



Vishwavidyalaya Karyasoudha
Crawford Hall, Mysuru- 570 005

(Re-accredited by NAAC at 'A')

(NIRF-2023 Ranked 44 in University Category & 71 in Overall Category)

No.: PMEB-1/Spl./09(4)/2023-24

Date: 08-07-2024

NOTIFICATION

Sub.: syllabus of **BBA (Catering & Hotel Management)**, **BBA(Airline and Airport Management)** & **BBA (Costume Design & Fashion Technology) (UG)** programs under Specialized Programs from the academic year 2023-24-reg.

- Ref.: 1. Decision of the BOS Meeting held on 22-01-2024.
2. Decision of the Faculty of Commerce meeting held on 15-06-2024.
3. Decision of the Academic Council meeting held on 28-06-2024.

The Board of Studies in **BBA (Catering & Hotel Management)**, **BBA(Airline and Airport Management)** & **BBA (Costume Design & Fashion Technology) (UG)** at its meeting held on 22-01-2024 has recommended the approval of the 2nd and 3rd year Syllabus of **BBA (Catering & Hotel Management)**, **BBA(Airline and Airport Management)** & **BBA (Costume Design & Fashion Technology)** courses (as per NEP-2020) in University of Mysore under specialized/specified programs from the academic year 2024-25.

The Faculty of Commerce and the Academic Council at their meetings held on 15-06-2024 and 28-06-2024 respectively, have also approved the above proposal and the same is hereby notified.

The 2nd & 3rd year syllabus of **BBA (Catering & Hotel Management)**, **BBA(Airline and Airport Management)** & **BBA (Costume Design & Fashion Technology)** courses may be downloaded from the University website <https://uni-mysore.ac.in/PMEB/>.

REGISTRAR
REGISTRAR

University of Mysore
MYSURU - 570 005

To;

1. The Registrar (Evaluation), University of Mysore, Mysuru.
2. The Dean, Faculty of Commerce, DoS in Commerce, Manasagangothri, Mysuru.
3. Prof. S.J. Manjunath, DoS in Business Administration (BIMS), Manasagangothri, Mysuru.
4. The Principal, Marian Institute of Professional Studies (MIPS), MIT Campus, Belawadi, Srirangapatna Tq., Mandya Dist.
5. The Deputy Registrar/ Asst. Registrar/ Superintendent, Examination Branch, UOM, Mysuru.
6. The PA to Vice-Chancellor/Registrar/Registrar (Evaluation), University of Mysore, Mysuru.
7. Office Copy.

**MARIAN INSTITUTE OF PROFESSIONAL STUDIES
MIT CAMPUS, BELAVADI, MANDYA DIST, MYSORE-571477.**

Proceedings of the meeting of the members of the Board of Studies in BBA(Catering & Hotel Management),BBA(Airline & Airport Management)and BBA(Costume Design &Fashion Technology) (UG) held on 22-01-2024 at 3.30 PM at the B N Bahadur Institute of Management Studies, University of Mysore, Manasagangotri, Mysuru.

With references to the above cited, a meeting of the members of the Board of Studies in BBA(Catering & Hotel Management),BBA(Airline & Airport Management) and BBA(Costume Design &Fashion Technology)has been conducted at the B N Bahadur Institute of Management Studies, University of Mysore, Manasagangotri, Mysore on Tuesday i.e 22-01-2024 at 3.30 P.M.

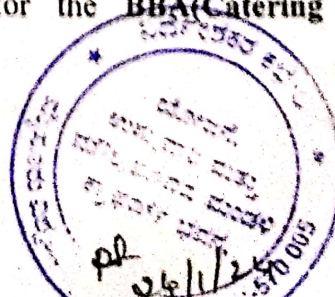
The following members have attended the meeting.

- | | |
|--------------------------|----------|
| 1. Mr. Linson C Francis | Member |
| 2. Dr.Shibu Thankchan | Member |
| 3. Mr Saji Zacharias | Member |
| 3. Prof .S. J. Manjunath | Chairman |

The following member were absent for the meeting.

- | | |
|----------------------|--------|
| 1. Dr. Surya Pradosh | Member |
| 2. Dr. Aneesh Thomas | Member |

The meeting was initiated with a welcome speech by Prof .S.J. Manjunath, Chairman of the board. The importance of the meeting was presented along with the agenda of framing the syllabus as per NEP 2020 Regulations for 2nd and 3rd year of academic year 2023-24 for the **BBA(Catering & Hotel**



and 3rd year of academic year 2023-24 for the **BBA(Catering & Hotel Management), BBA(Airline & Airport Management) and BBA(Costume Design & Fashion Technology)** UG programme. The draft of the proposed scheme, titles of the courses and the respective syllabus are placed before the members of the board for discussion and suggestions were sought.

After detailed presentation and discussion among the members, the following were resolved to be recommended.


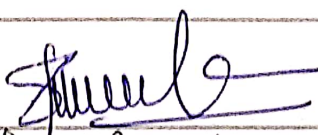
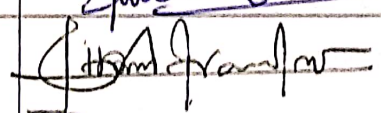
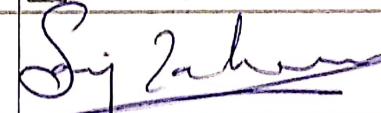
1. The proposed **BBA(Catering & Hotel Management), BBA(Airline & Airport Management) and BBA(Costume Design & Fashion Technology)** should be offered under the common NEP2020 regulations being followed by the University from time to time for the existing general (conventional) **BBA(Catering & Hotel Management), BBA(Airline & Airport Management) and BBA(Costume Design & Fashion Technology)** programme. The only difference is in the titles of various courses and their respective syllabus offered under DSC, DSE and SEC.
2. The overall number of credits to be earned by the students and distributions of credits in each semester are exactly on par with the existing **BBA (Catering & Hotel Management), BBA (Airline & Airport Management) and BBA (Costume Design & Fashion Technology)** programme of the University.
3. The scheme and titles of the courses along with the credit patterns and the respective syllabus for the proposed programme are given in ANNEXURE **BBA(Catering & Hotel Management), BBA(Airline & Airport Management) and BBA(Costume Design & Fashion Technology)**



Prof. S.J. Manjunath
CHAIRMAN

BoS in **BBA (Catering & Hotel Management),
BBA (Airline and Airport Management) and
BBA (Costume Design & Fashion Technology)** (UG

Proceedings of the meeting of the members of the Board of Studies in BBA(Catering & Hotel Management),BBA(Airline & Airport Management)and BBA(Costume Design &Fashion Technology) (UG) held on ~~12-01-2021~~ at 3.30 PM at the B N Bahadur Institute of Management Studies, University of Mysore, Manasagangotri, Mysuru.

SL No	NAME	POSITION	SIGNATURE
1	Prof S.J. Manjunath	Chairman	
2	Mr. Shibu Thankachan	Member	
3	Mr. Linson C Francis	Member	
4	Mr. Saji Zacharias	Member	

Prof. S.J. Manjunath
CHAIRMAN

BoS in BBA(Catering & Hotel Management),
BBA(Airline and Airport Management) and
BBA(Costume Design & Fashion Technology)(UG)



UNIVERSITY OF MYSORE

BBA (CATERING & HOTEL MANAGEMENT) DEGREE

SYLLABUS

NEP 2020

IMPLEMENTED FROM THE

ACADEMIC YEAR 2022-23

**SECOND YEAR
SEMESTER III**

[illegible]

SEMESTER IV

[illegible]

SEMESTER V

Sl. No	Subject Code	Subject	Examination pattern	Marks	Total credits
1	DSCC11P	Industrial Exposure Training and Project Report	Log book & Training Report	C1 -30 Marks	6
			Viva-voce conducted Internal Examiner	C2-20 Marks	
			Viva-voce conducted by External Examiners	C3- 50 Marks	

- 1) Industrial training will be evaluated by the University in the form of Training report, Log-book and Viva- voce.
- 2) Evaluation of the Industrial Exposure Training (IET) is for 100 marks and that has been divided into three components.
 - a) C1 -30 Marks (Log book & Training Report).
 - b) C2-20 Marks (Viva-voce conducted Internal Examiner).
 - c) C3- 50 Marks (Viva-voce conducted by External Examiners).

