KANNUR UNIVERSITY

FOUR YEARS UNDERGRADUATE ROGRAMME

SYLLABUS

BACHELOR OF BUSINESS ADMINISTRATION

(AVIATION AND HOSPITALITY)

BBA (AH) PROGRAMME

(2024 Admission onwards)

Board of Studies: Travel and Tourism (Cd)

PREFACE

Tourism is a fundamental human activity that involves people traveling to destinations outside their usual environment for various purposes. It may include leisure and recreation, business and professional activities, cultural exchange, or simply the desire to explore new places and gain enriching experiences. Tourism industry not only satisfies this inherent human wanderlust but also stimulates economic growth, generates employment opportunities, and fosters cultural understanding and appreciation. Tourism and hospitality industry is a dynamic and multifaceted sector that plays a crucial role in the global economy. It encompasses a wide range of businesses and services that cater to the needs of travellers, tourists, and visitors. From hotels and restaurants to tour operators, airlines, and cruise lines, the industry offers a diverse array of experiences and opportunities for both leisure and business travellers.

Hospitality, on the other hand, forms an integral part of the tourism industry, focusing on the provision of services and amenities to ensure a pleasant and comfortable experience for travellers. It encompasses a wide range of establishments, including hotels, resorts, bed and breakfasts, hostels, restaurants, cafes, bars, and other accommodation and food service providers. The industry is dedicated to creating memorable experiences for guests by delivering exceptional customer service, personalized attention, and a warm and welcoming environment.

Together, the tourism and hospitality sectors form a symbiotic relationship, as tourism drives the demand for hospitality services while the quality of hospitality directly influences the overall satisfaction of tourists. This interdependence highlights the significance of collaboration and synergy between various stakeholders, including governments, tourism boards, travel agencies, destination management organizations, and businesses within the industry.

In recent years, the industry has witnessed significant growth, driven by factors such as rising incomes, globalization, improved transportation infrastructure, and the increased accessibility of travel information through the internet and social media. As the world recovers from the pandemic, the industry identifies various opportunities in rebuilding and redefining the future of tourism and hospitality.

The tourism and hospitality industry navigates through a constantly evolving global landscape, influenced by factors such as technological advancements, changing consumer preferences, economic fluctuations, geopolitical developments, collaboration, innovations, and environmental concerns. It is a significant contributor to the global economy, generating substantial economic earnings in various forms. These earnings come from several sources, including direct spending by tourists, job creation, tax revenues, foreign exchange earnings, and investments in

infrastructure development. The tourism industry is a significant contributor to employment globally, providing numerous job opportunities across various sectors. This will multiply in the coming decade. Ironically, there is a wide gap in demand and supply of trained manpower for this business with shortage of undergraduate as well as post graduate programmes in the state. The present total employment generated from tourism in Kerala is estimated to be 1.2 million. The peculiar dynamics of the industry require professionals to adapt and innovate continuously to meet the evolving needs and expectations of travellers while ensuring sustainability and responsible tourism practices. All these clearly show the need for quality trained manpower for the tourism industry that can be fulfilled through the implementation of outcome-based curriculum in universities and colleges.

RATIONALE AND NATURE OF BBA(AH) PROGRAMME

Tourism education and skill training play a crucial role in developing a qualified and competent workforce for the tourism and hospitality industry. With the rapid growth and evolving nature of the industry, there is a continuous need for professionals who possess the knowledge, skills, and abilities to meet the diverse demands of travelers and tourists. Tourism education and skill training programs aim to equip individuals with the necessary expertise to excel in various roles within the industry, ranging from hotel management and tour guiding to event planning and destination marketing. The BBA (AH) program equips students with the skills and knowledge relevant to tourism & hospitality industry. The program aims to develop professionals for tomorrow and academicians and researchers with strong academic background.

BOARD OF STUDIES & EXPERT COMMITTEE MEMBERS

BBA (AH) of Kannur University is a new generation course which strides towards quality postgraduate education in North Malabar, which is poised to become a major tourism destination. The Expert Committee for syllabus reconstruction has left no stone unturned in designing this program. Syllabi of several post- graduate Programs in India and abroad have been referred in drafting a new and updated syllabus for this program. Moreover, as tourism is a dynamic and multi-disciplinary subject of study, all contemporary aspects have been carefully woven into designing this program. Extreme care has been taken to include as many details as possible so that students coming from various streams can easily learn and equip themselves with the fastest growing industry, through this program.

BOS CHAIRPERSON:

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

BOS MEMBERS

1. Dr. Dileep M.R, Associate Professor, Department of Travel and Tourism Management, Pazhassiraja College, Pulpally, Wayanad. (Director, KITTS, Trivandrum)
2. Dr. Binoy T A, Associate Professor, Central University of Kerala, Kasaragod.
3. Dr. Hafees V K, Assistant Professor, Department of Tourism and Hotel Management, Amal College of Advanced Studies, Nilambur, Malappuram
4. Dr. Shemeer Babu T, Assistant Professor, Department of Tourism and Hotel Management, Amal College of Advanced Studies, Nilambur, Malappuram
5. Dr. Joseph P D, Assistant Professor, Department of TTM, Mangalore University, Karnataka.
6. Anujith S, Assistant Professor, Department of Tourism and Hotel Management, Amal College of Advanced Studies, Nilambur, Malappuram
7. Shelji Mathew, Assistant Professor, Department of Travel and Tourism Management, Pazhassiraja College, Pulpally, Wayanad
8. Sanoop Kumar P V, Assistant Professor, Department of Travel and Tourism Management, Pazhassiraja College, Pulpally, Wayanad
9. Prasoon John, Assistant Professor, Department of Travel and Tourism, People's Co-operative Arts & Science College, Munnad, Kasaragod.
10. Paveesh Kumar A G, Assistant Professor, Department of Tourism, M M Knowledge Arts & Science College Karakkund, Kannur

EXPERT COMMITTEE SPECIAL INVITEES

1. Sri. Mohammad Vaseem C, Junior 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

PROGRAM OUTCOMES (POs)

Program Outcomes (POs) serve as a foundational framework defining the skills, knowledge, and attributes that students at Kannur University are expected to acquire upon completion of a specific academic program. Tailored to the unique goals of each program, POs articulate the overarching learning objectives that guide curriculum design and assessment. These outcomes encompass a diverse range of competencies, including critical thinking, problem-solving, effective communication, and discipline-specific expertise. POs play a crucial role in shaping educational experiences, ensuring alignment with academic standards and industry expectations. By articulating clear and measurable expectations, POs contribute to the continuous improvement of academic programs and provide a roadmap for students to develop into well-rounded, competent professionals within their chosen fields.

PO1	**Critical Thinking and Problem-Solving:** Apply critical thinking skills to analyze information and develop effective problem-solving strategies for tackling complex challenges.
PO2	**Effective Communication and Social Interaction:** Proficiently express ideas and engage in collaborative practices, fostering effective interpersonal connections.
PO3	**Holistic Understanding:** Demonstrate a multidisciplinary approach by integrating knowledge across various domains for a comprehensive understanding of complex issues.
PO4	**Citizenship and Leadership:** Exhibit a sense of responsibility, actively contribute to the community, and showcase leadership qualities to shape a just and inclusive society.
PO5	**Global Perspective:** Develop a broad awareness of global issues and an understanding of diverse perspectives, preparing for active participation in a globalized world.
PO6	**Ethics, Integrity and Environmental Sustainability:** Uphold high ethical standards in academic and professional endeavors, demonstrating integrity and ethical decision-making. Also acquire an understanding of environmental issues and sustainable practices, promoting responsibility towards ecological well-being.

PROGRAMME SPECIFIC OUTCOMES (PSOs)

The broad objective of the BBA (AH) program is to create professional managers, leaders, and researchers in the tourism/hospitality industry. Program Specific Outcomes (PSOs) include:

PSO1	Develop a comprehensive and multidisciplinary understanding of the tourism concepts, principles, practices, and hospitality and aviation industry.
PSO2	Cultivate technical and interpersonal skills, including teamwork, communication, and leadership abilities, to thrive in competitive, dynamic, and diverse work environments, and adapt to various roles in multicultural contexts.
PSO3	Demonstrate proficiency in hotel, airline, and tour operations by applying management principles effectively.
PSO4	Create innovative digital strategies for hospitality and aviation industry and apply technological solutions to streamline tourism operations and thereby enhance tourist experiences and service quality
PSO5	Apply project management and entrepreneurial skills in conceptualizing, realizing, and implementing various tourism, aviation and hospitality projects.
PSO6	Leverage research-based knowledge and skills to benefit the tourism and aviation industry, as well as society at large.

