



KANNUR UNIVERSITY
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(Abstract)

FYUG - Bachelor of Business Administration (Aviation and Airport Management) Programme (BBA AAM) - Modified Scheme and Syllabus for the Fourth Semester - Approved & Implemented w.e.f 2024 Admission - Orders issued

ACADEMIC C SECTION

ACAD C/ACAD C4/21870/2024

Dated: 31.12.2025

- Read:-1. U.O Nos.ACAD C/ACAD C4/21870/2024 dated.04.12.2024,19.07.2025
2. Minutes of the meeting of the Board of Studies in Travel & Tourism (Cd) held on 06.11.2025
3. E-mail dtd. 06.11.2025 from the Chairperson, Board of Studies in Travel & Tourism (Cd).
4. Minutes of the Meeting of the standing committee of the Academic council held on 05.12.2025
5. Orders of the Vice Chancellor dtd.24.12.2025 in file No.ACAD C/ACADC4/22323/2024

ORDER

- 1.The Scheme and Syllabus (First to Fourth Semesters only) of the B.B.A (Aviation and Airport Management) Programme under FYUGP pattern were approved and implemented w.e.f 2024 admission as per the paper read as(1) above.
- 2.The Board of Studies in Travel & Tourism (Cd), in its meeting held on **06.11.2025**, recommended certain modifications to the Fourth Semester syllabus of the FYUG BBA AAM programme w.e.f. 2024 admission
- 3.The Scheme and Syllabus prepared by the Board of Studies were forwarded to the Dean, Faculty of Commerce & Management studies for verification and the Dean, after vetting the syllabus recommended its approval vide email dated **15.11.2025**.
- 4.The Vice-Chancellor, after examining the matter in detail, ordered to place the modified Scheme and Syllabus, along with the minutes of the Board of Studies meeting and the remarks of the Dean, before the Standing Committee of the Academic Council for consideration
- 5.The Standing Committee of the Academic council, at its meeting held on **05.12.2025** considered the modified Scheme & Syllabus of the Fourth Semester FYUG BBA AAM Programme and recommended to approve the same.
- 6.The Vice Chancellor after considering the recommendation of the Standing Committee of the Academic Council and in exercise of the powers of the Academic Council conferred under the Section 11 (1) chapter III of Kannur University Act 1996, and all other enabling provisions read



together with, **approved the modified Scheme & Syllabus of the Fourth Semester of the B.B.A (Aviation and Airport management) programme (FYUGP) and accorded sanction to implement the same w.e.f 2024 admission in the Affiliated Colleges under the University, subject to reporting to the Academic Council.**

7.The modified Scheme & Syllabus of the Fourth Semester of the BBA AAM Programme (FYUGP) are appended with this U.O and uploaded in the University website. (www.kannuruniversity.ac.in)

Orders are issued accordingly.


Sd/-

Jisha K P
Assistant Registrar II
For REGISTRAR

To: 1.The Controller of Examinations(through the PA)
2.The Principals of Arts and Science Colleges affiliated to Kannur University
3.The Chairperson, Board of Studies in Travel and Tourism (Cd)

Copy To: 1. PS to VC / PA to PVC / PA to R/PA to FO/PA to CE (to circulate among the section concerned)
2. DR / AR (Acad) / AR II Exam/JR II Exam
3. Computer Programmer/EXC I/AR VII (Exam)
4. Web Manager (for uploading in the website)
5. SF/DF/FC

Forwarded / By Order


SECTION OFFICER







BOS CHAIRPERSON:

Dr. Sindhu Joseph, Associate Professor and Head, PG Dept. of TTM, Govinda Pai Memorial Government College, Manjeshwaram, Kasaragod.

SPECIAL INVITEES FOR SYLLABUS DESIGN

1. Sri. Mohammad Vaseem C, Senior Research Fellow, Kannur University.
2. Agney Sai C, Assistant Professor, Govinda Pai Memorial Government College, Manjeshwaram, Kasaragod.
3. Dr. Reshma P. T., Assistant Professor, Govinda Pai Memorial Government College, Manjeshwaram, Kasaragod.
4. Sri. Mahadevan P., Regional Auditor (South Asia). Green Destinations, The Netherlands.
5. Sri. Sifad Siddique, Assistant Professor, Govinda Pai Memorial Government College, Manjeshwaram, Kasaragod.
6. Dr. Sanuja K V, Assistant Professor, Jain University, Kochi
7. Sri. Viswas P. P, Research Scholar, Kannur University.
8. Dr Arundas O.P, Assistant Professor, Govinda Pai Memorial Government College, Manjeshwaram, Kasaragod.