[illegible]

SEMESTER VI

[illegible]

SEMESTER III

LANGUAGE 1–ENGLISH -LISTENING, SPEAKING AND READING

Module 1: Listening

Introduction and definition of listening, Listening vs Hearing, Process of listening, Problems in listening, Sub-skills of listening, Good listening, Strategies of listening, barriers to listening, Listening in the work place, Activities that help to become better listeners.

Module 2: Communication

Verbal and non-verbal communication - Soft skills – Critical thinking and interpretation - Speaking skills - Initiating, responding to and sustaining conversation - turn taking - coherence and cohesion - pauses and fillers - goal setting - time management and problem solving - Using language in contexts - Introducing oneself - Interview skills.

Module 3: Reading and Language Comprehension.

Characteristics of human languages - Evolution of Speech and Writing, Evolution of English as a Global Language - Word formation – Growth of vocabulary – English as Second and Foreign Language, Reading skills, Active and Passive reading, different strategies of reading – scanning, skimming, intensive reading. Difference between reading and listening, barriers to listening.

Module 4: Reading and English in Situations

Introduction, Reading process, Methods to improve reading, Strengthening vocabulary, Previewing, Barriers to reading, Skills for speed reading, Scanning and skimming, Intensive and extensive reading. Receiving and seeing off a guest - at the hotel and at the restaurant. Introducing oneself and one's friends to others - Inviting someone to an important event - Making a request - Complimenting and congratulating people - Expressing sympathy - Apologizing Giving a fair warning - Making suggestions - Carrying on a telephone conversation.

Reference books:

D'Souza Eunice and Shahani G., *Communication Skills in English*, Noble Publishing
Improve Your Communication Skills –Alan Barker – Kogan Page, London
The Four Skills for Communication –Josh Sreedharan – Foundation Books
Taylor, Grant. English Conversation Practice, McGraw Hill, 1975

e- sources

www.englishclub.com

<http://www.bbc.co.uk/learningenglish/>

SEMESTER III

LANGUAGE II – COMMUNICATION IN FRENCH

Objectives:

- To aggrandize terminology pertinent to the hotel domain.
- To get accustomed with restaurant culture.
- To promote employability in the hotel industry.

Module 1: Régler la note:

Pour régler la note

Pour préparer la note

Module 2: Régler la note:

Présenter la note

Constater une erreur dans la note

Module 3: Régler la note :

Rectifier la note

Apprécier le service

Module 4: À l'agence de voyages:

Se renseigner auprès des agences de voyages

Proposer un itinéraire

Visite de Madurai

Exprimer son étonnement

Demander des renseignements

Donner des renseignements

For Internal Assessment only

- Staff at the restaurant
- Wines of France
- France and its cheese

Reference books:

1. Corbeau Sophie et al, Hotellerie-restauration.com, CLE Internationale, Paris, 2013.
2. Chandrasekar Rajeswar et al, A Votre service, Goyal Publishers & Distributors, Delhi, 2011.
3. Gupta Vasanthi et al, Bon Voyage, Goyal Publishers & Distributors, Delhi, 2017.
4. Bhattacharya et al, French for Hotel Management & Tourism Industry, Frank Bros. & Co, Noida, 1995.

SEMESTER III

FOOD PRODUCTION AND PATISSERIE - III

Module 1: Cereals and Pulses.

Cereals and its importance - rice, wheat, barley and maize. Types of flour and cereal products. Parts and types of wheat and wheat products – Semolina, Pasta. Types of pulses and its uses.

Module 2: Vegetables and Fruits.

Classification of vegetables and fruits. Processing, preservation, colour pigments of vegetables. Spices, herbs and condiments. Fats and oils.

Module 3: Meat Cookery and Chinese Cuisine

Classification of meat, quality assessment and selection. Slaughtering process of meat and poultry. Cuts and Storage - beef, mutton, pork, lamb, poultry, game birds and steaks. Weight and cooking methods of meat. English and French terms related to meat cookery. **Chinese cuisine** - characteristics, ingredients used, equipment used. Regional varieties Dishes recipes & preparation method.

Module 4: Fish and Sea food and Thai Cuisine

Classification of fish - flat, round, lean, oily and white fish. Selection and quality assessment of fish. Cuts of fish, cooking of fish, effect of heat. Types of sea foods - shell fish and crustaceans. **Thai cuisine** -Thai cuisine - characteristics, ingredients used, equipment used, Dishes with recipes & preparation method.

Reference books:

Parvinder Bali., Food Production Operations: Oxford Publication

Jerald W Cheese., 1992, The Art and Science of Culinary Preparation: Education Institute of Culinary federation. AH & LA.

The Asian cook book by Charmie Solomon

Text books: Larousegastronomique

Theory of catering by Ronald kinton, Victor cesrani, and David fosket

SEMESTER III

FOOD PRODUCTION & PATISSERIE III (PRACTICAL)

1. Different methods of cooking cereals and pulses.
2. Different methods of cooking eggs.
3. Demonstration of cuts of meat – chicken and beef fillet.
4. Demonstration of cuts and cleaning of fish.
5. Chinese preparation – Rice & Noodles (3 dishes each)
 - a) Chicken and vegetable (3 dishes each)
 - b) Cantonese style
 - c) Szechuan style
 - d) Peking style
6. Thai preparation\

SEMESTER III

FRONT OFFICE OPERATIONS – I (THEORY)

Module 1: Front Office Organization.

Front Office organization structure. Layout and Equipment used in Front Office. Coordination with other departments. Guest cycle – (pre-arrival, arrival, stay, departure and post departure). Qualities and attributes of Front Office Personnel.

Module 2: Reservation.

Meaning and Objectives. Sources of Reservation. Types – Guaranteed and Non-Guaranteed. Confirmation and cancellation policies. Reservation forecast. Over booking. Reservation reports. Group bookings.

Module 3: Registration.

Meaning and Objectives. Legal Obligations. Pre-registration process. Up selling and up grading. Registration and check in procedure of - walk-in, FITs, FFITs, VIPs, groups and crews. Issuing of Keys – types of keys and key control. Role of information section (handling of mails, handling of messages and paging). Maintaining Front Office logbook. Aid used for providing information.

Module 4: Reception Operation.

Handling complaints - Do's & Don'ts, handling telephone calls. Product knowledge. Departure procedure. Lost and found process. Safety and Security aspects. Front office glossary terms.

Reference books:

Sudhir Anderws., 2005 *Hotel Front Office: A Training manual*: Tata Mc Graw Hill Publishing Company Ltd. New Delhi

Bhatnagar. S.K., 2009; *Front Office Management*: Frank Bros & Co.

Jatashankar R Tewari., 2013; *Hotel Front Office Operation and Management*: Oxford Higher Education.

SEMESTER III

FRONT OFFICE OPERATIONS – I (PRACTICAL)

- Grooming and hospitality etiquettes.
- Countries – Capitals, currencies, official airlines of the world.
- Preparation of various reports - room status report, discrepancy report, VIP amenities voucher, expected arrival list, guest history card, scanty baggage register, bell boy's errand card, lobby control sheet.
- Handling telephones – telephone etiquettes and manners.
- Preparation of reservation form, taking and modifying a reservation.
- Basic front office situation handling- fire, death, natural disasters (floods and earthquake), accidents, lost & found, damage to hotel property, drunk guest, scanty baggage, theft, sick guest and bomb threat.
- Handling registration – Walk-in, FIT, FFIT, VIP, group and crews.
- Check-in procedures –Walk-in, FIT, FFIT, VIP, group and crews.
- Handling guest complaints and disputes - case studies.
- Check-out procedures.
- Filling up of forms and formats - message slip, C- Form, arrival list, daily VIP movement list and guest history card

SEMESTER III

PRINCIPLES OF MANAGEMENT

Module 1: Management.

Management – meaning and nature. Difference between management and administration. Levels of management. Management as a science, art and profession. Scientific management principles by F W Taylor. Henry Fayol's 14 principles of management.

Module 2: Planning.

Planning - meaning, importance, characteristics, benefits and limitations. Steps in planning. Types of plans. Decision making – meaning, types of decisions and steps in rational decision making.

Module 3: Organization.

Organization – meaning, importance and process. Organizational structure – line organization, line and staff organization, functional organization, network organization, centralized and decentralized organization. Span of control.

Module 4: Staffing and Controlling

Staffing – meaning, definition and process. Delegation of Authority – Process and significance. Directing - meaning and elements of directing. Controlling – definition, need for control, steps in control process. Co-ordination – meaning and techniques for effective co-ordination.