CAREER OPTIONS AFTER THE BBA (AH) PROGRAMME

After successful completion of the program, the students should be competent to work in tourism and Hospitality industry including Airlines, Airports, Tour Operation Companies, Travel Agencies, Travel Departments of Corporate Firms, event management companies, Hospitality sector, Cruise ships, Transport Operators, Government Agencies, Academics, Research, Consultancies, NGOs etc. Above all, the program encourages entrepreneurship also.

1) Technical Research and Development

● Social Scientists

- Research Coordinators/Project Officers/Assistants of various welfare Programmes of Government /NGOs
- Agencies of National & International repute

2) Education

- Teaching faculty in Colleges, National and state Institutes in Travel & Tourism
- Special Educators and Instructors in Vocational Higher Secondary Schools (VHSE) which offer Tourism as a Vocational Course
- Resource persons for various firms/institutes/colleges/university centers

3) Administrators

- Tourism Information Officers (TIO) in Department of Tourism (DOT)-Kerala and other state/ central ministries
- Hospitality Managers/ Hospitality assistants in KTDC likewise
- Extension Officers or Officers on Special duties assisting Tourism projects.
- Information Assistants
- District Tourism Promotion Council (DTPC) Secretaries

4) Tour Operations and Travel Agency Business

- Senior Tour Consultant
- Junior Tour Consultant
- Information Assistant
- Marketing Executive / Sales Executive
- General Sales Agent (GSA)

5) Product Design and Development

- Product developers
- Interior / Landscape designers of Firm / Hotels / Spas / Consultancy services
- Event Management
- Entertainment

6) Marketing and Sales

- Sales promotion personnel
- Trusted Cost Accountants (TCA) of Government's Promotional Campaigns (domestic and overseas)
- Consumer awareness campaigns

7) Hospitality / Service jobs

- Front Office Managers

● Restaurant / Bed and Breakfast Inns Managers / HR Managers

● Spa attendants / Health assistants in spas / Health Resorts

● Professional Guides

● Service personnel in home stays / houseboats likewise.

PEDAGOGY

The BBA (AH) program is a blend of theoretical and practical/field components. Students and institutes must work in tandem to achieve this. The method of pedagogy includes Lectures, Case studies, Practicum, Role plays, Presentations, Discussions, Project works, Field Trips, Cultural Exchange Programs, and National / International Destination Visits. It is encouraged to properly engage in extracurricular activities every semester. It could include industry visits, participation in events like seminars, exhibitions, tourism fests, nature camps, organizing events, adventure camps, short treks etc.

BBA(AH) PROGRAMME

(From 2024 Admission Onwards)

LEARNING ACTIVITIES

1. Study Tour

During the First Semester, the students shall take up a small study tour /excursion within Kerala or to the neighboring state for a period of ***not more than three days*** and the tour report should be submitted to the Head of the Department soon after the tour which will be considered for internal evaluation. The duration of the tour should not exceed the stipulated days in any case.

2. Industrial Visit/ Field Visit

The department should make the effort to schedule field trips/industrial visits in accordance with the syllabus, and the practical exam should be done with utmost seriousness. When analyzing Industrial Visit/Field Visit reports, extreme caution must be exercised to ensure the report's material is of high quality.

3. Case Study
Guidelines for Conducting Case Studies

1. Selecting the Case Study Topic

- **Relevance:** Choose a topic that is relevant to current trends, challenges, or innovations in the travel and tourism industry.

2. Structuring the Case Study

- **Title Page:** Include the title of the case study, your name, course details, and date of submission.
- **Introduction:** Provide background information on the topic, the purpose of the study, and the research questions or objectives.
- **Literature Review:** Review existing literature related to the topic to provide context and identify gaps your study will address.

- **Methodology:** Describe the research methods used for data collection and analysis. Be specific about the tools and techniques employed.
- **Findings:** Present the data collected, using charts, graphs, and tables where appropriate. Interpret the findings in relation to your research questions.
- **Conclusion:** Summarize the key points of your study, including recommendations for the industry or future research.
- **References:** List all sources cited in the study in a consistent citation style (APA, MLA, etc.).
- **Appendices:** Include any additional material that supports your study, such as questionnaires, interview transcripts, or raw data.

3. Evaluation Criteria

- **Relevance and Originality:** The case study should be relevant to the field of travel and tourism management and offer original insights.
- **Analysis and Interpretation:** Provide a well-reasoned analysis and clear interpretation of the findings.
- **Clarity and Structure:** Ensure the study is well-organized, clearly written, and free of grammatical errors.
- **Practical Implications:** Highlight practical implications and recommendations for the travel and tourism industry.

INSTRUCTIONAL RESOURCSES FACILITIES REQUIRED FOR BBA(AH)
(NEW GENERATION PROGRAMME)

Each industry in an economy has its own specific requirements that prospective employees in that industry should possess. These requirements are needed for the efficient functioning of the prospective employee and to make him/her more productive. However, the present hospitality/tourism programs fail to inculcate operational skills and technical skills such as housekeeping operations, front office management, marketing skills, ability to perform front office and housekeeping operation and other planning and management activities due to the inadequate facilities available in regular arts and science colleges. Further, there exists a wide gap between academia and the tourism industry. Bridging the Gap between Hospitality/Tourism Education and Hospitality/Tourism Industry, communication skills, multilingual and operational skills, the most prominent skills needed for them to fit into the industry.

Ensuring classroom learning experiences applicable to actual management situations has been an important issue as well as a concern for higher education institutions that provide hospitality management education. To broaden students' thinking and enable them to operate outside the existing practices and paradigms, BBA(AH) course intends to provide some form of practicum. A practical element is not only a defining characteristic of hospitality management education but also indicates its strong connection with industry. It is essential for hospitality management institutions that aim to employ the participatory approach of providing practical training, additional workshops, motivational lectures from industry experts, academic exchange program and industry visits help students to motivate them, maintain discipline, learn professional standards, and focus on their learning goals. BBA(AH) is a new generation course, therefore, the faculty of this program must be qualified as per the UGC guidelines and University norms and should impart training to its students through a range of in-house training facilities and outdoor activities. Professionalism, enhancement of skills, community involvement and support, entrepreneurship, research, and development are the other value additions envisaged by this course which require the following mandatory infrastructural facilities in the institutions.

Eligibility of Teaching Faculty.

The Board of Studies (BOS) recommends that *all core courses related to Aviation should be taught by teachers with qualifications such as MBA (AH) or any post graduate program with Aviation as core course at PG level.* This can be ensured prior to the start of the program for it to run effectively. In an emergency caused due to the non-availability of qualified faculty, the services of experienced professionals from the airport/airline business should be temporality utilized to ensure the students' future. If it is done so, the condition should not be prolonged, and the university should monitor the qualification of the teaching faculty of BBA (AH) programme. Teachers with MTTM, MTM, MBA (Tourism), MTHM and MTA can teach all tourism and hospitality related courses.

Infrastructure for In-House Training Facilities

To ensure students' learning experiences align with industry demands, hospitality management schools must develop suitable physical facilities that offer adequate training opportunities. Institutions should provide spaces for training in housekeeping and front office operations, such as furnished housekeeping rooms and front office desks. Additionally, computer labs, language labs, and libraries are essential for supporting effective research and enabling students to undertake tourism consultancy work, projects, journal papers, and DPRs. Participatory training approaches that encourage student engagement and contributions are crucial, as they equip students with the

professional knowledge, skills, and creativity needed for effective and efficient work in hospitality establishments.

1. Field Visits (FVs)

Experiential learning, an interactive method where students learn through hands-on activities, enables them to carry these experiences into future endeavors. In aviation and hospitality education, airport and airline visits are indispensable for extending learning beyond the traditional classroom. Students should be exposed to airline industry settings through field visit activities. Also, institutions should regularly organize industrial visits to expose students to current tourism and hospitality industry trends and best practices.

2. Training / Capacity Building Programs

Institutions should regularly host conferences, seminars, and workshops to exchange ideas and gain theoretical and practical knowledge, ensuring graduates are industry ready. Acting as a nodal agency for local tourism stakeholders, departments can offer students real-world event organization experience and opportunities to earn while learning. Academic exchange programs should also be explored. Enhancing communication skills is essential for managerial tasks, including business presentations, capacity building, guest interactions, and writing business documents.