COURSE STRUCTURE SPECIFIC COURSES (DSC, MDC, VAC, SEC)

		Type/ Course			TTL			Duration		Hrs /	Total
Se m	Course Code		Name of the Course		CC A	ES E	Mar k	Exa m	Credi t	Wk	Cred its
1		AEC							3	3	21
		AEC							3	3	
	KU1DSCAAM101	DSC-A1	Aviation Industry		30	70	100	2 Hrs	4	4	
	KU1DSCAAM102	DSC-B1	Indian Cultural Geography		30	70	100	2 Hrs	4	4	
	KU1DSCAAM103	DSC-C1	Tourism Principles and Practices		30	70	100	2 Hrs	4	4	
	KU1MDCAAM101	MDC-1	Basics of Food Production		25	50	75	1 ½ Hrs	3	3	
2		AEC							3	3	21
		AEC							3	3	
	KU2DSCAAM104	DSC A2	Hotel Operations		30	70	100	2 Hrs	4	4	
	KU2DSCAAM105	DSC-B2	Cultural Heritage and Hospitality		30	70	100	2 Hrs	4	4	
	KU2DSCAAM106	DSC-C2	Tour Operations		30	70	100	2 Hrs	4	4	
	KU2MDCAAM103	MDC-2	Special Interest Tourism		25	50	75	1 ½ Hrs	3	3	
3	KU3DSCAAM201	DSC-A3	Tourism Products and Resources		30	70	100	2 Hrs	4	4	22
	KU3DSCAAM202	DSC-A4	Tour Designing		30	70	100	2 Hrs	4	4	
	KU3DSCAAM203	DSC-B3	Tourism Destination Mapping		30	70	100	2 Hrs	4	4	
	KU3DSCAAM204	DSC-C3	Housekeeping Operations		30	70	100	2 Hrs	4	4	
	KU3MDCAAM201	MDC-3	KS		25	50	75	1½ Hrs	3	3	
	KU3VACAAM201	VAC-1	Customer Relationship Management		25	50	75	1½ Hrs	3	3	
4	KU4DSCAAM205	DSC-A5	Airline Management		30	70	100	2 Hrs	4	4	21
	KU4DSCAAM206	DSC-A6	Airport Management and Ground Handling		30	70	100	2 Hrs	4	4	
	KU4DSCAAM207	DSC-A7	Tour Leadership and Study Tour		30	70	100	2 Hrs	4	4	
	KU4SECAAM201	SEC-1	Business Communication		25	50	75	1½ Hrs	3	3	
	KU4VACAAM202	VAC-2	Basics of Food Science and Nutrition		25	50	75	1½ Hrs	3	3	

	KU4VACAAM2 03	VAC-3	Event Management and Hospitality	25	50	75	1½ Hrs	3	3	
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SEMESTER 4

SEMESTER 4	KU4DSCAAM205	AIRLINE MANAGEMENT
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Program	BBA AAM				
Course Code	KU4DSCAAM205				
Course Title	AIRLINE MANAGEMENT				
Type of Course	DSC-A5				
Semester	4				
Academic Level	200 – 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4		-	60
Pre-requisites	No prerequisites needed for the course				
Course Summary	<p>This course provides an in-depth understanding of the airline industry's structure, history, and regulatory framework, including key bodies like DGCA, ICAO, and IATA. Students explore the characteristics of airline services, the role of travel agents, and global distribution systems essential for passenger and cargo operations. The curriculum includes detailed study of airport operations, airline personnel, travel documentation, and air traffic control mechanisms. Ramp safety and handling procedures are covered extensively, emphasizing ground operations, accident prevention, and aircraft servicing. By the end of the course, learners will gain both theoretical knowledge and practical insights into the functioning and management of airline and airport services.</p>				

Course Outcomes (COs):

CO	CO Statement	Cog. Level	Kn. Catg.	Evaluation Tools used

CO1	Understand about the airline industry and its regulatory bodies.	U	C	Quiz/Practical Assignment /Observation of Practical Skills/ Seminar Presentation /Technology-based assessment
CO2	Understand the characteristics of the Airline Industry.	Ap	P	
CO3	Understanding the organizational structure of the airline industry.	Ap	P	
CO4	Understanding the importance of safety and security.	An	P	
CO5	Understanding the Ramp Procedures	U	P	
* - Remember (R), Understand (U), Apply (Ap), Analyze (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

DETAILED SYLLABUS

Module	Unit	Content
I	Introduction to Airline Industry	
	1.	Aviation – Introduction - Meaning & Genesis of Aviation - Aviation Terminology.
	2.	Economic and Social impact, Regulatory Bodies– DGCA, BCAS, ICAO, IATA.
	3.	Development of commercial airlines – Deregulation – Impact of Deregulation.
	4.	Airline industry: Organizational Structure - Scheduled and Non-Scheduled Flights – Air Cargo Transport.
II	Airline Service	
	5.	Characteristics of Passenger airlines – Service Industry –Characteristics - Travel Agent Management.
	6.	Travel Partners IATA Approved Travel Agency-Appointment and Control Bank guarantee.
	7.	IATA Billing and Settlement Plan Credit Period -Customer Service-Service Provider Training and Development of Travel agent-GDS.
	8.	Landside and Airside Areas – Terminal Building – Apron – Runway Training – Organizational Culture.
III	Airport Services	
	9.	Airports Personnel – Types of Airline Personnel – Flight crew and Cabin Crew.
	10.	Processing Passengers and Freight – Airport Security – Air Navigation Services– Air Traffic Control.
	11.	Airplanes – Manufacturers – Types of Aircraft.
	12.	Travel Documents- Passport –Visa- TIM.
	13.	Currency Regulations-IATA Rate of Exchange Banker's Buying Rate- Bankers selling rate-Currency Conversion Departure Control System-ATC.
IV	Ramp Safety and handling Procedures	
	14.	Introduction –Operating Service Doors and Panels – Securing the Aircraft - Ramp Officer-Check sheet.