Reference books:

T. N. Chhabra, *Principles and practice of management*, Dhanpat Rai & Co.

Harold Koontz, *Essentials of management*, Tata McGraw Hill Publishing Company Ltd.

SEMESTER III

OPEN ELECTIVE III –MARKETING MANAGEMENT

Module 1:

Introduction to Marketing and Marketing Management, Marketing Concepts – Marketing Process
Marketing mix - Marketing environment. - Consumer Markets and buying behaviour- Market
segmentation and targeting and positioning.

Module 2:

Product Decisions - concept of a Product - Product mix decisions - Brand Decision – New Product
Development – Sources of New Product idea - Steps in Product Development -Product Life Cycle
strategies- Stages in Product Life Cycle,

Module 3:

Price Decisions - Pricing objectives - Pricing policies and constraints - Different pricing method - New
product pricing, Product Mix pricing strategies and Price adjustment strategy.

Module 4:

Channel Decision - Nature of Marketing Channels –. Types of Channel flows – Channel functions -
Functions of Distribution Channel – Structure and Design of Marketing Channels-Channel co-
operation, conflict and competition – Retailers and wholesalers. Promotion Decision - Promotion mix
-Role of Media in Advertising

Reference Books:

K.S. Chandrasekar, MARKETING MANAGEMENT TEXT AND CASES, Tata McGraw-Hill
Publication, New Delhi.2010

Govindarajan, MARKETING MANAGEMENT CONCEPTS, CASES, CHALLENGES AND
TRENDS, Prentice Hall of India, New Delhi. 2009

Philip Kotler, MARKETING MANAGEMENT- ANALYSIS PLANNING AND CONTROL,
Prentice Hall of India, New Delhi,

Ramaswamy. V S & Namakumari. S, MARKETING MANAGEMENT-PLANNING
IMPLEMENTATION AND CONTROL, Macmillan Business Books, New Delhi, 2002,

SEMESTER III

CONSTITUTION OF INDIA

Module 1: Constitution – Structure and Principles

Meaning and importance of Constitution - Making of Indian Constitution – Sources - Salient features of Indian Constitution.

Module 2: Fundamental Rights and Directive Principles - Fundamental Rights -Fundamental Duties, Directive Principles.

Module 3: Government of the Union - President of India – Election and Powers - Prime Minister and Council of Ministers - Lok Sabha – Composition and Powers -Rajya Sabha – Composition and Powers. Government of the States - Governor – Powers - Chief Minister and Council of Ministers- Legislative Assembly – Composition and powers - Legislative Council – Composition and powers

Module 4: The Judiciary - Features of judicial system in India-Supreme Court –Structure and jurisdiction 5.3: High Court – Structure and jurisdiction - Administrative organization and constitution -Federalism in India – Features - Local Government -Panchayats –Powers and functions; 73rd and 74th amendments 6.3: Election Commission – Organization and functions- Citizen oriented measures – RTI and PIL – Provisions and significance

Reference Books:

1. Durga Das Basu, Introduction to the Constitution of India, Gurgaon; LexisNexis, 2018 (23rd edn.)
2. M.V.Pylee, India's Constitution, New Delhi; S. Chand Pub., 2017 (16th edn.)
3. J.N. Pandey, The Constitutional Law of India, Allahabad; Central Law Agency, 2018 (55th edn.)
4. Constitution of India (Full Text), India.gov.in. National Portal of India, https://www.india.gov.in/sites/upload_files/npi/files/coi_part_full.pdf
5. Durga Das Basu, Bharatada Samvidhana Parichaya, Gurgaon; LexisNexis Butterworths Wadhwa, 2015
6. Kb Merunandan, Bharatada Samvidhana Ondu Parichaya, Bangalore, Meragu

SEMESTER III
SKILL ENHANCEMENT PROGRAMME
BAKERY AND PASTRY COMMIS

1. Bread making
2. Crisp crusted Bread
3. Soft crusted Bread
4. Sour dough white bread
5. Danish Pastry
6. Croissants
7. Bread rolls
8. Muffins
9. Dough nuts
10. Cakes and pastries
11. Fruit Pies/Tarts
12. Sponge cakes
13. Plum cakes
14. Swiss rolls
15. Cookies and biscuits
16. Icing – hard and soft ic

SEMESTER IV

LANGUAGE I - ENGLISH - WRITING AND PRESENTATION SKILLS

Module 1: Functional English Grammar and Comprehension.

Why Grammar should be learned through use - Form class and Function class, Parts of speech, Question tags, Common errors, Effective sentences, Sentences structures, Use of connectives.

Module 2: Summarizing and Paraphrasing.

The Sentence and Its Structure - How to Write Effective Sentences, summarizing techniques, Selection and rejection, Substitution, Outlining and Paraphrasing.

Module 3: Professional Writing.

Resume and C V, Reference and recommendation letter, Employment letters, Online application, Business letters – Parts and layout of business letters.

Module 4: Presentation skills

Elements of presentation strategies, **Do's and Don'ts of presentation, Presentation aids, Verbal and Nonverbal presentation. Report writing. E-mail message and telephonic conversation.** Use of e-devices in communication - Video conferencing.

Reference books:

Sharma R C, and Mohan K, *Business Correspondence and Report Writing*, Tata McGraw Hill, Gartside L, *Model Business Letters*, Pitman,
D'Souza Eunice and Shahani G., *Communication Skills in English*, Noble Publishing

SEMESTER IV

LANGUAGE II – COMMUNICATION IN FRENCH -IV

Objectives

- To expose the learners to different situations of hotel and restaurant culture.
- To acquire practice of comprehension, communication and translation.
- To cultivate the employability skill of the learners.

Module 1: À Mahabalipuram :

Exprimer de l'admiration pour quelque chose

Module 2: À Mahabalipuram :

Donner des renseignements

Module 3: À Agra:

Exprimer de l'admiration pour quelque chose

Module 4: À Agra:

Poser des questions

Donner des informations

À Varanasi:

Demander des renseignements

Donner des renseignements

For Internal Assessment only

French regions and their special dishes.

French table etiquette

French breads and pastries.

Reference books :

1. Corbeau Sophie et al, Hotellerie-restauration.com, CLE Internationale, Paris, 2013.
2. Chandrasekar, Rajeswar et al, A Votre service, Goyal Publishers & Distributors, Delhi, 2011.
3. Gupta, Vasanthi et al, Bon Voyage, Goyal Publishers & Distributors, Delhi, 2017.
4. Bhattacharya et al, French for Hotel Management & Tourism Industry, Frank Bros. & Co,

SEMESTER IV

FOOD AND BEVERAGE SERVICE – III (THEORY)

Module 1: Glossary of Terms related to Alcoholic Beverages (Wine and spirit).

Module 2: Wines- Introduction & Definition - Classification –Colour, content, Taste, Principal Grape varieties used, constituents of grapes - Wine producing Countries of The World Including India.

Module 3: Principal Wine Regions of France, Germany, Italy, Spain, Portugal, New World wine producing countries, Champagne production methods, style, bottle size terms. Factors influencing the quality of wines.

Module 4: Spirits -Introduction and Definition, Production of Spirit , Pot-Still method, Patent still Method, Whisky, Rum, Gin, Brandy, Vodka, Tequila. Proof spirits – Different Scales, Service, vermouth, aperitif and digestives.

Reference books:

Food & Beverage Service Training Manual-Sudhir Andrews
Food & Beverage Service –Lillicrap & Cousins
The World of Wines, Spirits & Beers-H.Berberoglu
Beverage Book –Andrew, Dunkin & Cousins
Professional Guide to Alcoholic Beverages—Lipinski

SEMESTER IV

FOOD AND BEVERAGE SERVICE III (PRACTICAL)

PRACTICALS

1. Service of Wines:
 - a) Order taking procedure of wine
 - b) Presentation of wine bottles
 - c) Service of Red wine, White wine and Sparkling.
2. Service of different types of Aperitifs and Spirits
3. Preparation and service of Cocktails and Mock tails (Minimum 5 Standard recipes each)

SEMESTER IV
HOUSEKEEPING OPERATIONS – I (THEORY)

Module 1: Guest Room Cleaning.

Introduction and principles of cleaning. Types of cleaning. Daily cleaning of a guestroom - occupied room, departure room, vacant room, servicing VIP room. Types of services - turn down service, second service, DND room. Cleaning agents.