3. Community Engagement

The BBA(AH) program should conduct interactive initiatives that enable students to engage continuously with local self-governments in designing, developing, and managing tourism projects, benefiting both students and stakeholders. This engagement can also be extended to alternative tourism models, such as women entrepreneurial groups and farm tourism units. Additionally, the program should create opportunities for students to work closely with the tourism department, industry, and community throughout the duration of the program.

CREDIT REQUIREMENTS FOR THE DIFFERENT PATHWAYS
IN THE BBA(AH) PROGRAMME

	Academic Pathway	Major	Minor	Foundation Courses AEC: 4 Courses MDC: 3 Courses SEC: 3 Courses	Internship	Total Credits

			VAC: 3 Courses		
		4 Credits for each Course	3 Credits for each Course		
1	Single Major (A)	68 17 courses	24 6 courses (1, 2, 3 semesters)	39 13 courses	2	133
2	Major (A) with multiple disciplines (B)	68 (17 courses)	12+12=24 (6 courses (1, 2, 3 semesters)	39 (13 courses)	2	133
★ 3	Major (A) with Minor (B)	68	24	39	2	133
4	Major (A) with Vocational Minor (B)	68	24	39	2	133
5	Double Major (A1, A2)	A1: 48 A2: 44	The 24 credits in the Minor stream are distributed between the two Majors. Overall, 40% of credits to be earned in the second major. 2 MDC, 2 SEC, 2 VAC and the internship should be in Major A. Total credits in Major A should be 48+ 20 = 68 (50% of 133) 1 MDC, 1 SEC and 1 VAC should be in Major B. Total credits in Major B should be 44 + 9 = 53 (40% of 133		133

PROGRAM PATHWAYS

In FYUGP the existing UG program are modified into five possible structures or combinations, called academic pathways. Each pathway is defined by a specific combination of Discipline-Specific Courses (DSC). The seven pathways are the following:

1. **Single Major pathway:** This pathway may be recommended to those students who opt for an in-depth study in a particular discipline, without systematically exploring any other discipline

The students pursuing KU-FYUGP in a specific discipline shall be awarded a UG Degree in a Major discipline if they secure minimum 68 credits in that Major discipline from 17 courses (50% of the total credits of 133 required for the three-year program), out of which 10 courses should be above level 300.

Out of the remaining 26 credits required from discipline-specific courses in the first three years, the 2 credits from Internship should be in the Major discipline and 24 credits can be from any 6 discipline-specific courses other than the major discipline.

If the students continue to the fourth year of KU-FYUGP, to be eligible for a UG Degree (Honours) in the Major discipline, they should earn a further 32 credits in that Major discipline from Advanced level courses or project, and an additional 12 credits from any discipline.

 Eg: BSc Chemistry Major; BA English Major; BA Economics Major

2. **Major with Minor pathway:** This pathway may be recommended to those students who wish for an in-depth study in more than one discipline with a more focus on one discipline (Major) and relatively less focus on the other (Minor). The concept of Minor is relevant only when there is a Major discipline.

   If students pursuing KU-FYUGP are awarded a Major Degree in a particular discipline, they are eligible to be awarded a Minor in another discipline of their choice, if they earn a minimum of 24 credits in the Minor discipline at the end of third year and 32 credits at the end of fourth year, to be eligible for a UG Degree (Honors) with a Major and a Minor.

    Examples: BSc (Honours) Physics Major with Chemistry Minor, BA (Honours) English Major with Psychology Minor, B. Com (Honours) Commerce Major with Economics Minor

3. **Major with multiple disciplines pathway:** This pathway is recommended for students who wish to develop core competencies in multiple disciplines of study. In this case, the credits for the minor pathway shall be distributed among the constituent disciplines/subjects.

   If students pursuing KU-FYUGP are awarded a UG Degree in a Major discipline, they are eligible to get mentioned their core competencies in other discipline(s) of their choice if they have earned 12 credits from the pathway courses of a particular discipline. In the first three years of KU-FYUGP, this pathway is composed of one Major discipline with 68 credits from 17 courses, and maximum two other disciplines, with 12 credits from 3 courses in each discipline.

If the students continue to the fourth year of KU-FYUGP, the details of the credits in the Major discipline in the fourth year are the same as given for the Single Major Pathway. In the fourth year, the students need to earn an additional 12 credits from any discipline. These 12 credits can be in the form of three discipline-specific courses in any one discipline, in which case this third discipline will be added to the multiple disciplines of this pathway.

Examples: BSc (Honours) in Physics Major with Chemistry and Mathematics, BA (Honours) in Economics Major with History and English.

4. **Double Major pathway:** This pathway may be recommended to those students who wish for an in-depth study in two disciplines to more or less equal extent.

   It is composed of two Major disciplines with minimum 50% credits in one Major (A) and minimum 40% credits in another Major (B) out of the total credits. In the three-year UG programme, it is specified that the student should earn a minimum of 68 credits in Major A and 53 credits in Major B to qualify for a UG degree with a Double Major. The Double Major pathway is not extended to the fourth year. In the fourth year, the student can continue to earn the required credits in either Major A or Major B to qualify for a UG Degree (Honours) / UG Degree (Honours with Research) in A or B. If he/she opts to continue with Major B in the fourth year, he/she should earn an additional 15 credits of 300-399 level in B through in-person or online courses.

   Examples: BSc Physics and Chemistry Major, BA Economics and History Major, BCom Commerce and Management Major.

5. **Major with Vocational Minor pathway:** This pathway may be recommended to those students who wish for an exposure in a vocational discipline in addition to in-depth study in the Major discipline

   Degree Major with Vocational Minor In the first three years of FYUGP, this pathway is composed of one Major discipline with 68 credits from 17 courses, and when the student continues to the fourth year of FYUGP, the student will be eligible for a UG Honours Degree in a Major with a Vocational Minor, if they earn 32 credits in the chosen Vocational Minor discipline.

   Examples: BSc Physics Major with Data Analysis Minor, BA English Major with Translation Minor, BCom Commerce Major with Company Secretary ship Minor

6. **Multi-disciplinary Major pathway:** The program offered by this pathway is of a multidisciplinary nature with credits distributed among the broad disciplines. For

multidisciplinary major pathway, the credits for the major and minor pathways will be distributed among the broad disciplines.

The overall fraction of major and minor constituent disciplines or broad discipline should be 70 % of the total credits. For a 3-year program the credit requirements in the constituent discipline should be 94 credits and for a 4- year honours program should be 124 credits including the project.

Examples: Life Science, Data Science, Nano Science

7. **Interdisciplinary Major pathway:** This pathway program is offered jointly by two or three disciplines with credits distributed among the constituent discipline / subjects to get core competency in the interdisciplinary areas distributed among the constituent disciplines/subjects.

The overall fraction of major and minor constituent disciplines should be 70 %. For a 3-year program the credit requirements in the constituent discipline should be 94 credits and for 4-year honours program should be 124 credits including project.

Example: Econometrics, Global Studies, Biostatistics.

Note: BBA (AH) students can choose minor courses from any discipline other than that of their own discipline. Therefore, students can choose minor courses from " Tourism and Travel Management" Discipline though it is offered by the parent department.

Course and Credit Structure for Different Pathways

Course Distribution for Students in Semesters I – VI

(1) Single Major: The 6 courses together in B and C can be in different disciplines.

(2) Major with Multiple Disciplines: B and C represent two different disciplines.

(3) Major with Minor: B and C represent the same Minor discipline.

(4) Major with Vocational Minor: B and C represent the same Vocational Minor discipline

Ability Enhancement Courses (AEC): AEC shall be offered by language disciplines only. (AEC 1 and AEC 3 shall be offered by English discipline and AEC 2 and AEC 4 shall be offered by other languages

Multi-disciplinary Courses (MDC) : MDC 1 and MDC 2 shall be offered by all disciplines and MDC 3 in Kerala specific content shall be offered by language disciplines only.

Value Added Courses (VAC): Value added courses shall be offered by all disciplines, and preference of offering value added courses in a college will be given to language or other disciplines depending upon the available workload of the respective disciplines in the college.

Skill Enhancement Courses (SEC): Skill Enhancement Courses shall also be offered by all disciplines, and preference of offering these courses in a college will be given to disciplines depending upon the available workload of the respective disciplines in the college**.**

Overall, 20% of courses shall be designed by individual faculty and the evaluation of these courses shall be internal. Courses developed by individual faculty members shall be approved by the respective Board of Studies.