	15.	Ramp Safety – Meaning – Handling Procedures - Types of Accidents at Ramp -Accident to Passengers – Accident to Personnel – Damage to Aircraft – Damage to Ground Equipment and Vehicle – (Beacon – Cones).
	16.	Personnel Protection on the Ramp – Propeller Safety – Thrust Reversers– Aerial and other Protrusions – Driving on the RAMP – Foreign Object Debris (FOD) – Ramp Markings – Service Roads – No Parking Areas – Equipment Parking Areas – Safety DO's and DON'Ts.
	17	Aircraft Guiding Procedures – Baggage/Cargo Loading and Offloading Procedures – Catering Uplift Procedure-Aircraft Arrival Procedures- Aircraft Departure Procedures-Fueling Procedures-Pushing and Towing of aircraft.
V	Teacher Specific Content (12 Hrs)	

References:

Michael Kroes, James Rardon, Michael Nolan: "Aircraft Basic Science", Eighth Edition, 8th Edition:
Wells, A. T., & Rodrigues, C. C. - "Commercial Aviation Safety"
Wensveen, J. G. - "Air Transportation: A Management Perspective"
Ashford, N., Stanton, H. P. M., & Moore, C. A. - "Airport Operations"
Doganis, R. - "Flying Off Course: Airline Economics and Marketing"
IATA - "Passenger Services Conference Resolutions Manual"
IATA - "Airport Handling Manual (AHM)"
IATA - "Ground Operations Manual (IGOM)"
IATA - "Safety Audit for Ground Operations (ISAGO) Standards Manual"
IATA - "New Distribution Capability (NDC) Implementation Guide"
Sales, M. - "Air Cargo Management: Air Freight and the Global Supply Chain"
IATA - "Dangerous Goods Regulations (DGR)"
Sweet, K. M. - "Aviation and Airport Security: Terrorism and Safety Concerns"
Belobaba, P., Odoni, A., & Barnhart, C. - "The Global Airline Industry" (AGIFORS Series)
Holloway, S. - "Straight and Level: Practical Airline Economics"
Button, K. - "Wings Across Europe: Towards an Efficient European Air Transport System"

CO-PSO Mapping:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO 1	1	1	1	2	-	1
CO 2	1	2	1	2	-	-
CO 3	1	1	1	2	-	-
CO 4	2	3	3	1	1	1

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		70
Continuous Evaluation		30
a)	Test Paper- 1	10
b)	Field Visit Report	20
Total		100

Correlation Levels

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

SEMESTER 4	KU4DSCAAM206	AIRPORT MANAGEMENT AND GROUND HANDLING
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Program	BBA AAM				
Course Code	KU4DSCAAM206				
Course Title	Airport Management and Ground Handling				
Type of Course	DSC-A6				
Semester	4				
Academic Level	200 – 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4			60
Pre-requisites	No prerequisites needed for the course				
Course Summary	<p>This course introduces the fundamentals of airport operations with a focus on infrastructure, management, and ground handling. It covers airport classification, ownership models (including PPP and privatization), and the layout of airside and landside facilities. Students explore the full scope of ground handling—passenger, baggage, cargo, and aircraft services—along with safety, security, and customer service protocols. The curriculum also addresses operational planning, use of Ground Support Equipment (GSE), and handling of special needs passengers, preparing learners for roles in airport and ground handling operations within the aviation and tourism sectors.</p>				

Course Outcomes (COs):

CO	CO Statement	Cog. Level	Kn. Catg.	Evaluation Tools used
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CO1	Explain the concept, structure, classification, and strategic importance of airports in air transport and tourism, including ownership models, privatization, and the roles of operators and investors.	R	C	Quiz/ Practical Assignment /Observation of Practical Skills/ Seminar Presentation / Technology-based assessment
CO2	Describe the physical and functional components of an airport, distinguishing between airside (runway, taxiway, apron, ATC, ANS) and landside (terminal, passenger facilities) infrastructure	U	P	
CO3	Outline the scope and operations of airport ground handling services, including passenger, baggage, cargo, and aircraft handling, with emphasis on safety, security, and customer service standards.	E	P	
CO 4	Apply principles of ground handling planning and resource management, including flight scheduling, staff rostering, use of Ground Support Equipment (GSE), and contingency planning for operational disruptions.	An	P	
CO5	Demonstrate knowledge of passenger handling procedures and special assistance protocols, ensuring compliance with safety, security, and service quality requirements in diverse airport environments.	An	P	
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