Module 2: Housekeeping Control Desk.

Responsibilities of control desk attendant, handling telephone calls, types of keys, key control procedure. Duty Rota preparations.

Module 3: Basic Control in Housekeeping.

Lost and found procedure, gate pass procedure, discard procedure, par stock. Inventory control.

Cleaning Equipment and Cleaning of Public Area.

Introduction to basic cleaning. Cleaning equipment – manual and mechanical. Public area cleaning - entrances, lobby, elevators, staircases, public restrooms and restaurants.

Module 4: Linen and Uniform Room.

Planning the linen and uniform room, storage of linen, linen exchange procedure, functions of uniform and uniform room, linen control.

Reference book:

G. Raghubalan & Smritee Raghubalan, *Hotel Housekeeping Operation and Management*. Oxford Higher Education.

SEMESTER IV

HOUSEKEEPING OPERATIONS - I (PRACTICAL)

1. Brass polishing.
2. Identification and application of cleaning agents.
3. Forms and formats - (Gate pass, key control sheet, housekeeping log book, lost and found register)
4. Bed making with Duvet.
5. Supervision using room checklist.
6. Vacuum cleaning of carpets.
7. Basic stitching.
8. Preparation of snag list.
9. Situation handling.
10. Handling guest complaints.
11. Duty Rota Preparations

SEMSTER IV

TRAVEL AND TOURISM MANAGEMENT

Module 1: Tourism Management in India.

Indian Tourism Organizations - Ministry of Tourism, Department of Tourism. Objectives and functions - ITDC, HRACC, KTDC and DTPC. Objectives and functions - FHRAI, IATO and TAAI. Tourism management in India by Tourism Organizations.

Module 2: International Tourism Management.

International Tourism Organization, United Nations World Tourism Organization (UNWTO), International Air Transport Association (IATA), International Civil Aviation Organization (ICAO), Pacific Asia Travel Association (PATA) and American Society of Travel Agents (ASTA) - aims, functions and membership. Contribution of International organization to tourism management and promotion.

Module 3: Travel Formalities and Regulations.

Passport - purpose, types, issuing authority and procedures for obtaining Indian Passport. Visa - functions, types, issuing authority and procedures for obtaining Indian Visa. Procedure for Visa on arrival, Citizens of countries allowed Visa-free entry to India. Immigration and emigration. Travel insurance and health certificates.

Module 4: Role of Travel Agencies in Tourism Management.

Travel Agency - history, types, functions and source of Income. Setting up a travel agency –feasibility test and market analysis. Approval of travel agency by Ministry of Tourism and IATA. Modern trends in travel and tourism industry.

Tour Operator - definition, types and functions. Countries & Currencies. Foreign exchange providers and Forex license. Procedure for obtaining foreign exchange (form A2).

Reference books:

Mill & Morrison., *The Tourism System: An Introductory Text*: Prentice Hall
Cooper & Fletcher., *Tourism Principles and Practice*: Pitman
Burkart and Medlik., *Tourism Past, Present and Future*: Heinemann, ELBS
S.Sabu, S Misra and B.B.Parida., *Tourism Development Revisited: Concepts, Issues and Paradigms*: Response Books
Cooper C P., *Progress in Tourism, Recreation and Hospitality*, CBS Publishers and Distributors.

SEMESTER IV

HOTEL ACCOUNTING

Module 1 - DOUBLE ENTRY BOOK KEEPING

Introduction, Accounting concepts and conventions

Module 2 - BOOKS & JOURNAL

- Accounts –Classification of Accounts
- Rules for debiting and crediting
- Posting from Books
- Purchase Book
- Sales Book
- Purchase return Book
- Multi Columnar cash Book
- Petty cash Book
- Postings from subsidiary book
- Trial Balance

Module 3 - FINAL ACCOUNTS

- Preparation of Trading and profit and loss accounts
- Balance sheets

Module 4 - HOTEL ACCOUNTS

- Guest Ledger
- Register of coupons issued
- Register of Reservation
- Guest Registration card bill
- Arrival Departure
- Daily Food cost sheets

Reference books:

S. P. Jain, *Business Accounting*. Kalyani Publishers.

S. N. Maheshwari, & S. K. Maheshwari. *An Introduction to Accountancy*. Vikas Publishing House Pvt Ltd .

SEMESTER IV
SKILL ENHANCEMENT PROGRAMME
BAR (SOMMELIER)

1. Identification of bar equipment.
2. Compiling a alcoholic beverage list
3. Service of Wines.
4. Service of spirits.
5. Preparation of Cocktails & Mocktails
6. Service of Cocktails & Mocktails.
7. Bar tending procedures.

SEMESTER V

INDUSTRIAL EXPOSURE TRAINING

INDUSTRIAL EXPOSURE TRAINING

Objective of industrial Exposure Training is to provide students the feel of the actual hotel working environment and to gain practical knowledge and skills, which in turn will motivate, develop and build their confidence. Industrial Training is also expected to provide the students the basis to identify their key operational area of interest from all the departments if possible.

SEMESTER V
SKILL ENHANCEMENT PROGRAMME
SPECIALIZED FORM OF SERVICES

- 1) Self Service
- 2) Gueridon Service
- 3) Plate Service
- 4) Service a' la russe'
- 5) Room Service0
- 6) Lounge Service
- 7) Silver Service
- 8) Banquet Service

SEMESTER VI

FOOD PRODUCTION & PATISSERIE IV (THEORY)

Module 1: International Cuisine: Mexican cuisine - characteristics, ingredients used, equipment used, Dishes with recipes & preparation method. Mediterranean cuisine- characteristics, ingredients used, equipment used, Dishes with recipes & preparation method.

Module 2: Fusion cuisine- Characteristics, ingredients used, equipment used, Dishes with recipes & preparation method. Italian Cuisine - Characteristics, ingredients used, equipment used, Dishes with recipes & preparation method.

Module 3: Principles of food storage, preservation of food – short period/long period, Smoking, Deep freezer, canning and bottling. Menu planning – factors influence menu planning. HACCP as control tool, Food costing and forecasting, Forms and formats.

Module 4: Kitchen stewarding - Importance of kitchen stewarding, Organization of the kitchen stewarding, Department Equipment found in kitchen stewarding, Department Hierarchy found in kitchen Stewarding Department, Work flow in kitchen stewarding, Garbage Disposal.

Reference books:

The Asian cook book by Charmie Solomon

Text books: Larousse gastronomique

Theory of catering by Ronald kinton, Victor cesrani, and David fosket

SEMESTER VI

FOOD PRODUCTION & PATISSERIE IV (PRACTICAL)

1. Mexican Cuisine Preparation
2. Italian preparation –Pastas (5 pasta styles of cooking)
3. Fusion cooking (3 types)
4. Mediterranean preparation

SEMESTER VI
FOOD AND BEVERAGE SERVICE IV (THEORY)

Module 1: Liqueurs – Definition, Production, Service.

Module 2: Cocktails and Mock tails - Definition, History in Brief, Classification, Cocktail Bar Equipment, Preparation & Service of Cocktails, Mock tails/Specialty Coffees.

Module 3: Bar operation and control: Cellar:- Introduction, Cellar Location, Temperatures, Storage Procedures, Cellar control and records, Bin cards, Beverage requisition, stock book, ullages and breakages records

Bar operations:- Introduction, Types of bar, Bar design, Bar operation procedures, Bar records and controls, bar routine

Module 4: Menu Engineering: meaning, menu engineering terminology. Menu Merchandising:- methods of pricing menu, shape and fold of menu, size of menu, layout, type and colour of paper or card.

Customer Relation Management:- introduction, importance of customer relation, guest satisfaction, pulling, retaining and pushing factors, complaint handling. Staff organization and Training:- sales promotion.