Evaluation

- Students shall secure a minimum of 30% for End Semester evaluation and an aggregate of 35% for successful completion of each course.
- Regarding evaluation, a one credit course may be evaluated for 25 marks, two credit for 50 marks, three credit for 75 marks and 4 credit for 100 marks.
- In the evaluation of a 4-credit theory course of 100 marks, 30 marks will be by continuous comprehensive assessment and 70 marks will be by end semester evaluation. The duration for the end semester evaluation of theory courses of 70 marks shall be for two hours. The duration for the end semester practical examination shall be fixed by the respective BoS. For the evaluation
- of courses with both theory and practicum components, the marks for ESE and CCA may be fixed by ensuring the credit – mark relation (One credit corresponds to 25 marks).
- In the evaluation of a 3- credit theory course of 75 marks, 25 marks will be by continuous comprehensive assessment and 50 marks will be by end semester evaluation. The duration for the end semester evaluation of theory courses of 50 marks/below 50 marks shall be of one and a half hour (1.5 hr)
- The duration for the end semester practical examination shall be fixed by the respective BoS. For the evaluation of courses with both theory and practicum components, the marks for ESE and CCA may be fixed by ensuring the credit – mark relation (One credit corresponds to 25 marks).
- In the case of courses with both theory and practicums, for course components (Theory or Practicum) with even credits the ratio of continuous comprehensive assessment (CCA) to End semester examination (ESE) is 30:70 for theory/lecture and 40:60 for

practical/practicum. However, for course components with odd credits the marks are calculated following same proportion and are rounded to convenient whole numbers wherever necessary.

Attendance and Progress

- The minimum attendance required for each Course shall be 75 % of the total number of classes conducted for that semester. Those who secure the minimum attendance in a semester alone will be allowed to register for the End Semester Examination.

- Condonation of shortage of attendance for a maximum of 10 days in a semester, subject to a maximum of two spells for Semesters I to VI and 10 days in a semester, subject to maximum of two spells for semesters VII to VIII separately will be granted by Vice Chancellor as per the existing rules.

Time limit for the completion of program

- The maximum time limit to complete the Program for a candidate taking exit on completion of 6 semesters shall be 6 years after joining the program.

- The maximum time limit to complete the Program for the FYUGP shall not exceed 8 years after joining the program.

- Notwithstanding anything contained in these regulations, the Vice Chancellor shall for a period of one year (may be revised) from the date of coming into force of these Regulations, have the power to provide by order that these Regulations shall be applied to any Program with such modifications as may be necessary.

- Notwithstanding anything contained in these regulations, any amendments or modifications issued or notified by the UGC or state government, from time to time, shall be deemed to have been incorporated into these regulations and shall constitute an integral part there.

- These regulations or modifications as mentioned above will be applicable to admission of students to one year post graduate program (after completion of 4-year undergraduate program) or two-year postgraduate program after completion of three-year degree program satisfying the credits as per the National Credit Framework and UGC regulations for Four Year Undergraduate Program.

CREDIT DISTRIBUTION

BBA(AH) PROGRAMME

From 2024 Admission Onwards

	Sem	DSC Major	DSC-Minor	MDC	AEC	SEC	VAC	INT	PRJ	Total Credits
	I	4	4+4	3	3+3	….	….	…..	…..	21
	II	4	4+4	3	3+3	…	….	…	…	21
	III	4+4	4+4	3	…..	…	3	….	…	22
BBA(AH)	1V	4+4+4	……	…..	…..	3	3+3	….	….	21
	V	4+4+4+4+4	……	….	….	3	…..	….	…	23
	VI	4+4+4+4+4	…..	……	…..	3	…..	…	…	25
3 Year UG		**68**	**24**	**39**				**2**		**133**
	VII	4+4+4+4+4	…	…..	…..	…..	….	…	…	20
	VIII	4+4+4	4+4+4	….	….	….	……	….	⭐12	24
Four Years UG Program		**88 + 12 = 100**	**36**	**39**				**2**		**177**
⭐ *12 credits Project can be taken instead of three Major courses*										

BBA (AH) FOUR YEAR UG PROGRAMME

COURSE STRUCTURE

SPECIFIC COURSES (DSC, MDC, VAC, SEC)

Sem	Course Code	Type - Course	Course Name	CCA	ESE	Total	Exam	Credits	Hrs	Total credits
		AEC-1		25	50	75	1½Hrs	3	3	
		AEC-2		25	50	75	1½Hrs	3	3	
S1	KU1DSCBAH101	DSC-A1	Aviation Industry	30	70	100	2 Hrs	4	4	21
	KU1DSCTTM102	DSC -B1	Indian Cultural Geography	30	70	100	2 Hrs	4	4	
	KU1DSCTTM103	DSC-C1	Tourism Principles and Practices	30	70	100	2 Hrs	4	4	
	KU1MDCBAH101	MDC-1	Basics of Food Production	25	50	75	1½Hrs	3	3	
		AEC-1		25	50	75	1½Hrs	3	3	
		AEC-2		25	50	75	1½Hrs	3	3	
S2	KU2DSCBAH104	DSC A2	Hotel Operations	30	70	100	2 Hrs	4	4	21
	KU2DSCTTM105	DSC-B2	Cultural Heritage of India	30	70	100	2 Hrs	4	4	
	KU2DSCTTM106	DSC-C2	Tour Operations	30	70	100	2 Hrs	4	4	
	KU2MDCBAH102	MDC-2	Special Interest Tourism	25	50	75	1½Hrs	3	3	

DISTRIBUTION OF MINOR COURSES IN BBA(AH)

Sem	Course Code	Minor Course	Course Name	Discipline
1	KU1DSCTTM102	DSC -B1	Indian Cultural Geography	Cultural Studies
1	KU1DSCTTM103	DSC-C1	Tourism Principles and Practices	Tourism and Travel Management
2	KU2DSCTTM105	DSC-B2	Cultural Heritage of India	Cultural Studies
2	KU2DSCTTM106	DSC-C2	Tour Operations	Tourism and Travel Management

DETAILED SYLLABUS-BBA (AH)

SEMESTER 1

SEMESTER 1	KU1DSCBAH101	AVIATION INDUSTRY

Program	BBA(AH)				
Course Code	KU1DSCBAH101				
Course Title	**AVIATION INDUSTRY**				
Type of Course	DSC A1				
Semester	**1**				
Academic Level	100 – 199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4			60
Course Summary	This course is expected to deliver an understanding of the basics of tourism, hotel and aviation industries. Students will be able to obtain the basic knowledge of airline operations and management; understand both the technical side and business side of airline industry; and develop skills for majority of tasks in airline management.				

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	To get an understanding of air transport and its management	U	C	Quiz/ Practical Assignment /Observation of Practical Skills/ Seminar Presentation / Technology-based assessment
CO2	Understand the significance of airport handling procedures and protocols.	U	P	
CO3	Understand with airport and airline operations	An	P	
CO4	Understanding various rules, regulations, and procedures of airport handling and airline Management.	A	P	

* - Remember I, understand (U), Apply (Ap), Analyse (An), Evaluate I, Create I
\# - Factual Knowledge(F) Conceptual Knowledge I Procedural Knowledge (P) Metacognitive Knowledge (M)

DETAILED SYLLABUS:

Module	Unit	Content
I		**Introduction to Aviation**

	1	IATA areas, sub areas, sub regions. Time calculation- Aviation Organizations: IATA and ICAO
	2	GMT variation, concept of DST- Time Difference Calculation- Calculation of elapsed flying time
	3	Types of airlines-Low-Cost Carriers-Classes of Service and aircraft configuration.
	4	Aircrafts and aircraft manufacturers-Types of Aircrafts-
II		**Airports**
	5	Concept of Airport – Airport and Air transport –Structure of the Airport – The Airside – Major Airports – Classification of Airport – Modern Airports – Airport standards and certification – Traditional Airport ownership and management – Moves towards commercialization
	6	Privatization – Types of Privatizations
	7	Airport Operators and Investors
III		**Airlines Management**
	8	-2 letter Codes of Airlines -3letter city codes of major airports. Types of journeys (OW, CT, RT, OJ, RTW)- \\ Types of fare: Normal Fare - Special fares - Discounted Fares- ticket validity-refund-cancellation
	9	E-tickets & its advantages-international Sale Indicators – Global Indicators- Types of fare-ticket validity-refund-cancellation
	10	Baggage and Excess baggage – Checked and unchecked baggage piece and weight concept – pooling of baggage
	11	carry-on items – carriage of live animals – classification of dangerous goods-
	12	hub and spoke systems – Code sharing- Frequent Flyer programmes(FFPs)
	13	Emergency equipment for disembarkation -Minimum connecting time - insurance coverage-types of insurance for travel-
IV		**Ground Handling**
	14	– Importance of ground operations in Airport – Overview of ground handling – Passenger handling – Ramp Handling – Aircraft ramp servicing – Fault servicing – Fueling – Wheels and Tires – Ground power supply – Dicing and washing – cooling and heating
	15	Airport Terminals- Airport facilities- formalities for arriving, transiting, and departing passengers- Passengers requiring special handling- Passengers' In-flight services
	16	On board servicing – ramp layout – departure control – division of ground handling responsibilities- control of ground handling efficiency – cabin service – catering – field operation service
	17	Safety challenges – safety initiatives
V		**Teacher Specific Content**