DETAILED SYLLABUS

Module	Unit	Content
I	Introduction to Airport	
	1	Concept of Airport – Airport and Air transport – Major Airports in India.
	2	Evolution of airfields to commercial airports.
	3	Importance of Airport for Tourism – Airport customers and tourists.
	4	Classification of Airport – Modern Airports.
	5	The impact of World War II on airport expansion -Airport Privatization.
	6	Airport Transformation: Expansion of runways and noise regulations-Development of global hubs

II	Airport Management	
	5	Airport Classification - Airport Ownership- Public-Private Partnership (PPP)
	6	Structure of the Airport-The Airside-Runway-Taxi ways- Apron/Ramp- Hangar-Air Navigation Services (ANS) and Air Traffic Control (ATC)- Terminal.
	7	Structure and components of a terminal- Landside-Physical components.
III	Overview of Airport Ground Handling	
	8	Definition and scope of ground handling services.
	9	Ground Handling Operations: Passenger handling (check-in, boarding, deplaning), Baggage handling (loading, unloading, sorting, transfer), Cargo and mail handling.
	10	Safety and Security in Ground Handling: Ramp safety procedures, Dangerous goods handling, Security screening and access control.
IV	Ground Handling	
	11	Ground Handling Operations Planning and Scheduling: Flight schedules and ground time calculations, Resource allocation and staff rostering, Contingency planning for disruptions and delay.
	12	Aircraft handling (marshalling, loading, unloading, cleaning), Ramp operations and equipment, aircraft parking, Loading, and unloading procedures, Aircraft cleaning and catering services.
	13	Passenger Handling Procedures: Check-in and boarding processes, Baggage handling and reconciliation, Passenger assistance and special needs handling.
	14	Ground Support Equipment (GSE): Types of GSE (passenger stairs, baggage carts, belt loaders, etc.), GSE maintenance and safety procedures.
V		Teacher Specific Content (12 Hrs)

References:

- Ashford, N. J. (2013). Airport operations. McGraw-Hill Companies, Inc.
- Dileep, M. R., & Kurien, A. (2021). Air Transport and Tourism. Routledge.
- Budd, L., & Ison, S. (2017). Air Transport Management: An International Perspective. Routledge, Taylor & Francis Group.
- Graham, A. (2014). Managing Airports: An International Perspective. Routledge.
- Ashford, N. J. (2013). Airport Operations. McGraw-Hill Companies, Inc.
- IATA Airport Handling Manual (AHM)

Mapping of COs with PSOs

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO 1	2	1	-	-	-	2
CO 2	1	-	-	-	-	1
CO 3	2	-	1	-	-	1
CO 4	2	-	-	2	1	1
CO 5	2	1	-	-	2	3

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		70
Continuous Evaluation		30
a)	Test Paper-2	10
b)	Assignment/Seminar	10
c)	Case Study	10
Total		100

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

SEMESTER 4	KU4DSCAAM207	TOUR LEADERSHIP AND STUDY TOUR
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Program	BBA AAM				
Course Code	KU4DSCAAM207				
Course Title	Tour Leadership and Study Tour				
Type of Course	DSC-A7				
Semester	4				
Academic Level	200 – 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60

Pre-requisites	
Course Summary	The course teaches students about tour operation business, procedures, and operations, focusing on creating itineraries and packages for tourists. It covers administrative aspects, setting up a business, and providing better tourist experiences.

Course Outcomes (CO):

CO	CO Statement	Cog. Level	Kn. Catg.	Evaluation Tools used
CO1	Understand the various concepts related to tour operation business.	U	C	Quiz/ Practical Assignment /Observation of Practical Skills/ Seminar Presentation / Technology-based assessment
CO2	Learn and practice various techniques used by the tour operator's pre-post phases and during the tour's conduct.	U	P	
CO3	Apply various procedures to conduct successful tours and how one can emerge as a leader in the process.	Ap	P	
CO4	Demonstrate the significance of travel consultancy handling procedures and protocol.	Ap	P	
* - Remember (R), Understand (U), Apply (Ap), Analyze (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

DETAILED SYLLABUS:

Module	Unit	Content
I		Tour Planning
	1	Business Tour Operation - A brief account of TAAI and IATO.
	2	Licenses required for guiding in India at various levels (Regional, State and Local).
	3	Fiscal and nonfiscal incentives are available to travel agencies and tour operators' business.
	4	Travel Documentation (PASSPORT/VISA); Tour Documentation: Passport, Visa and other travel documents-TIM- Exercises on Travel Documentation (PASSPORT/VISA)
	5	Package tour formulation process: Market research, Itinerary preparation, Identification of mode of transportation and accommodation, Contract signing with service providers.
	6	Tour Negotiation: Commitment, Allocation and Ad-hoc basis.