Reference books:

Food & Beverage Service –Lillicrap & Cousins

Food & Beverage Service Management-Brian Varghese

Food Service Operations – Peter Jones & Cassel

Bar & Beverage Book – Costas Katsigris, Mary Porter, Thomas

Food and Beverage Service – R. Sigaravelan

SEMESTER VI

FOOD AND BEVERAGE SERVICE IV (PRACTICAL)

PRACTICALS

1. Banquet Set up
2. Banquet Reservations and Billing
3. Buffet Set up for Break Fast, Brunch, Lunch, Dinner.
4. Opening and Closing Procedure in BAR
5. BAR inventories

SEMESTER VI

COMPUTER APPLICATIONS IN HOTEL INDUSTRY (PRACTICAL)

PRACTICALS

1. MSWORD
2. Formatting Documents
3. Enter data, changing row heights column width, formatting the data, sorting the data.
4. Function in Excel.
5. Inserting Charts, Inserting Pictures
6. Creating Simple presentations - Saving, Opening an existing presentation-creating a presentation using auto Content Wizard and Template.
7. Using Various Auto Layouts, Charts, Table, Bullets and Clip Art
8. Slide View-Outline View, Slide View, Slide show View and Slide sorter view
9. Creating Organization Chart for a Hotel Industry.
10. Internet – Email

SEMESTER VI

BAR MANAGEMENT

Module 1

Introduction to bar operations, types of bar, Bar layout, Design, Space, Bar equipment& supplies.

Module 2

The Business Planning & marketing - Interior Decorations, The Bartender & art of Mixology, Service procedure& selling techniques. Bar sales - How to increase bar sales, Bar customer requirements, bar control procedures.

Module 3

Hierarchy of bar, their roles, Job Description & Job Specification. Cellar Management – locations, temperature and storage procedures. Bin cards.

Module 4

Records of ledgers maintained in the bar, bar costing, bar procedures. Beverage control, cash control. Purchase, storing, issuing, Inventory. Cocktails & Mocktails– Preparation methods, recipes, types.

Reference book:

By Christopher Egeston Thomas. Publisher – John Wiley & Sons.

The restaurant from concept to operation by John Walker & Donald. Publisher – John Wiley & Sons.

Food & Beverage Management by Bernard Davis & Hundberg & Sally Stone. Publisher – Heinemann publications.

Food & Beverage Service : R Singaravelavan

SEMESTER VI

HOTEL LAW

Module 1:

Law - Meaning and Definition of Law, Evolution of Law, Need to Know Law, Sources of Law, and Classification of Law. The Indian contract Act: Definition of Contract, essential elements of a valid contract, classification of contracts. Offer – definition, essentials of a valid offer, when does an offer come to an end. Acceptance - essentials of valid acceptance, communication of offer acceptance and revocation.

Module 2:

Hotel Restaurant Licenses License Permit, Procedure for obtaining, Renewing licenses, Suspension and termination of Licenses List of Licenses required opening and operating hotels and Restaurants. Liquor Legislation: Types of licenses, drinking in the licensed premises and different types of permits. Liquor control act, distinction between guest and bar, guest relationship, by laws as affecting catering establishments.

Module 3:

Food Legislation : principles of food laws-acts regarding prevention of food adulteration, definition, authorities under the act, procedure of taking a sample purchase right, warranties, guest control order or food services order in force from time to time. Essential commodities.

Module 4:

Industrial Legislation: factories Act, Payment of Wages Act, Industrial Disputes Act, Apprentices Act, Provident Fund Act, Trade Unions Act (each Act to be discussed in brief with particular reference to hotel industry)

Laws relating to Hospitality Hygiene & Sanitation. Environment Protection Act: powers of the central Govt. prevention and control of environment pollution Consumer protection councils, procedure for redressal of grievances.

Reference Books:

- Food & legislation & policies-Dharmaraj - Hotel law
- Hotel Law by Amitabh Devendra, Oxford University Press
- Hotel & Tourism Laws by Jagmohan Negi

SEMESTER VI

HUMAN RESOURCE MANAGEMENT

Module 1: Introduction to HRM.

Introduction to Human Resource Management: Definition and Concept, Features, Objectives, Functions, Scope and Development of Human Resource Management, Importance of Human Resource Management, Human Resource Planning: Concept of Human Resource Planning (HRP), Factors in HRP, Process of HRP. Job Analysis and Design: Job Analysis, Job Description, Writing a Job Description, Job Specification, Job Design

Module 2: Acquiring and Developing Human Resources.

Recruitment: Introduction, Concept of Recruitment, Factors Affecting Recruitment, Types of Recruitment. Selection: Introduction, Concept of Selection, Process of Selection, Selection Tests, Barriers in Selection. Induction: Introduction, Meaning and Definition of Induction, Need for Induction, Problems Faced during Induction. Training: Concept and Significance of Training, Training Needs, Training Methods, Types of Training.

Module 3: Managing Performance and Career Planning.

Performance appraisal – definition, process and methods (Traditional & Modern). Career planning – process. Job evaluation – concept and process.

Module 4: Wage and Salary Administration.

Compensation – components, objectives of wage and salary administration. Social security measures – provident fund, pension, gratuity, bonus, ESIC. Incentive compensation – profit sharing, fringe benefits, labour co- partnership. Grievance – meaning and causes. Industrial dispute – meaning and settlement

Reference books:

C. B. Gupta, *Human Resource Management*, Sultan Chand & Sons Educational Publishers
New Delhi.

Gary Dessler, *A Framework for Human Resource Management*, Prentice Hall of India.

SEMESTER VI
SKILL ENHANCEMENT PROGRAMME
ADVANCED CULINARY

1. Indian food with continental Ingredients – Pasta Biryani, Pasta in Makhani gravy.
2. Garde - manger.
3. Tandoori styles of cooking.
4. Platted desserts – French, Italian, Russian, Indian, and American.
5. Advanced Thai Cuisine.
6. Advanced Innovative Cooking – Bamboo Cooking, Stone Cooking.



UNIVERSITY OF MYSORE

BBA (COSTUME DESIGN AND FASHION TECHNOLOGY)

DEGREE SYLLABUS

NEP 2020

IMPLEMENTED FROM THE

ACADEMIC YEAR 2022-23

UNIVERSITY OF MYSORE

SEMESTER III

Sl. No	Subject Code	Subject	Theory	Practical	C1	C2	L	T	P	Total Credit
			C3							
1	AECC6	English II	60		20	20	3	-	-	3
2	AECC7	Language II	60		20	20	3	-	-	3
3	OEC3	Open Elective III	60		20	20	3	-	-	3
4	DSCC8	World art appreciation		50	20	30	-	2	4	3
5	DSCC9	Advancement garment construction		50	20	30	-	2	4	3
6	AECC8	Constitution of India	30	-	10	10	2	-	-	2
6	DSCC10	Surface Ornamentation		50	20	30	-	2	4	3
7	DSCC11	Fabric Science& Analysis	60		20	20	3	1	-	4
8	SEC3	Skill Enhancement- Hand Embroidery		25	10	15	-	2	2	2
TOTAL CREDIT										26

SEMESTER IV

Sl. No	Subject Code	Subject	Theory	Practical	C1	C2	L	T	P	Total Credit
			C3							
1	AECC9	English II	60		20	20	3	-	-	3
2	AECC10	Language II	60		20	20	3	-	-	3
3	DSCC12	Draping		50	20	30	-	2	6	4
4	DSCC13	Pattern manipulation		50	20	30	-	2	4	3
5	DSCC14	Advanced illustration		50	20	30	-	2	4	3
6	DSCC15	Textile wet processing	60		20	20	3	-	-	3
7	DSCC16	Fabric science and analysis		50	20	30	-	2	4	3
8	SEC4	Skill enhancement-Fashion Designer		25	10	15	-	2	2	2

TOTAL CREDIT										24
SEMESTER V										
Sl. No	Subject Code	Subject	Theory	Practical	C1	C2	L	T	P	Total Credit
			C3							
1	DSCC17	Apparel production	60		20	20	3	1	-	4
2	DSCC18	Advanced Pattern Making &Grading		50	20	30	-	2	6	4
3	DSCC19	Computer Graphics		50	20	30	-	2	4	3
4	DSCC20	Theatre Costume Designing		50	20	30	-	2	4	3
5	DSCC21	History of Textiles and Analysis	60		20	20	3	-	-	3
6	DSCC22	Apparel Production		50	20	30	-	2	6	4
7	DSCC23	Textile Wet Processing		50	20	30	-	2	4	3
8	SEC5	Skill enhancement- Pattern Maker		25	20	30	-	2	2	2
TOTAL CREDIT										26
SEMESTER VI										
Sl. No	Subject Code	Subject	Theory	Practical	C1	C2	L	T	P	Total Credit
			C3							
1	DSCC24	Final Collection		50	20	30	-	2	4	3
2	DSCC25	Computer Textile Designing		50	20	30	-	2	6	4
3	DSCC26	Portfolio Making		50	20	30	-	2	4	3
4	DSCC27	Export Marketing	60		20	20	3	-	-	3
5	DSCC28	Entrepreneurship Development &Management	60		20	20	4	-	-	4
6	DSCC29	Internship		50	20	30	-	2	4	3
7	DSCC30	Apparel Machinery and Quality Control	60		20	20	3	-	-	3
8	SEC6	Skill Enhancement-Merchandiser-Fashion Made Ups and Home		25			-	2	2	2

[illegible]

SEMESTER III

LANGUAGE 1– ENGLISH - LISTENING, SPEAKING AND READING

Module 1: Listening

Introduction and definition of listening, listening vs Hearing, Process of listening, Problems in listening, Sub-skills of listening, Good listening, Strategies of listening, barriers to listening, Listening in the work place, Activities that help to become better listeners.