References

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Mapping of COs with PSOs

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

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		**70**
Continuous Evaluation		**30**
a)	Test Paper- 1	10
c)	Assignment	10
d)	Case study	10
Total		**100**

Correlation Levels:

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

SEMESTER 1	KU1DSCTTM102	INDIAN CULTURAL GEOGRAPHY

Programme	**BBA(AH)**
Course Code	**KU1DSCTTM102**
Course Title	**INDIAN CULTURAL GEOGRAPHY**
Type of Course	Minor-B1
Semester	1
Academic Level	100 – 199

Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4			60

Course Summary	This course explores India's travel geography, focusing on its diverse features, cultural landscapes, and tourism development, aiming to understand comprehensively how geography shapes cultural environment and travel experiences.

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand the concept of travel Geography and familiarize with geographical diversity features of India	U	C	Quiz/ Practical Assignment /Observation of Practical Skills/ Seminar Presentation / Technology-based assessment
CO2	Analyze and describe the Geographic resources of tourism in India	An	P	
CO3	Analyze and describe the physical features of Kerala, examining its impact on travel patterns and tourism experiences.	E	P	
CO4	Develop practical map reading, interpretation, and analysis skills to plan travel routes, identify geographical features, and evaluate destination suitability for tourism development.	Ap	P	
CO5	Apply geographical concepts and principles to analyze the impact of geography on culture and tourism development	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 Travel Geography**
	1	Definition and scope of travel geography, Geographical Factors impacting tourism: latitude, longitude, and altitude,
	2	Overview of key geographical concepts – continents, country, regions, transportation, economic activities
	3	Study of India's diverse topography: Northern mountains or Himalayas, Northern Plains, Peninsular Plateau, Great Indian Desert, Coastal Plains, Islands
	4	Climatic regions- climatic classification by Koeppen
	5	Drainage System – Himalayan and Peninsular Rivers
	6	Natural Vegetation and soil types
II		**Geographic Resources of India (brief)**
	7	Major Hill Stations, Mountains, Glaciers, Caves, Valleys, Lakes, Beaches (in very brief)
	8	Other Geographic formations with tourism potential in India – National Parks, Wildlife Sanctuaries, Biosphere Reserves (in very brief)
	9	IUCN Protected Area categories (in very brief)

	10	Maps: scale, Types of maps, Online/Digital maps, Toposheets – Signs and Symbols- Use of GIS, GPS, Remote Sensing, 3 D Mapping
III		**Geographical Features of Kerala (in brief)**
	11	Physiographic features of Kerala – Highland, Midland, Lowland
	12	Popular tourist destinations and attractions in Kerala
	13	Exploration of Kerala's backwaters and their significance
	14	Western Ghats – Drainage - Rivers
	15	Climate of Kerala – Monsoon in Kerala
	16	Impact of Climate in Kerala Tourism
IV		**Impact of Geography on Indian Culture and Tourism (in brief)**
	17	Impact of physical geography on tourism destinations in India
	18	Himalayan Region: High-altitude adaptations in lifestyle Spiritual significance and pilgrimage routes
	19	Coastal India: Historical trade routes and cultural exchanges, Fishing communities and coastal festivals
		Island Territories and Tribal Cultures: Unique ecosystems and indigenous practices
	20	Desert Cultures of Western India- Adaptation to arid environments
	21	North Indian Plains and Culture: Influence of rivers on agriculture and settlements Cultural practices tied to agrarian lifestyle
	22	River-centric festivals and rituals-Impact of river systems on settlement patterns and urban development
V		**Teacher Specific Content (12 Hrs)**
	Recommended Frameworks.	
		Case studies on how natural features attract tourists

Note: Recommended Learning Activity:

1. *Prepare a field visit report on a chosen destination in Kerala analyzing its geographical features (excursion-1 day).*

2. *Assignments on UNIT IV content.*

References

- Husain, Majid, World geography, Rawat Publications, Jaipur, 2016
- Singh, R.P.B. (2009). "Indian Cultural Geography." Shubhi Publications.
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Mapping of COs with PSOs

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

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		**70**
Continuous Evaluation		**30**
a)	Test Paper- 1	10
b)	Field Report (IV)	20
OR		
a)	Test Paper- 1	10
b)	Case Study	15
c)	Seminar/ Assignment	5
Total		**100**

Correlation Levels:

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

SEMESTER 1	KU1DSCTTM103	TOURISM PRINCIPLES AND PRACTICES

Program	BTTM
Course Code	**KU1DSCTTM103**

Course Title	**TOURISM PRINCIPLES AND PRACTICES**				
Type of Course	DSC-C1				
Semester	**1**				
Academic Level	100 – 199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4			60
Course Summary	This course is intended to provide an awareness on the fundamentals of tourism, including important ideas, history, types of components, motives, determinants, and career options in the tourism business. This course provides in-depth knowledge and comprehension of the geographical features, climate, culture, and tourism resources of Kerala.				

Course Outcomes (COs):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	To understand the concepts of tourism and hospitality and the historical background of tourism and hospitality industry	R	C	Quiz/ Practical Assignment /Observation of Practical Skills/ Seminar Presentation / Technology-based assessment
CO2	Identify the components, elements and travel motivational factors of Tourism	U	P	
CO3	Evaluate the Effectiveness of Different Tourism Resources in Kerala	E	P	
CO4	Design Comprehensive Tourism Circuits and Itineraries for Kerala.	An	P	
CO5	Describe the Key Components of Kerala's Tourism Landscape	R	F	
* - 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		**Basic Concepts of Tourism**
	1.	Definition and Basic concepts of Tourism-Meaning, and Importance of Tourism, Definition and Distinction between Travelers, Visitors, Excursionist, Tourist, Transit visitor, Leisure, and Recreation.
	2.	History and evolution of tourism (Brief): Roman early travel, trade routes, Empire, and concept of annual holiday, Grand Tour, dark age, renaissance in Tourism- Thomas cook & early organized travel – Introduction of Air, rail, and water transport (Brief)
	3.	Modern tourism - Travel and tourism in medieval Europe: Feudalism, Crusades, Renaissance, Exploration (in brief)- Industrial Revolution.
	4.	Components and elements of tourism-7A of Tourism.
	5	International Tourism, Inbound, Outbound, Inter-Regional, Intra-Regional, Domestic, Internal, and National Tourism- Social (paid) Tourism- Mass tourism v/s Alternative tourism- Classification of Tourists (Cohen's Classification, Plog's Classification)
	6	Inter- relation between various segments & travel industry network- Tourism system and its components- career opportunities
II		**Typology of Tourism**
	7	Travel motivational factors- Wanderlust and Sunlust- Push and Pull Factors of Tourism- Maslow's theory
	8	Determinants of travel behavior -Basics of Tourism demand, Net travel propensity, Gross travel propensity
	9	Types of Tourist Statistics (Volume, Value, Visitor Profiles).
	10	Contemporary trends in Indian Tourism-Travel formalities to India
	11	Major service Providers: Accommodation, Transportation (Airlines, Coaches, Cruises, Trains)- Rent A car-MICE.
III		**Kerala Tourism (In brief)**
	12	Geographical features of Kerala (in brief)- Western Ghats- Climate- Monsoon- "God's Own Country" Campaign.
	13	Backwaters of Kerala (in brief): (Kochi, Alappuzha, Kumarakom, Kollam, Kasaragod)