	7	Tour Promotion- Preparation of brochure.
II	Tour Operation	
	5	Conducting Tours: Understanding Clients Need. Confirmation of Tour, Creation of Docket/ File, Issue of Tour Vouchers, Reconfirmation with Service Providers.
	6	Standard Procedures for Pickup and Drop, Preparation of Feedback or Guest Comment Sheet.
	7	Job of a tour Manager -Skill Sets for Tour Managers.
	8	Pre-tour preparation- Tour Responsibilities of Tour Managers- familiarization with a destination- liaison with local suppliers – pre- tour documentation-travel essential for a tour manger.
	9	On – tour responsibilities- Receiving guest at airport/seaport-Responsibilities at the hotel-responsibilities at an attraction- responsibilities on modes of transportation- other responsibilities.
	10	Closing the tour.
III	Tour Guiding	
	11	Benefits of hiring a tour guide – challenges of a tour guide- role of the tour guide.
	12	Techniques of commentary (Exercise on mock tour guiding).
	13	Practices to become a successful tour guide: before the start of trip, during the tour, during the completion of the tour.
	14	Don'ts in tour guiding- handling questions-handling awkward tourists- dealing with the group-handling grievances –handling emergency situations.
	15	Types of overseas representatives and their duties.
	16	Principles of Effective Communication in Tour Guiding- Interpretation-Techniques and Storytelling- Presentation Skills and Public Speaking.
IV	National/ International Study Tour	
V	Teacher Specific Content (12 Hrs)	

Note: Compulsory Learning Activity

1. Prepare an itinerary imparting all theoretical knowledge acquired in the previous three semesters for the study tour (National/ International). National tours can take place anywhere in India, visiting at least three key tourist destinations (not attractions), and are not limited to North or South India. The plan can include any region, including South, North, Western, and Eastern India, or a combination of these.

Duration: Max. 6-10 Days; Destination: India/ Abroad.

- Tours of more than 10 days must be discouraged, in any circumstances.

- The tour itinerary must be prepared by the students only.
- One sector air journey to be included in the itinerary.
- Involvement of each student in travel planning and execution must be evaluated
- Tour Diary (Minimum of 40 pages) must be evaluated by the teacher who escorted the trip (preferably group leader) and the HOD for 25 marks as follows.

Tour diary (Spiral Binding) : 15 marks

Tour Diary should contain the following details.

- o Tour planning process (in brief)
 - o Tour itinerary
 - o Daily activities
 - o Description of the destinations/ attractions visited with SWOT Analysis
 - o Details of activities engaged,
 - o Personal experiences out of the tour with at least one photo of the destination
-
- Involvement in tour planning and execution : 5 marks
 - Discipline during the tour : 5 Marks
 - Viva-Voce and Presentation : 5 Marks

Total :15 marks

Special Note:

Those who do not attend the study tour will not receive internal marks of 25. Students can pass the written examination and receive internal marks of 5 based on Viva and other assignments based on the material of this course, therefore missing the study tour will not result in a failure of the course.

(Max. marks in such cases are 70 for theory (External)+ 5 for Viva (Internal)= 75 Marks)

References:

- Tour leadership and Management, shailja Sharma and Nimit Chowdhary (2018)-Sage
- J. Negi, J., & Manohar, G. (2009). *Hospitality Management*. Laxmi Publications Ltd...
- Foster, D. L. (1991). *The business of travel: agency operations and administration. (No Title)*.
- Webster, S. (1993). *Group travel operating procedures*. Van Nostrand Reinhold Company.
- Yale, P. (1995). *The business of tour operations*. Addison Wesley Longman Ltd.
- Chand, M. (2002). *Travel agency management: An introductory text*. Anmol Publications

PVT. LTD.

Weiler, B., & Ham, S. H. (2001). Tour guides and interpretation. In *The encyclopedia of ecotourism* (p. 549-563). Wallingford UK: CABI publishing.

Pond, K. L. (1993). The professional guide: Dynamics of tour guiding. *(No Title)*.

Pond, K. L. (1993). The Professional Guide: Dynamics of Tour Guiding. John Wiley & Sons.

Gartner, W. C. (Ed.). (1996). Tour Guides and Tour Guiding: A Service Industry Handbook. Kendall/Hunt Publishing Company.

Weiler, B., & Black, R. (2015). Tour Guiding Research: Insights, Issues and Implications. Channel View Publications.

Rabotić, B. (2010). Tour Guide training. Ross Publishing.

Cohen, E. (1985). The Tourist Guide: The Origins, Structure and Dynamics of a Role. *Annals of Tourism Research*, 12(1), 5-29.