Module 2: Communication

Verbal and non-verbal communication - Soft skills – Critical thinking and interpretation - Speaking skills - Initiating, responding to and sustaining conversation - turn taking - coherence and cohesion - pauses and fillers - goal setting - time management and problem solving - Using language in contexts - Introducing oneself - Interview skills.

Module 3: Reading and Language Comprehension.

Characteristics of human languages - Evolution of Speech and Writing, Evolution of English as a Global Language - Word formation – Growth of vocabulary – English as Second and Foreign Language, Reading skills, Active and Passive reading, different strategies of reading – scanning, skimming, intensive reading. Difference between reading and listening, barriers to listening.

Module 4: Reading

Introduction, Reading process, Methods to improve reading, Strengthening vocabulary, Previewing, Barriers to reading, Skills for speed reading, Scanning and skimming, Intensive and extensive reading,

Module 5: English in Situations

Receiving and seeing off a guest - at the hotel and at the restaurant. Introducing oneself and one's friends to others - Inviting someone to an important event - Making a request - Asking for help and refusing help politely - Expressing one's gratitude - Persuading someone to do something – Complimenting and congratulating people - Expressing sympathy - Apologizing Giving a fair warning - Intimating a conversation with a total stranger - Complaining effectively- Making suggestions - Carrying on a telephone conversation.

Reference books:

D'Souza Eunice and Shahani G., *Communication Skills in English*, Noble Publishing

Improve Your Communication Skills –Alan Barker – Kogan Page, London

The Four Skills for Communication –Josh Sreedharan – Foundation Books

Taylor, Grant. English Conversation Practice, McGraw Hill, 1975

SEMESTER III
LANGUAGE- FASHION TECHNOLOGY
MALAYALAM II

Objectives:

CO1.ആത്മകഥ/ സ്മരണ, ജീവചരിത്രം/കേട്ടെഴുത്ത്,സഞ്ചാരസാഹിത്യം, നിരൂപണംതുടങ്ങിയഗദ്യരൂപങ്ങളുടെഉദ്ഭവം,വളർച്ച,പരിണാമവഴികൾഎന്നിവ യെപറ്റിസാമാന്യാവബോധമുണ്ടാക്കുക

CO2.ഗദ്യസാഹിത്യകൃതികൾവായിക്കുന്നതിനുംനിരൂപണമനോഭാവത്തോടെആസ്വദി ക്കുന്നതിനുപ്രേരിപ്പിക്കുക.

CO3.ഗൗരവപൂർണ്ണമായഒരുസിനിമാസ്വാദനസംസ്കാരംവളർത്തിയെടുക്കുക.

CO4.വിവിധങ്ങളായഗദ്യരചനാശൈലികൾപരിചയപ്പെടുക.

CO5.ഗദ്യഭാഷയുടെപ്രയോഗശേഷിവികസിപ്പിക്കുക

യൂണിറ്റ് 1

ആത്മകഥ/സ്മരണ

1. കൊഴിഞ്ഞുലകൾ (ആദ്യത്തെ 5 അദ്ധ്യായങ്ങൾ) ജോസഫ് മുണ്ടശ്ശേരി ,കറന്റ് ബുക്സ്
2. നിർമാതളംപൂത്തകാലം (ആദ്യത്തെഅദ്ധ്യായങ്ങൾ) -മാധവിക്കുട്ടി,ഡിസിബുക്സ്.
3. ചിദംബരസ്മരണഭൂണഹത്യമുതൽരാജകുമാരിയുടേയുംചകബാല'നുംവരെയുള്ള 5അദ്ധ്യായങ്ങൾ)ബാലചന്ദ്രൻചുള്ളിക്കാട്, ഡി.സിബുക്സ്

യൂണിറ്റ് 2

ജീവചരിത്രംകേട്ടെഴുത്ത്

1. മൃത്യുഞ്ജയംകാവ്യജീവിതം (നിത്യതയിൽഒരുനീർപ്പോള(അദ്ധ്യായം 6) മുതൽവേരുകൾമണ്ണിനടിയിൽപൂക്കൾചില്ലുകളിൽ (അദ്ധ്യായം 9) വരെയുള്ള 4അദ്ധ്യായങ്ങൾ -എംകെസാനു, നാഷണൽബുക്സ്റ്റാൾ
2. അടിയാറ്ടീച്ചറുംമറ്റ് അസാധാരണജീവിതങ്ങളും(അടിയാറ്ടീച്ചർഎന്നഅദ്ധ്യായംമാത്രം)- താഹമാടായിഡിസിബുക്സ്

യൂണിറ്റ് 3

സഞ്ചാരസാഹിത്യം

1. ക്ലിയോപാട്രയുടെനാട്ടിൽ
(പെരിയപിരമിഡിന്റേമുകളിൽമുതൽക്ലിയോപാട്രയുടെനഗരത്തിൽവരെയുള്ള 3
അദ്ധ്യായങ്ങൾ) എസ്.കെ.പൊറ്റക്കാട് മാതൃഭൂമി
2. ഏതേതോസരണികളിൽ (അദ്ധ്യായം 22 മാത്രം) സി.വി. ബാലകൃഷ്ണൻ,
മാതൃഭൂമിബുക്സ്

യൂണിറ്റ് 4

നിരൂപണം (സാഹിത്യം / സിനിമ)

1. ആഘോഷിക്കപ്പെടാതെപോയഒരുസപ്തതിയുടെഓർമ്മയ്ക്ക്
എന്നഅദ്ധ്യായം- പേറ്റുനോവുണ്ണുപുണ്യവുറ- പി. ഗീത, മാതൃഭൂമിബുക്സ്.
2. മേഘാച്ഛാദിതമായനക്ഷത്രം' എന്നഅദ്ധ്യായംമത്സ്യമഴ
പെയ്യുന്നസന്ധ്യകൾ - എൻ.ശശിധരൻ, മാതൃഭൂമിബുക്സ്

അധികവായനയ്ക്ക്

1. കൊഴിഞ്ഞഇലകൾ - ജോസഫ് മുണ്ടശ്ശേരി
2. നിർമാതൃപുരുഷാലം-മാധവിക്കുട്ടി 3. ചിദംബരസ്തരണ-
ബാലചന്ദ്രൻ ചുള്ളിക്കാട്
4. മൃത്യുഞ്ജയംകാവ്യജീവിതം- എ.കെ.സാനു
5. അടിയാട് ചുറ്റുംമറ്റ് അസാധാരണജീവിതങ്ങളും- താഹാമാടായി
6. ക്ലിയോപാട്രയുടെനാട്ടിൽ-എസ്.കെ.പൊറ്റക്കാട്
7. ഏതേതോസരണികളിൽസി.വി.ബാലകൃഷ്ണൻ

SEMESTER III
CORE COURSE – FASHION DESIGN AND TECHNOLOGY
WORLD ART APPRECIATION [P]

No. of contact hours-36

Objectives

- To induce the students an appreciation of art through ages & its impact upon lifestyle & fashion.
- To create innovative paintings inspired by the characteristics of world art & application of art in fashion.