	14	Hill Stations of Kerala (in brief): (Wayanad, Munnar, Ponmudi, Gavi, Ranipuram, Vagamon, Nelliampathy)
	15	Beaches of Kerala (in brief): (Kannur, Kochi, Varkala, Kovalam, Kanyakumari, Bekal)
	16	• Important Rivers of Kerala (in brief) • Lakes (in brief): (Periyar, Vembanad, Ashtamudi, Pookode, Shasthamkotta) • Dams: Idukki, Malampuzha, Mullapperiyar, Thenmala, Banasura Sagar, Mattuppetty, Neyyar, Kakkayam, Cheruthoni • Waterfalls (in brief): Athirappally, Vazhachal, Soochippara, Thommakuthu, Thusharagiri, Palaruvi, Meenmutti) • Islands (Kuruva, Darmadam, Pathiramanal) • Mangroves (Sambranikkodi, Kadalundi, Kavvayi) • Plantations of Kerala (in brief) (Tea, Coffee, Cardamoms, Pepper, Rubber)
	17	Wildlife of Kerala (in brief): Major Wildlife Sanctuaries (Wayanad, Aralam, Chimmini, Thattekkad, Idukki, Neyyar) and National Parks (Silent Valley, Eravikulam), Tiger Reserves (Periyar, Parambikkulam)
IV		**Manmade Tourism Attractions of Kerala (In brief)**
	18	Heritage Monuments: Padmanabhapuram Palace, Krishnapuram Palace, Mattancherry Palace, Jewish Synagogue, St. Francis Church, Tripunithura Hill Palace Museum, Thalasseri Fort, Gundert Bungalow, Bekal Fort, Edakkal Caves, Thekkekudi Cave Temple
	19	Amusement Parks, Theme parks, Arts and Craft Villages, Shopping and Convention Centers
	20	• Main Art Forms (Kathakali, Theyyam, Kalarippayattu, Koodiyattam, Mohiniyattam). • Handicrafts- Fairs and Festivals (Boat Races of Kerala, Thrissur Pooram, Onam). • Cuisines, Paintings (Mural Painting), Museums (Napier Museum, State Museum, Hill Palace Museum)
	21	Major Religions and shrines(brief)
	22	Responsible tourism in Kerala- Major destinations
	23	USP of Kerala: Houseboats, Ayurveda, Backwaters

	24	Major Tourism Circuits of Kerala- Major Tourism Projects of Kerala – Eco-tourism Projects
V		**Teacher Specific Content (12 Hrs)**

Note: Recommended Learning Activity to achieve COs 3, 4, 5;

Fam Trip: Organize a familiarization trip regionally (within Kerala) based on Unit III and IV (Preferable an Excursion, Max 1-2 days): Students should study and report a specific area of Kerala tourism (e.g., Uniqueness, SWOT Analysis, visitor satisfaction, Local engagement, stakeholder perceptions, and any other) and present their results in an oral presentation.

References:

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CO-PSO Mapping:

Correlation Levels:

CO's	Program Outcomes (PO's)					
	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	1	1	1	2	-	1
CO2	1	2	1	2	-	-
CO3	1	1	1	2	-	-
CO4	2	3	3	1	1	1
CO5	3	-	1	-	2	1

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

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		**70**
Continuous Evaluation		**30**
a)	FAM Trip /	30
	1.Report and viva voce	20
	2.Leadership, Involvement	10
b)	*Those who did not go for FAM Trip may obtain 30 marks for CCE by.* Case Studies :(15 marks)	

	Assignments/ Seminar Presentations: (5 marks)
	Test Paper: (10 marks)
	Total **100**

SEMESTER 1	**KU1MDCBAH101**	**BASICS OF FOOD PRODUCTION**

Program	BBA(AH)				
Course Code	KU1MDCBAH101				
Course Title	BASICS OF FOOD PRODUCTION				
Type of Course	MDC-1				
Semester	1				
Academic Level	100 – 199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	3	3			45
Pre-requisites	Basic Knowledge about Hotel organization				
Course Summary	This course prepares the student to understand the basic theory of food production				

Course Outcomes (COs):

CO	CO Statement	Cognitive Level*	K. Cat.	Evaluation Tools used
CO1	Understand the fundamental principles of food production.	U	F	Instructor-created exams / Quiz
CO2	Gain knowledge of various cooking methods and techniques	An	C	Practical Assignment / Observation of Practical Skills
CO3	Learn about kitchen organization, equipment, and safety practices.	An	P	Instructor-created exams / Home Assignments
CO4	Develop skills in menu planning, food costing, and presentation	An	M	Instructor-created exams / Quiz
* - 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
		Introduction to Food Production
	1	Overview of the food production industry- History and evolution of cooking(brief)
	2	Basic culinary terms and definitions
I	3	The role of a chef and kitchen hierarchy: Kitchen layout and workflow- Food safety and hygiene practices- Hierarchy area of department and kitchen-types of kitchens. Layout of Receiving Areas. Lay out of storage Area. Lay out of service and wash-up, Kitchen Stewarding- safety protocols and emergency procedures
	4	Kitchen Equipment and Cooking Fuels —Sources of Energy –Rules for Reheating of food/ réchauffé cooking- Waste management and sustainability practices
		Cooking Methods and Techniques
	5	Food constituents -Methods of cooking food
	6	Dry-heat cooking methods (e.g., roasting, baking, grilling), Moist-heat cooking methods (e.g., boiling, steaming, poaching), Combination cooking methods (e.g., braising, stewing)
II	7	Basic preparation techniques (e.g., chopping, slicing, dicing)- Foundation Ingredients-Fats& oils–Salt –Raising Agents-Liquids- Flavorings and seasonings – Sweetening – Thickenings- Principles of seasoning and flavoring
	8	Stocks -Definition, components, Types, and uses of stock—Sauces-importance of sauces-thickening agent used in sauces, Classification of sauces.
	9	Soups– types of soup- preparation of soup- garnishing for soup. Accompaniment and garnishes
III		**Cooking Materials**

	10	Herbs: Uses and Varieties of Herbs- Preserving Fresh Herbs
	11	Spices: uses and Varieties -Uses of Spices. Condiments: Uses and Varieties of Condiments
	12	Salads -– types of salad – salad dressing
		Processing of Milk-Pasteurization– Homogenization-Types of Milk. Yoghurts – Varieties of Yoghurts-Creams-Types of Cream- Storage of Cream.
	13	Cheese: Types of Cheese-Basics of Cheese Making- Storage of Cheese.
	14	Butter-Introduction- -Types of Butter.
	15	Beverages– classification Alcoholic Beverages- Non-Alcoholic Beverages
IV		**Menu Planning, Food Costing, and Presentation**
	16	Principles of menu planning and design Nutritional considerations in menu planning
	17	Basic plating and presentation techniques (Practical)
	18	Trends in food presentation and gastronomy (Practical)
V		**Teacher Specific Content (12 Hrs)**

Compulsory Learning Activity: *Visit to Professional Food Production Institutes and reporting (Based on Unit IV) to achieve COs 2, 3, and 4.*

References

Labensky, S. R., Hause, A. M., & Martel, P. A. (2014). On Cooking: A Textbook of Culinary Fundamentals. Pearson.
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Allen, M., & Albala, K. (2011). The Business of Food: Encyclopedia of the Food and Drink Industries. ABC-CLIO.
National Restaurant Association. (2017). ServSafe Manager. NRA.
Cousins, J., Lillicrap, D., & Weekes, S. (2014). Food and Beverage Service. Hodder Education.