Mapping of COs with PSOs:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO 1	2	-	-	-	-	2
CO 2	2	2	-	-	-	2
CO 3	3	2	1	-	-	2
CO 4	2	3	-	-	-	2

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		70
Continuous Evaluation		30
a)	Tour diary (Spiral Binding)	15
b)	Involvement in tour planning and execution	5
c)	Discipline during the tour	5
d)	Viva-Voce (Can be related to study tour / based on Modules 1-3 for those who do not attend study tour)	5
Total		100

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

SEMESTER 4	KU4SECAAM201	BUSINESS COMMUNICATION
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Program	BBA AAM				
Course Code	KU4SECAAM201				
Course Title	Business Communication				
Type of Course	SEC-1				
Semester	4				
Academic Level	200 – 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	3	3	-	-	45
Course Summary	This paper aims to equip the students with a wider overview of the general communication skills required at the managerial level in the hospitality industry, both at the conceptual and application level. It aims to enhance the presentation and other skills that eventually enhance students' employability for their future jobs and endeavors in the corporate world to gain a cutting edge over their counterparts within the country and across the globe.				

Course Outcomes (CO):

CO	CO Statement	Cog. Level *	Kn. Catg.	Evaluation Tools used
CO1	Prepare students themselves for the job market with excellent presentation and communication skills.	U	C	Quiz/ Practical Assignment /Observation of Practical Skills/ Seminar Presentation / Technology-based assessment
CO2	To establish and articulate presentations with clear goals and objectives.	U	P	
CO3	Practice Business English in practical situations.	Ap	P	
CO 4	Analyze and explain the importance of soft skills required for corporate culture and professionalism in service industry.	Ap	P	
* - Remember (R), Understand (U), Apply (Ap), Analyze (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

DETAILED SYLLABUS

Module	Unit	Content
I	Communication	
	1	Communication: 7 Cs of communication- - Layout of a Business Letter; Emails, Job Applications; Personal Letters –Sales Letters; Business Letters, Types of Business Letter, Layout of Business Letter.
	2	Reports: Types of Business Reports, Reports Writing.
	3	Meetings: Need, Planning of Meetings, Drafting of Notice, Agenda, Minutes & Resolutions of Meeting.
	4	Writing Memorandum, Press Release, Press Conference- Use of MS Office in Business Communication – Layout Options and Illustrations.
	5	Effective E-Mail Writing – Travel Blogs – Podcasts and Vodcasts.
II	Employability Quotient	
	6	Techniques for effective presentation - Designing a presentation- Resume building- Group Discussion.
	7	Facing the Interview: Frequently Asked Questions - Mock Interview.
	8	Public Speaking; Types, developing a relationship with the audience, Adapting to Special Occasions, Development of Self-Confidence-Body Language.
	9	Work Ethics- Business etiquettes – netiquettes, telephonic & table etiquettes.
	10	General Do's and Don'ts.
III	Business English	
	11	Business English: Salutations in the hospitality Industry & analyzing grammatical errors in spelling & punctuation.
	12	Common errors in spoken and written English often confused; one-word substitution, phrases, idioms.
	13	Spoken English: formal English and business-related conversations.
	14	Difference between British and American English- Vowels- Common mistakes in English pronunciation.
	15	Vocabulary pertaining to tourism and allied subjects.
IV	Conversational English	

	16	Conversational English: English in different situations-Making enquiries, expressing various emotions-agreement-disagreements, happiness, anger etc.
	17	Expressing gratitude, apologizing-explaining- giving orders, how to start a conversation.
	18	How to end a conversation-building conversation.
V	Teacher Specific Content (12 Hrs)	

Note: Compulsory Learning Activities:

1. Role Plays, and Presentations,

2. Listening exercises with the help audio-visual aids for understanding formal English and business-related conversations.

2. Production of Newsletters, in-house journals, Preparation of press releases, writing features on tourism, writing advertisement/preparing brochures for tourism/hospitality

3. Prepare resume

4. GD sessions

5. Mock Interviews

References:

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Sharma, R. C., & Mohan, K. (2016). Business Correspondence and Report Writing: A practical approach to business & technical communication.

Parvathi, V. Suggestive Techniques for Better Performance in Group. 21.-V.-Parvathi-paper-final-libre.pdf (d1wqtxts1xzle7.cloudfront.net)

- Kumar, R. (2010). Basic business communication. Excel Books India.

Mapping of COs with PSO:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO 1	2	2	2	-	-	2
CO 2	2	1	2	-	-	1
CO 3	2	2	1	1	-	1
CO 4	2	2	2	1	-	1

Assessment Rubrics

Evaluation Type	Mark
Semester End examination	50
Continuous Evaluation	25
a. Test Paper	10
b. Role Play	05
c) Any one from the Compulsory Learning Activities:	10
Total	75

Correlation Levels

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

SEMESTER 4	KU4VACAAM202	BASICS OF FOOD SCIENCE AND NUTRITION			
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Program	BBA AAM				
Course Code	KU4VACAAM202				
Course Title	Basics of Food Science and Nutrition				
Type of Course	VAC-2				
Semester	4				
Academic Level	200 – 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	3	3	-	-	45
Pre-requisites					
Course Summary	This course helps to understand biological, chemical, and physical structures of foods. It also helps the students to acquire knowledge of food at a micro-level like its nutritive value, causes of food contamination etc.				