Module I 10Hrs

- Introduction to Pre-Historic Art
- Egyptian Art
- Greek and Roman Art

Module-II 9Hrs

- The Renaissance and it's masters
- Mannerism and Baroque
- Realism

Module-III 8Hrs

- Impressionism
- Post Impressionism
- Cubism

Module-IV 9Hrs

- Fauvism
- Surrealism
- To develop a product including a mood board /concept/colour board and create a collection (sketches)

Reference books:

- A Concise History of Modern Painting by Herbert Read
- A History of Modern Art by H.H. Arnason
- History of Art by H.W. Janson

SEMESTER III**CORE COURSE – FASHION DESIGN AND TECHNOLOGY****ADVANCED GARMENT CONSTRUCTION [P]**

No. of contact hours-72

Objectives:

- To teach students various techniques and application of plackets, fasteners, zippers and pockets
- To enable students to learn the aspects of garment construction and to know the concept of garment making.

Module I

7Hrs

Neck line Finishes- piping, facing (bias facing, shaped facing).

Module II

20Hrs

- Fasteners: Hooks and eyes-hand & metal, Press studs, Touch and close, Positioning buttons and button holes – Handmade & Bound button hole.
- Fasteners: Fly zipper, Centre standard zipper, Lapped zipper, Concealed zipper, Open ended zipper

Module III

22Hrs

- Pocket making and application of outside pockets: Patch pocket –Unlined patch pocket, curved patch pocket, Lined patch pocket, Patch pocket with separate flap, Patch pocket with self-flap, Patch pocket with pleats, pouched patch pocket.

Module IV

23Hr

- Pocket making and application of inside pockets: Inseam Pocket-Hip pocket, Slashed pockets, Welt pocket, Welt pocket with separate flap, Welt pocket with flap, Bound pocket, Bound pocket with flap.

Record submission: Submit the above articles for external exam as a record.

Suggested Readings:

- Reader's Digest, (1997), Complete Guide to Sewing and Knitting, New York, Reader's Digest Association.
- Claire Shaeffer, (1997), Sewing for the Apparel Industry, United States, Prentice Hall.
- John McLoughlin and Dorothy Fairclough, (2012), Garment Technology for Fashion Designers, United States, Wiley-Blackwell Publishers.
- Claire Shaeffer, (2001), High Fashion Sewing Secrets, Rodale Books

SEMESTER –III**CORE COURSE – FASHION DESIGN AND TECHNOLOGY****SURFACE ORNAMENTATION (P)**

No of contact Hrs: 42

Objectives

- To teach the basic hand embroidery techniques, surface designing and other ornamentation techniques.
- To introduce them to various traditional embroidery techniques of India

Module: 1

6Hrs

Embroidery-Embroidery tools and techniques, embroidery threads and their classification, selection of threads. Needle and cloth, tracing techniques, ironing and finishing of embroidered articles.

Module: II

8Hrs

Basic Hand Embroidery, their technique, variations and applications. Prepare samples for the following Basic and two variations of Hand embroidery-20 stitches-10 sample

Module: III

12Hrs

Traditional Embroidery- Origin, application & colours Embroidery of Kashmir. Phulkari of Punjab, Gujarat - Kutch embroidery, embroidery of

Rajasthan, Kasuti of Karnataka, Chikan work of Luck now, Kantha of Bengal, Present trend embroideries – Aari work, Zardhosi, cutwork, Ribbon embroidery etc.

Module: IV

16Hrs

Special embellishment techniques: Block printing vegetable block and wooden blocks. Applique (2 methods) Smocking-3types, Fabric painting (4 methods), hand, Stencil- dabbing and spraying

Quilting (2 methods) - Hand and Machine,

The Record should be submitted at the time of External Evaluation.

SEMESTER III
CORE COURSE – FASHION DESIGN AND TECHNOLOGY
FABRIC SCIENCE & ANALYSIS (T)

No. of contact Hrs: 48

Objectives:

- To impart the knowledge of fibres, sources, their identification and properties
- To provide students with the knowledge of yarn science and their properties

Module I

9 Hrs

Introduction to the field of Textiles – major goals – classification of fibers – natural & chemical – primary and secondary characteristics of textile fibers

Module II 9 Hrs

Manufacturing process, properties and uses of natural fibers – cotton, linen, jute, pineapple, hemp, silk, wool, hair fibers, Man-made fibers – viscose rayon, acetate rayon, nylon, polyester, acrylic

Module III

10Hrs

Spinning – definition, classification – chemical and mechanical spinning –, opening, cleaning, doubling, carding, combing, drawing, roving, spinning Yarn classification – definition, classification – simple and fancy yarns, sewing threads and its properties

Module IV 20Hrs

Woven – basic weaves – plain, twill, satin. Fancy weaves – pile, double cloth, leno, swivel, lappet, dobby and Jacquard Weaving technology – process sequence – machinery details

Knitting type of knitting passage of material Knitting structure. Non-woven – felting, fusing, bonding, lamination, netting, braiding & calico, tatting and crocheting

References:

- Textiles – Fibre to Fabric, Corbmann B P, International Students edition, Mc Graw Hill Book Co, Singapore 1985
- Sewing and Knitting – A Reader's Digest step-by-step guide, Reader's Digest, New York 1993
- Fabric Science 5th Edition, Joseph J Pretal, Fairchild Publications, New York 1990
Technology of dyeing and Printing – Shenai

SEMESTER IV

LANGUAGE I - ENGLISH - WRITING AND PRESENTATION SKILLS

Module 1: Functional English Grammar and Comprehension.

Why Grammar should be learned through use - Form class and Function class, Parts of speech, Question tags, Common errors, Effective sentences, Sentences structures, Use of connectives.

Module 2: Summarizing and Paraphrasing.

The Sentence and Its Structure - How to Write Effective Sentences, summarizing techniques, Selection and rejection, Substitution, Outlining and Paraphrasing.

Module 3: Professional Writing.

Resume and C V, Reference and recommendation letter, Employment letters, Online application, Business letters – Parts and layout of business letters.

Module 4: Presentation skills

Elements of presentation strategies, Do's and Don't's of presentation, Presentation aids, Verbal and Nonverbal presentation. Report writing.

Module 5: Electronic Devices in Communication. e-mail message and telephonic conversation. Use of e-devices in communication - Video conferencing. Translation techniques, Press release - writing of theme for press release. Soft skills.

Reference books:

Sharma R C, and Mohan K, *Business Correspondence and Report Writing*, Tata McGraw Hill, Gartside L, *Model Business Letters*, Pitman,
D'Souza Eunice and Shahani G., *Communication Skills in English*, Noble Publishing

SEMESTER IV
LANGUAGE- FASHION TECHNOLOGY
MALAYALAM IV

Objectives:

CO1.കേരലത്തിന്റെ തനതായ ഭൂശൃംഗലപാരമ്പര്യങ്ങളെക്കുറിച്ചും സമ്പന്നതയെക്കുറിച്ചും കേരളത്തിന്റെ വിദ്യാർത്ഥികൾക്ക് അറിവ് പകരുക

CO2. കഥകളി തുള്ളൽ, നാടകം, സിനിമ പോലുള്ള ഭൂശൃംഗലകളെയും അവയ്ക്കായാറമായ സാഹിത്യ പാഠങ്ങളെയും പരിചയപ്പെടുത്തുക.

CO3. കലാപരവും സാഹിത്യപരവുമായ പുതിയ അനുഭവങ്ങളെ ഉൾക്കൊള്ളൽ, കാവ്യാനുഭൂതികൾക്കൊപ്പം ജീവിതാവബോധത്തിന്റെ സാംശീകരണം എന്നിവ ലക്ഷ്യം

CO4. സാമൂഹിക പരിഷ്ക്കരണത്തിന്റെയും മനഃസംസ്കരണത്തിന്റെയും ചാലകശക്തികളായി നാടകം പോലെയുള്ള കലാസൃഷ്ടികൾ വർത്തിക്കുന്നതിനെ വിശകലനം ചെയ്യുക.

CO5. സിനിമ എന്ന ജനകീയ കലയുടെ കേവലാസ്വാദനത്തിനപ്പുറമുള്ള സൈദ്ധാന്തികതലങ്ങളിലേക്കും സാമൂഹിക-സാംസ്കാരിക വായനകളിലേക്കും വിദ്യാർത്ഥികളെ സജ്ജരാക്കുക.

