- Abbreviations and Phonetic Codes, World Time Zones, Countries, and their Capitals
- Currencies around the world. Types of currencies, Currency codes & Currency convertors
- TC1, TC2 & TC3 areas &Global Indicators

UNIT II: IN FLIGHT CREW MANAGEMENT

- Crew duties on board, Documentation used by Cabin Crew, Departments in an Airline/CC Protocol
- Embarkation and Disembarkation Procedures for Passenger
- Special Handling of Passenger Regulatory Requirements
- In flight & Ground Announcements - Regional language, English & Hindi
- Emergencies on Board, Safety Equipment. Fire and Depressurization
- Evacuation on Land and Water, Brace Positions, Jungle and Sea Survival & Doors
- In-Flight safety and security - Anti-Terrorism and Bomb Scare, Hijack, and its history

MODULEII
HOTEL AND HOSPITALITY CONCEPTS

UNIT I: MAJOR DEPARTMENTS IN THE HOTEL

- HOTEL FRONT OFFICE OPERATIONS:Check-in and check-out procedures, Reservations and room assignment& handling guest inquiries and complaints
- HOUSEKEEPING AND MAINTENANCE:Housekeeping standards and procedures, Preventive maintenance, and room inspections&Sustainable practices in hotel operations
- FOOD AND BEVERAGE PRODUCTION: Origin, Definition, Meaning& Methods of cooking, Basic Principles of culinary arts, Food safety and kitchen hygiene, HACCP & Basic Ingredients used
- FOOD AND BEVERAGE SERVICE:Classification & familiarizationof equipments, types of services,Restaurant and bar operations&Meals / Menu planning and pricing
- EVENT MANAGEMENT:Planning and executing events in hotels**,** Event marketing and promotion&Vendor and supplier management

UNIT II: HOSPITALITY SERVICE MARKETING

- Marketing concept – meaning -definitions and importance of marketing.
- Functions of Marketing, Market Segmentation, Product Life Cycle & Product mix, Pricing
- Marketing environment: various environmental factors affecting the marketing function.
- Marketing strategies for hospitality businesses&Sales techniques
- Brand management,Online marketing, and social media
- Revenue forecasting, cost control,Budgeting, and financial planning in hospitality

UNIT III: HUMAN RESOURCE MANAGEMENT IN HOSPITALITY

- Human Resource Management - meaning, nature, scope, objective & Functions
- Human Resource Planning - Job Analysis, description&specification
- Recruitment and selection of hospitality staff&Training and development
- Performance appraisal, Career Planning & Development
- Employee relations and motivation

- Staff scheduling and labor laws

PRACTICAL

- Preparation of a list of countries with their time zones
- Planning and preparation of travel itinerary
- Preparation of a list of countries with their capital
- Embarkation and Disembarkation Procedures and announcements
- Evacuation procedures
- Hotel Check-in and check-out procedures
- Guest service cycle

REFERENCE:

1. "Introduction to Aviation Management" by Andreas Wald
2. "Airline Operations and Management: A Management Textbook" by Gerald N. Cook and Bruce Billig
3. "Airport Operations" by Norman J. Ashford, Pierre Coutu, and John Beasley
4. Philip Kotler - Marketing Management
5. Rajan Nair - Marketing Management
6. Cundiff and Still - Fundamentals of modern marketing
7. Essentials of Human Resource Management & Industrial Management: Himalaya Publication.
8. VSP. Rao - Human Resource Management
9. B.Nandhakumar - Industrial Relations Labour Welfare and Labour Laws -Vijay Nicole Imprints
10. Basak, S. P.(2012)- Human Resource Management: Text & Cases. New Delhi: Pearson

PROJECT WORK

1. The student will have to prepare a Project report on any of the areas of Aviation and Hospitality Operations
2. The Focus of the Project will be on the understanding of industry operations, supervision, and management function
3. The Project must be approved by the Faculty Guide for the student to proceed with the Topic assigned.
4. The student may use primary / secondary data and other sources (mentioning the source in the Appendix) to compile the Project.