Mapping of COs with PSOs

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

Assessment Rubrics: **Correlation Levels:**

Evaluation Type	**Marks**

End Semester Evaluation	**50**
Continuous Evaluation	**25**
a)	Field Report	15
b)	Practicum (Module 4)	10
Practicum must be conducted by the teacher at the end of the semester.	
Total	**75**

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

SEMESTER 2

SEMESTER 1	KU2DSCBAH104	HOTEL OPERATIONS

Program	BBA(AH)				
Course Code	KU1DSCBAH104				
Course Title	HOTEL OPERATIONS				
Type of Course	Major-A2				
Semester	1				
Academic Level	100 – 199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Course Summary	This course covers a comprehensive overview of hotel operations, including front office, housekeeping, food and beverage, management, and administration topics essential for students pursuing a career in the Travel, Tourism, and hospitality industry. Further, students will be equipped with the knowledge, skills, and attitudes necessary to effectively manage front office operations and contribute to the success of hospitality establishments in providing exceptional guest experiences.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand the concepts of hotel operations, various types of hotels and their features.	U	C	Quiz/ Practical Assignment /Observation of Practical Skills/ Seminar Presentation / Technology-based assessment
CO2	Explain the structure of the Front Office Department.	U	P	
CO3	Handle Reservation activities.	Ap	P	
CO4	Deal effectively with Guests &Colleagues.	Ap	P	
CO5	Maintain Personal Care & Safety at accommodations.	Ap	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 Hotel Industry**
	1.	Overview of the hospitality industry-Origin of the hotel industry- Accommodation Concept: Types of Hotels
	2.	Types of hotels -categorization and classification of hotels-FHRAI-Major hotel chains in the world and India
	3.	Major types of rooms- Supplementary accommodation
	4.	Functional Departments of Hotel: Front Office, catering, Food and Beverage Housekeeping, Engineering, Human Resource, Finance and Account, Marketing.
		Structure of Front Office Department
	5.	Functional Organization of Front office- Front Desk Layout and Equipment
	6.	Front office functions- Personnels- Bell desk- functions of the bell desk - Lobby- lobby manager- Duties and responsibilities- concierge
	7.	Reservation Activities: Processing of reservation request, Systems & Tools used

	8.	Arrival Procedures: Receiving, Greeting, Welcoming A Guest, Assessing Guest Requirements, Registration & Rooming Procedure, Room Change
	9.	Important Concepts: Over Booking, Scanty Baggage, Room Position, Cancellation, Amendment, Walk-in Guest, walking a Guest, Blacklisted Guest.
II	**Handling Guest**	
	10.	Attend to guest queries: Handling Guest Requests
	11.	Message Handling Procedure: Importance, Procedure, Method of Receiving and Transmitting Messages for Guest, Location Form, Paging Procedure
	12.	Checkout & Settlement: Procedures at Reception, Cash Section, Bell Desk
	13.	Reduction of Late Charges: Effective Billing & Collection.
III	**Standard Operating Procedures (SOPs)**	
	14.	Check-In & Check-Out Process: Front office Communication, Importance of inter-departmental Communication, Types & Methods of Communication
	15.	Handling of Special Situations: DNS, DNA, RNA, NI (No information, Scanty Baggage Guest, Refusing Accommodation, Blacklisted Guest, Walking A Guest)
	16.	Assist guest in check-in and checkout process: – 'Express Check-Out'& 'Self-Check-Out'
	17.	Handling guest complaints- Standard Operating Procedures (SOP)
	18.	Staff Organization, Duty Rotas & Work Schedule.
IV	**General Front Office Supervisory Skills**	
	19.	Front Office Supervisory Skills: Communicating with Guests, Handling Guest Requests
	20.	Importance of Handling Mail without Delay, Sorting of Mail
	21.	Manual Key Control Procedure, Left Luggage Procedures, Handling of Special Situations Like – VIP / Spat / DG Guests FIT, VIP, Group, Foreigner.
	22.	Hotel / Front Office Security System: Methods, Equipment Used, Card Key Control, Emergency Procedures, Management's Role in Security
	23.	Front office Systems: Non-Automated, Semi-Automated, Fully- Automated
V	**Teacher Specific Content (12 Hrs.)**	

Note: *Compulsory Learning Activity*

1. Case studies of travel companies having best customer service should be given to achieve CO 3 and CO4.

References:

- Negi, J., & Manoher, G. (2009). Hospitality Management. Laxmi Publications Ltd.

- Zulfikar, Mohammed. (2009) Introduction to Tourism and Hotel Industry: With Special Focus on Front Office Management. New Delhi, Vikas Publishing House

- Bhakta, A. (2012). Professional Hotel Front Office Management. Tata McGraw Hill Education Private Limited.

- Andrews, S. (2013). Hotel front office: A Training Manual. Tata McGraw-Hill Education.

- Negi, J. M. S. (2002). Professional Hotel Management, S. Chand Publishing.

- Baker, Sue (2011). *Principles of Hotel Front Office Operations*. Hampshire, Cengage Learning

- Bardi, James A. (2011) Hotel Front Office Management. Hoboken, N.J., John Wiley & Sons,

- Dr. B.K. Chakravarti. (2010) Hotel Front Office Training Manual.

- Foster, Dennis L. (1992) Rooms at the Inn. Simon & Schuster Books for Young Readers,

- Zulfikar, Mohammed. (2009) Introduction to Tourism and Hotel Industry: With Special Focus on Front Office Management. New Delhi, Vikas Publishing House

Mapping of COs with PSOs

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

Assessment Rubrics: **Correlation Levels:**

Evaluation Type		Marks
End Semester Evaluation			**70**
Continuous Evaluation			**30**
a)	Test Paper- 1	10

b)	Case study	15
c)	Seminar	5
Total		**100**

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

SEMESTER 2	KU2DSCTTM105	CULTURAL HERITAGE OF INDIA

Programme	BBA(AH)				
Course Code	**KU2DSCTTM105**				
Course Title	CULTURAL HERITAGE OF INDIA				
Type of Course	Minor B2				
Semester	**1**				
Academic Level	100 – 199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4			60
Pre-requisites					
Course Summary	This course will introduce students to the rich and diverse cultural heritage of India, and they will learn about the various aspects of Indian culture, such as its languages, religions, art, architecture, music, dance, cuisine, and customs. It would also explore the history, geography, and diversity of India, and how its culture has been shaped by various internal and external influences over the millennia. Students will also examine the challenges and opportunities for preserving and promoting India's cultural heritage in the modern world.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	K. Cat.	Evaluation Tools used
CO1	Introduce the students to the diversity and richness of Indian culture and heritage.	U	F	Instructor-created exams / Quiz
CO2	Explore the various aspects of Indian culture and heritage, such as art, literature, philosophy, religion, architecture, music, dance, and theatre.	An	C	Practical Assignment / Observation of Practical Skills
CO3	Recognize and analyze the historical and contemporary influences on Indian culture and heritage	An	P	Instructor-created exams / Home Assignments

CO4	Develop a critical and analytical understanding of the contemporary issues and challenges faced by Indian culture and heritage.	An	M	Instructor-created exams / Quiz
* - 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 Indian culture and heritage**
	1	Definition and concept of culture and heritage
	2	Features and characteristics of Indian culture and heritage, Unity, and diversity in India
	3	Relationship between tourism and cultural heritage
	4	Society in India through ages- ancient period- Varna and Jati, family and marriage in India, caste system, Position of women in Ancient India
	5	Very Brief introduction to the History of India (Ancient, Medieval and Modern period)
II		**Art and literature of India**
	6	Development and evolution of Indian art (Brief)
	7	Major forms and styles of Indian art: Sculpture: Gandhara School and Mathura School of Art, Dance, Music, customs, Folk dance and music (popular forms only), Handicraft etc.
	8	Indian Cuisine and its regional variations- Indian cuisines and hotel industry-regional variations- gastronomy and tourism
III		**Philosophy and religion of India**
	9	Major schools and systems of Indian philosophy and religion, Concepts and doctrines of Indian philosophy and religion
	10	Religions of India, Hinduism, Buddhism, Jainism, Sikhism, Islam, Christianity
	11	Pilgrimage destinations of important religions and faiths, Important Religious Festivals
IV		**Architecture of India**
	12	Features and elements of Indian architecture
	13	Types of Indian architecture, Hindu Temple Architecture, Buddhist Architecture, Medieval Architecture, Colonial Architecture etc.- Important tourism monuments of these styles.
	14	Impact of globalization and modernization on Indian culture and heritage
	15	Threats and risks to Indian culture and heritage
	16	Preservation and promotion of Indian culture and heritage
V		**Teacher Specific Content (12 Hrs)**

Note: Compulsory Learning activity:

1. Field Trip to a local heritage destination and reporting (Preferably Excursion)

References

- Upinder Singh, A History of Ancient and Early Medieval India: From the Stone Age to the 12th Century, Pearson
- Harle, J.C. (1994). The Art and Architecture of the Indian Subcontinent. Pelican History of Art (2nd ed.). Yale University Press.
- Michell, George, (1977) The Hindu Temple: An Introduction to its Meaning and Forms, 1977, University of Chicago Press
- Michell, George (1990), The Penguin Guide to the Monuments of India, Volume 1: Buddhist, Jain, Hindu, 1990, Penguin Books
- Nilsson, Sten (1968). European Architecture in India 1750–1850. London: Faber and Faber.
- Rowland, Benjamin, The Art, and Architecture of India: Buddhist, Hindu, Jain, 1967 (3rd edn.), Pelican History of Art, Penguin
- Satish Chandra, Medieval India: From Sultanat to the Mughals- Mughal Empire, -
- RS Sharma, India's Ancient Past
- Neeraj Agarwal, Tourism and Cultural Heritage of India
- SP Gupta and Lal Krishna, Cultural tourism in India - Museums, Monuments and Art