Course Outcomes (CO):

CO	CO Statement	Cog. Level	Kn. Catg.	Evaluation Tools used
CO1	Obtain knowledge of different food groups and their contribution to nutrition.	U	C	Quiz/ Practical Assignment /Observation of Practical Skills/Industrial Visits/Seminar Presentation
CO2	Acquire knowledge of beverages and its uses with attention to the preservation of their nutritive value - oriented t o Traditional Indian beverages.	U	P	
CO3	Understand the food additives and food laws and standards governing food Adulteration.	Ap	P	
* - Remember (R), Understand (U), Apply (Ap), Analyze (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

DETAILED SYLLABUS

Module	Unit	Content
I	Introduction to Food Production	
	1	Kitchen Equipment–Cooking Fuel –Rules for Reheating of food/ réchauffé Cooking.
	2	Various Methods of cooking (Moist, Dry, Frying, microwave cooking) Microwave cooking advantages & Disadvantages -Time and temperature, Effect of cooking on food items & nutrients, Care & Precautions to be taken.
	3	Basic preparation techniques (e.g., chopping, slicing, dicing)- Foundation Ingredients-Fats& oils–Salt –Raising Agents-Liquids.
	4	Principles of Flavorings and seasonings – Sweetening – Thickenings.
II	Introduction to Food and Nutrition (Brief)	
	5	Stock –components, Types, and use of stock—Sauces- thickening agent used in sauces, Classification of sauces. Soups– types, preparation, garnishing for soup- Accompaniment and garnishes.
	6	Milk and Milk Products - Nutritive Value- Processing-Micro-organisms- Processing of Milk-Pasteurization– Homogenization-Types of Milk. Yoghurts: Varieties of Yoghurts- Creams: Types of Cream- Storage of Cream. Cheese: Types of Cheese-Basics of Cheese Making- Storage of Cheese- Butter- -Types of Butter.
	7	Cereals-Types, Structure-Composition and Nutritive Value.
	8	Nuts and Oils- Types, Nutritive value- Toxins.
	9	Pulses-Types, Nutritive Value-Processing- Storage- Infestation.
	10	Herbs: Uses and Varieties of Herbs- Spices uses and Varieties - Condiments: Uses and Varieties - Salads — types of salad – salad dressing.
	11	Vegetable and Fruit- Types, Composition-Nutritive Value.
	12	Beverages– classification Alcoholic Beverages- Non-Alcoholic Beverages - Coffee -Tea-Cocoa- Fruit Beverages and Milk-based Beverages.
	Introduction to Food Science	
III	13	Meat-Structure-Composition-Nutritive Value.
	14	Egg- Composition – Preservation.
	15	Fats and Oils Composition -Nutritive Value.
	16	Fungi and Algae as Foods.
	17	Food Preservation-Methods.
	Food Preservation and Presentation	

	18	Food additives-Food Adulteration- Types of Food adulterants -Intentional Adulterants- Metallic Contamination-Incidental Adulterants.
	19	Food quality- Sensory Evaluation-Objective Evaluation- Evaluation Card.
	20	Types of Food Quality Tests.
	21	Menu Planning: Principles of menu planning and design- Nutritional considerations in menu planning.
	22	Basic plating and presentation techniques (Practical)- Trends in food presentation and gastronomy (Practical).
V	Teacher Specific Content (12 Hrs)	

Compulsory Learning Activity

1. Filed visit to a hotel or any accommodation unit to understand the basics of food production.
2. Identify the food preservation methods used by various companies for their products by examining its products.

References:

The Culinary Institute of America (2011). *The Professional Chef* (9th ed.). Wiley.

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McWilliams, M. (2016). *Foods: Experimental Perspectives* (8th ed.). Pearson.

Potter, N. N., & Hotchkiss, J. H. (2012). *Food Science* (5th ed.). Springer.

Whitney, E., & Rolfes, S. R. (2018). *Understanding Nutrition* (15th ed.). Cengage Learning.

Vaclavik, V. A., & Christian, E. W. (2014). *Essentials of Food Science* (4th ed.). Springer.

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Davidson, A. (2014). *The Oxford Companion to Food* (3rd ed.). Oxford University Press

Rahman, M. S. (2007). *Handbook of Food Preservation* (2nd ed.). CRC Press.

Hui, Y. H., et al. (2015). *Food Plant Sanitation* (2nd ed.). CRC Press.

Peterson, J. (2008). *Sauces: Classical and Contemporary Sauce Making* (3rd ed.). Wiley.

Escoffier, A. (2011). *Le Guide Culinaire: The Complete Guide to the Art of Modern Cookery*. Wiley.

Baraban, R. S., & Durocher, J. F. (2010). *Successful Restaurant Design* (3rd ed.). Wiley.

Garlough, R., & Krinke, A. (2015). *The Art of the Plate: The Craft of Lifelike Food Sculpture*. Wiley.

Decareau, R. V. (1992). *Microwave Foods: New Product Development*. Food & Nutrition Press.

Belitz, H. D., Grosch, W., & Schieberle, P. (2009). *Food Chemistry* (4th ed.). Springer.

Robinson, J. (2015). *The Oxford Companion to Wine* (4th ed.). Oxford University Press.