Here is a basic structure for a research project:

1. Title Page:
- Title of the Research Project
- Name of the candidate
- Affiliation (University or Institution)
- Date of Submission

2. Appendices (if applicable):
- Include any additional material that supports your research but is not essential to the main text, such as surveys, interview transcripts, or supplementary data.

3. Acknowledgments:
- Acknowledge individuals or organizations that supported or contributed to your research.

4. Declaration of Originality:
- Declare that the work is your own and that you have cited all sources appropriately.
- Ensure that you follow the specific formatting and style guidelines provided by your institution or publisher. Adapt this structure as needed based on the nature and scope of your research project.

5. **Abstract:**
- A brief summary of the research project, including the research question, objectives, methodology, key findings, and conclusions. Usually, this is no more than 250-300 words.

6. **Table of Contents:**
- List of sections and subsections with page numbers for easy navigation.

7. **List of Figures and Tables:**
- If your research includes charts, graphs, or tables, list them here with their respective page numbers.

8. **List of Abbreviations and Acronyms:**
- Define any abbreviations or acronyms used throughout the document.

9. **Introduction:**
- Provide an introduction to the research project, including:
- Background information
- Statement of the problem or research question
- Objectives or hypotheses
- Significance of the research

10. **Literature Review:**
- Review relevant literature and previous research in the field to provide context for your study. Discuss key theories, concepts, and findings that relate to your research.

11. **Methodology:**
- Explain your research methods in detail, including:
- Research design (qualitative, quantitative, mixed methods)
- Data collection methods (surveys, interviews, experiments, observations, etc.)
- Sampling procedures
- Data analysis techniques
- Ethical considerations

12. **Data Presentation and Analysis:**
- Present the data you collected and analyze it systematically. Use charts, graphs, and tables to illustrate key findings. Interpret the data and relate it to your research objectives or hypotheses.

13. **Discussion:**
- Interpret the results and discuss their implications. Address any limitations of the study and suggest areas for further research. Compare your findings with previous research.

14. **Conclusion:**
- Summarize the main findings of the research and their significance. Restate the research question and objectives. Provide a concise conclusion to the study.

15. **Recommendations (if applicable):**
- If your research yields practical recommendations, present them here. Explain how these recommendations can be applied in practice.

PRESENTATION & FORMAT

All students are required to submit ONE hard copy of their report by the date stipulated.

1. Paper: A4 sized paper must be used and should be white and of good quality.

2. Type: The Report must be printed neatly using an acceptable word processing format.

3. Layout: The margins at the left-hand edge should be no less than 40mm and other margins no less than 20mm. Type should be at least 1 ½ spaced except for intended quotations or footnotes, which should be single line spaced. Typing should be on one side of the paper only.

4. Binding: The book should be bound in Navy Blue Rexene only. There should be no illustrations on the cover page.

5. Cover Title: The outside front cover must bear the title of the work in Block capitals (28 point) with the name of the student and name of the college

6. Spine Title: This must bear the surname and the initials of the author and the year of submission in the same lettering as the front cover. The lettering must read from left to right when reading the spine vertically.

QUESTION PAPER PATERN FOR THEORY EXAM

Subject Code: _____

____Type of ExaminationMONTH _____ YEAR _____

SUBJECT NAME _____

Time: 2 Hours **Maximum Marks: 100**

Instruction: Part – **A**: Answer **any 10** out of 12 Questions
Part – **B**: Answer **any 4** out of 6 Questions
Part – **C**: Answer **any 3** out of 5 Questions

Part – A

I. Answer **any Five**: **(10 X 2 = 20)**

1. **(02)**
2. **(02)**
3. **(02)**
4. **(02)**
5. **(02)**
6. **(02)**
7. **(02)**
8. **(02)**
9. **(02)**
10. **(02)**
11. **(02)**
12. **(02)**

(Six Question from each Module)

Part – B

II. Answer **any Four**: **(4 X 5 = 20)**

1. **(05)**
2. **(05)**
3. **(05)**
4. **(05)**
5. **(05)**
6. **(05)**

(Three Question from each Module)

Part – C

III. Answer **any Three**: **(3 X 20 = 60)**

1. **(20)**
2. **(20)**
3. **(20)**
4. **(20)**
5. **(20)**
6.

(Two Question from each Module)

****