Mapping of COs with PSOs

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

Assessment Rubrics:

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

Correlation Levels:

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

SEMESTER 3	KU2DSCTTM106	TOUR OPERATIONS

Programme	BBA(AH)
Course Code	**KU2DSCTTM106**
Course Title	**TOUR OPERATIONS**

Type of Course	Minor -C2				
Semester	3				
Academic Level	100 – 199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4			60
Pre-requisites					
Course Summary	This course aims to equip students with the skills of creating an itinerary for the tour package. It focuses on various components for creating a tour package and thereby it enables the students to create tour packages of different requirements.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand the concept of tour operation	U	C	Quiz/ Practical Assignment /Observation of Practical Skills/ Seminar Presentation / Technology-based assessment
CO2	Examine various information resources required for drawing itineraries and make use of the resources in more effective ways	A	P	
CO3	Demonstrate the ability plan and cost the tour	Ap	P	
CO4	Prepare Itinerary and execute package and independent tours	A	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)

Module	Unit	Content
I		**Introduction to Travel/ Tour Business**
	1	Travel agency/tour company - Organization Structure
	2	Types of travel agencies, functions of travel agency,
	3	procedures for setting up travel agency/tour business - Source of revenue
	4	Introduction to Tour Operation Business: History of tour operation - Types of Tour Operators, Functions
	5	Types of tours, FIT & GIT-Income of a tour company- Important tour companies (world and India)
	6	Different departments and activities in Travel / Tour companies- Online Travel Agency

II		**Travel Itinerary**
	7	Travel itinerary- meaning and concept, significance of itinerary, types of travel itinerary: itinerary for tourist, tour manager, tourist guide, accommodation, and transport operator
	8	Steps in developing/planning travel itinerary- Background information for preparing itinerary, Do's, and Don'ts of an itinerary- GIT itinerary, FIT itinerary, Tailor made itinerary, special interest itinerary
	9	Resources for itinerary planning: Destination information brochure, Hotel/ ground operator brochure and tariff, Railway/Flight timetable and fare, TIM, Festival calendar, Use of various maps, Connectivity and types of transport, Weather updates, Socio-political risk factors
	10	Valuable tips for good itinerary, Evaluation of various itineraries on National and International trips by reputed firms (Exercise)
		Preparation of Itineraries
III	11	Comparative study of different types of itineraries (India and Abroad)
	12	Learn about world tour itineraries in demand (Europe, US, Thailand, Singapore-Malaysia, Middle East itineraries, Sri Lanka, Maldives, Nepal, Bhutan
	13	IRCTC Packages
	14	Preparing itineraries for Kerala
	15	Preparation of tailor-made packages for students Group using students' concession
IV		**Tour Packaging**
	16	Introduction to tour packages, classifications of tour packages
	17	Components of package tour
	18	Costing of package tour, Components of tour costing-Fixed costs and variable costs- and preparation of cost sheet- Advantage of Tour Cost Sheet – Quotation**.**
	19	Tour pricing strategies **-** Tariff: Confidential Tariffs, Commission, Mark-up Service charges & other remuneration for Tour operation
	20	Marketing of tour package: Stages in production of the package brochure
V		**Teacher Specific Content (12 Hrs)**

Compulsory Learning Activity

1. *Prepare itineraries imparting all theoretical knowledge acquired in the previous modules for the study tour (National/ International).*

References

- Chand, M. (2007). Travel agency management: an introductory text. New Delhi: Anmol Publications.
- Fletcher, J. (2018). Tourism: principles and practice. Harlow, Essex, England: Pearson Education Limited.
- Lalita Sharma. (2010). Travel agency and tour operations: concepts and principles. New Delhi: Centrum Press.
- Negi, J. (2006). Travel Agency and Tour Operation. New Delhi: Kanishka Publication.

• Sampad Kumar swain, & Jitendra Mohan Mishra. (2012). Tourism: principles and practices. Oxford: Oxford University Press.

Mapping of COs with PSOs

CO's	Programme Outcomes (PO's)					
	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	1	-	-	-	-	-
CO2	3	1	1	1	-	2
CO3	3	2	2	-	-	2
CO4	3	3	3	-	-	3

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		**65**
Continuous Evaluation		**35**
a)	Viva-Voce and Presentation	5
b)	Tour Report	20
c)	Involvement in tour planning and execution	5
d)	Discipline during the tour	5
Total		**100**

Correlation Levels:

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

SEMESTER 2	KU2MDCBAH102	SPECIAL INTEREST TOURISM

Program	BBA(AH)				
Course Code	KU2MDCBAH102				
Course Title	Special Interest Tourism				
Type of Course	MDC-2				
Semester	**2**				
Academic Level	100 – 199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	3	3			45
Pre-requisites	No prerequisites needed for the course				
Course Summary	The Special Interest Tourism course prepares students to specialize in niche tourism markets by providing them with the knowledge and skills to develop, manage, and market unique tourism experiences. Emphasizing sustainability and ethical considerations, this course equips students to contribute positively				

	to the tourism industry and the communities it serves through the development and promotion of special interest tours/ packages.

Course Outcomes (COs):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Identify the diversity of special interest tourism products and their relationship with tourist demand	R	C	Quiz/ Practical Assignment /Observation of Practical Skills/ Seminar Presentation / Technology-based assessment
CO2	Analyse the relationship between special interest tourism and mass tourism	U	P	
CO3	Describe issues associated with the development and use of natural and cultural resources ion the development of special interest tourism products;	E	P	
CO4	Demonstrate a range of key skills that are required to evaluate contemporary trends in special interest tourism including: Communication and literacy; Problem Solving; Independent working and learning	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		**Eco Tourism**
	1.	Eco Tourism: Concept and Definition-Components and principles of Ecotourism Conservation
	2.	Ecotourism and Community: Benefits and costs, Eco-tourism destinations in India
	3.	National parks and wildlife sanctuaries, biosphere reserves-protected areas-Islands and beaches
II		**Health tourism**
	4.	Health tourism: Ayurveda, Ayurveda treatments, thri-doshas, panchakarma-Role of Ayurveda in Tourism
	5.	Medical Tourism-Origin-present status of India, Kerala--linkages medical tourism value chain
	6.	Medical tourism process- medical tourism facilitators- Medical tourism indicators
III		**Emerging products**
	7.	Emerging products: Sustainable tourism- Rural tourism, responsible tourism, Gastronomy, Golf, cruise, wine & dark tourism, wedding tourism, MICE, Wine tourism, Camping, Pilgrimage tourism, Film Tourism, Literary Tourism, Volunteer tourism, Doom tourism, Dark tourism, Revenge Tourism, Experiential tourism

	8.	Commercial attractions - Amusement Parks –Gaming -Shopping
	9.	Live Entertainments - House boats –tree houses- cave room-, desert camps
	10.	Tourism circuits: Inter State and Intra-State Circuits - Religious Circuits - Heritage Circuits - Wildlife Circuits
	11.	Voluntary tourism-doom tourism, pro-poor tourism
IV		**Orientation**
	12.	Adventure Tourism – classification of adventure tourism – land based –water based –aero based
	13.	winter sports –mountaineering – Trekking, rock climbing, ballooning – camel treks and desert safaris – white water rafting – motor rallies
V		**Teacher Specific Content (12 Hrs.)**

Compulsory Learning Activity:

1*. Field Visit to a Special Interest Tourism Destination in Kerala (Max. 2 days)*

References:

1. India Tourism Products: Robinet Jacob, Sindhu Joseph, Mahadevan P (2012)
2. Ecotourism: Impacts Potentials, and Possibilities-Stephen Wearing and John Neil.
3. Tourism in the Himalaya in the context of Darjeeling and Sikkim – B. Bhattacharya..
4. S.P. Gupta (2002), Cultural Tourism in India, Indraprastha Museum of Art, and Archaeology, New Delhi.
5. Stephen Ball (2007), Encyclopedia of Tourism Resources in India/H.
6. Manoj Dixit (2002), Tourism products, New Royal Book Co. Lucknow.
7. Norman Douglas. Ed. (2001), Special Interest Tourism, John Wiley & Sons, Australia.
8.. Sarina Singh (2008), Lonely Planet India.

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		**50**
Continuous Evaluation		**25**
a)	Test Paper- 1	10
b)	Field Visit Report	15
Total		**75**

Correlation Levels:

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