Lawless, H. T., & Heymann, H. (2010). *Sensory Evaluation of Food: Principles and Practices* (2nd ed.). Springer.

FSSAI (Food Safety and Standards Authority of India). *Food Safety and Standards (Food Products Standards and Food Additives) Regulations*, 2011.

Figoni, P. (2010). *How Baking Works: Exploring the Fundamentals of Baking Science* (3rd ed.). Wiley.

Mapping of COs with PSOs and POs:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO 1	2	-	-	-	-	-
CO 2	2	1	-	-	-	1
CO 3	2	-	-	-	-	-

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		50
Continuous Evaluation		25
a)	Practicum/Viva-Voce	10
b)	Field Visit Report	15
Total		75

Correlation Levels

Leve	Correlation
1	Nil
-	Slightly / Low
1	Moderate /
2	Medium

SEMESTER 4	KU4VACAAM203	EVENT MANAGEMENT AND HOSPITALITY
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Program	BBA AAM				
Course Code	KU4VACAAM203				
Course Title	EVENT MANAGEMENT AND HOSPITALITY				
Type of Course	VAC-3				
Semester	4				
Academic Level	200 – 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	3	3		-	45
Pre-requisites					
Course Summary	This course offers a comprehensive overview of event management, covering event functions, host facilities, operations, budgeting, and best practices of event planners worldwide, focusing on global meeting planners.				

Course Outcomes (CO):

CO	CO Statement	Cog. Level*	Kn. Catg.	Evaluation Tools used
CO1	Enrich the knowledge level of managing different types of events.	U	C	Instructor-

SYLLABUS (2024)

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CO2	Comprehend various technologies adopted by meetings and exhibition planners.	U	C	created exams / Practical Assignment / Practical Assignment / Seminar presentation/
CO3	Apply knowledge and skills in the event business.	Ap	P	
CO4	Understand different event laws and regulations.	U	C	
CO5	Acquiring budgeting skills specific to MICE.	Ap	P	
* - Remember (R), Understand (U), Apply (Ap), Analyze (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

DETAILED SYLLABUS

Module	Unit	Content
I	Event Business	
	1.	Introduction to Events: Scope - Nature - Types of Events.
	2.	Five Cs of Event Management- Trends of Event Business.
	3.	Roles and Functions of Event Manager - Attributes of Technical Staff.
	4.	Preparation of Operation Manual - Developing Record Keeping Systems.
II	MICE Tourism	
	5	MICE Tourism, features, criteria required for a MICE destination.
	6	Players in event business – ICPB, ICCA; the relationship between events & tourism industry; Travel marts –ITB, WTM, FITUR, KTM, etc., shopping festivals, Biennale etc.
	7	Selection of Event Site: Individual events & Corporate events, conference & convention centers.
	8	Types of venues- Layouts and Designs.
III	Event Laws & Regulations	
	9	Event Laws & Regulations - Permissions Required for Holding an Event: Police Permissions.
	10	Performing License - Entertainment Tax.
	11	Permissions for Open Ground Events.
	12	License for Serving Liquor.
	13	Waste Management & Green Certification.
	14	Traffic Police – Ambulance.
	15	Fire and safety.
	16	Permission from Municipal Corporation.

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	17	Indian Performing Rights Society (IPRS).
IV	Planning and Scheduling Events	
	18	Planning and Scheduling Events: Corporate Events - Trade Shows - -
	19	Planning and Scheduling Events- Exhibitions - Events in Educational Institutions.
	20	Budgeting of MICE - Use of Budget Preparation.
	21	Estimating Fixed and Variable Costs - Cash Flow -Sponsorship and Subsidies.
	22	Ethical Behavioral Practices in MICE industry.
V		Teacher Specific Content (12 Hrs)

Compulsory Learning Activity:

1. Conduct an Event incorporating all learning.
2. Case Study of an event management company.

References:

- Fenich, G.G. (2014). *Production and Logistics in Meeting, Expositions, Events and Conventions*. Edinburgh: Pearson.
- Robincon, P., Wale, D., & Dickson, G. (2010). *Events Management* _Ed'. London: CABL.
- Editorial Data Group USA (2018). *Exhibition & Conference Organizers United States: Market Sales*: United States Kindle Edition.
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- Mittal, S. (2017). *Event Management: Ultimate Guide to Successful Meetings, Corporate Events, Conferences, Management & Marketing for Successful Events: Become an event planning pro & create a successful event series*. Alex Genadinik Publication. Kindle Edition.

Mapping of COs with PSOs:

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO 1	2	-	-	-	-	-
CO 2	2	2	3	-	-	2
CO 3	2	-	1	-	-	-
CO 4	-	-	-	3	-	-
CO 5	-	3	2	-	-	2

Assessment Rubrics**Correlation Levels:**

Evaluation Type		Marks
End Semester Evaluation		50
Continuous Evaluation		25
a)	Practicum/Viva-Voce	10
b)	Field Visit Report	15
Total		75

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High