യൂണിറ്റ് 1

ആട്ടക്കഥ

കഥകളി ആട്ടക്കഥാ സാഹിത്യം - ഉദ്ഭവം - ശ്രദ്ധേയരചനകൾ - ഉണ്ണായി വാര്യർ - നളചരിതം - നാടകീയത - സാമാന്യ ധാരണ

വിശദപഠനം

1. നളചരിതം രണ്ടാം ഭാഗം (ശ്ലോകം 1 മുതൽ ശ്ലോകം 11 വരെ - പതിനൊന്നിൽ ചരണം 3 വരെ)

സുരേന്ദ്ര സംപ്രീതെരിഹ മുതൽ ---

മരവുരിയരിച്ചു നീമരുവുക വിപിനേവരെ

യൂണിറ്റ് 2

തുള്ളൽ

തുളുൽഎന്നജനകീയകല-ചിരി-ചിന്തലാളിത്വം- ഭാഷ-ശൈലികൾ-ലോകോക്തികൾ-
പരിഹാസത്തിന്റേജനാധിപത്യമുഖം-സാമാന്യധാരണ

വിശദപഠനം

1 സഭാപ്രവേശംപറയൻതുളുൽ (കുഞ്ചൻനമ്പ്യാരുടെതുളുൽക്കഥകൾ,
കേരളസാഹിത്യഅക്കാദമി, തൃശ്ശൂർ. സംശോധിതസംസ്കരണം-
പി.കേശിവകുരപ്പിള്ള) ഇത്ഥമോരോവിശേഷങ്ങൾപറഞ്ഞുപാമ്പവിപൻ--
മുതൽനമസ്തേമൽക്കലായരേ! നമസ്തേമംഗളാകൃതേ! വരെ

യൂണിറ്റ്3നാടകം

നാടകംഅരങ്ങംഗപാഠം-യവനനാടകസങ്കല്പം-അരങ്ങിലെപരീക്ഷണങ്ങൾ-
ഇന്ത്യൻനാടകവേദിസംസ്കൃതനാടകങ്ങൾ-നാടകവിവർത്തനങ്ങൾ-
മലയാളനാടകം- സാമാന്യധാരണ.

വിശദപഠനം

1. ആമനുഷ്യൻനീതനെ - സി. ജേതോമസ് (ഡി.സിബുക്സ്)
2. 2 കർണ്ണഭാരം - വിവർത്തനം- ചെറുളിയിൽകുഞ്ഞുണ്ണിനവീശൻ

യൂണിറ്റ്4

സിനിമ/ചിത്രകല

(എ) സിനിമ-പുതിയകാലത്തിന്റേജനകീയകല-സാങ്കേതികതയുടെപിൻബലം -
തിരക്കഥയുടെസാഹിത്യമൂല്യം- തിരക്കഥ- സംഗീതം- ശബ്ദലേഖനം-
സംവിധാനം- ഛായാഗ്രഹണം- എഡിറ്റിംഗ്-
കേവലാസ്വാദനത്തിന്റേപ്പുറമുള്ളവാനകൾ

വിശദപഠനം

1. കൊടിയേറ്റം - അടൂർഗോപാലകൃഷ്ണൻ
(കൊടിയേറ്റംഎന്നസിനിമയുടെദ്വ്യത്വപാഠമാണ്പഠനമാതൃക-തിരക്കഥയല്ല)

(ബി) കേരളത്തിലെസമ്പന്നമായചിത്രകലാപാരമ്പര്യം -
വരകളുടെയുംവർണ്ണങ്ങളുടെയുംആന്തരികതാളം-
ചിത്രകലയുംസംസ്കാരവും-

കേരളീയദ്യുശ്യബോധവു്തെയുവു്സൗന്ദര്യസങ്കല്പങ്ങളു്ആരാധനാരിതിക
ളു് - മുഖത്തെഴുത്തിലെയു്ചിത്രകലാപ്രയോഗങ്ങൾ-
പ്രതിരോധത്തിന്റെയു്ചെറുത്തുനില്പിന്റെയു്ആത്മാവിഷ്കാരത്തിന്റേ
യു്കല- സാമാന്യധാരണ

വിശദപഠനം

1 തെയു- ക്ഷണികകലയുടെസൗന്ദര്യം- എ.ടി. മോഹൻരാജ്
(ചിത്രകലസർഗ്ഗഭാവനയുടെരൂപാന്തരങ്ങൾ- കേരളഭാഷാഇൻസ്റ്റിറ്റ്യൂട്ട്-
ഭാഗംഒന്നിലെആറാമത്തെലേഖനംമാത്രം)

സഹായകഗ്രന്ഥങ്ങൾ

1കേരളസാഹിത്യചരിത്രം- ഉള്ളൂർ

2സാഹിത്യചരിത്രംപ്രസ്ഥാനങ്ങളിലൂടെ- എഡികെ. എംജോർജ്ജ്

5കൈരളിയുടെകഥ- എൻകൃഷ്ണപിള്ള

4 മലയാളകവിതാസാഹിത്യചരിത്രം- ഡോ. എം. ലീലാവതി

5പദ്യസാഹിത്യചരിത്രം - ടി.എം. ചുമ്മാർ

6നളചരിതം (ആട്ടക്കഥ) - ഉണ്ണായിവാര്യാർ

7നളചരിതത്തിലൂടെ - കുട്ടികൃഷ്ണമാരാർ 8. നളചരിതസന്ദേശം-
അയ്മനംകൃഷ്ണക്കൈമൾ

9 കുഞ്ചൻനമ്പ്യാരു്അദ്ദേഹത്തിന്റേകൃതികളു്വി.എസ്.ശർമ്മ

10മലയാളനാടകസാഹിത്യചരിത്രം- ജി.ശങ്കരപിള്ള 11

മലയാളനാടകസാഹിത്യചരിത്രം- വയലാവാസുദേവൻപിള്ള

9കുഞ്ചൻനമ്പ്യാരു്അദ്ദേഹത്തിന്റേകൃതികളു്- വി. എസ്. ശർമ്മ

10. മലയാളനാടകസാഹിത്യചരിത്രം- ജി. ശങ്കരപിള്ള

11. മലയാളനാടകസാഹിത്യചരിത്രം- വയലാവാസുദേവൻപിള്ള 12.
ഉയരുന്നയവനിക - സി.ജെതോമസ്

SEMESTER IV
CORE COURSE – FASHION DESIGN AND TECHNOLOGY
DRAPING [P]

No. of contact hours-72

Objectives

- To teach the basic principles of draping.
- To train the students eye to see proportion and design detail in relation to the human body.
- To interpret and analyse more complex drapes.

Module I

8Hrs

- Introduction to draping and dress forms.
- Tools used for Draping.
- Principles and Techniques of Draping
- Preparation of fabrics.

Module II

20 Hrs

- Basic Bodice – Marking and Trueing
- Dart manipulation – Mid neck dart, French dart, Double French dart and any one variation (Conversion of darts into pleats/ tucks/ gathers).

1. BODICE VARIATION

STYLE LINES- Princess, shoulders/ armhole and plum lines

Module III

22Hrs

- Basic front cowl, Butterfly twist.
- Yokes and midriffs- bodices yoke, hip yoke, fitted midriff
- Yokes and variations

Module IV

22 Hrs

- Basic skirt and variations – flared skirt, peg skirt, cowls side seam and back
- Princess dresses – joining skirt to the bodice.
- Design and construct a final garment applying draping method
- Collars- Madarin, Convretible and peterpan

REFERENCES:

- “Pattern making for fashion design”, Helen Joseph Armstrong, Harper Collins, LA.
- “Metric Pattern Cutting for Menswear”; Winfred Aldrich, BSP Professional book Oxford.

- “Pattern making and making up-the professional approach”; Marten Shoben and Janet P.Ward, Butterworth Heinman ,Oxford.
- “Modern sizing for womens and childrens”; P.Kunick , Philip Kunik Publication London.
- “Dress Fitting”; Natalie Bray, Black well science Ltd London.
- “Dress Patten Designing” Natalie Bray, Black well science Ltd London

SEMESTER IV
CORE COURSE – FASHION DESIGN AND TECHNOLOGY
PATTERN MANIPULATION [P]

No. of contact hours-72

Objectives

- To teach the students more advanced methods of pattern making.

Module I

15 Hrs

- Darts
- Dart into – pleats, flares, gathers, tuck.
- Darts into style lines –classic and armhole princess line.
- Dart into fullness – blouson, yokes, pleat, tucks.

Module II

18 Hrs

Skirts

- Skirt variations: - A- line flared skirt, Basic flared skirt, one dart skirt, added flare skirt, flared skirt with gathered waist line, Gored skirt- 4 gore and 6gore, Pegged skirt with pleats, Skirt with yoke. Circular skirts: Full circle skirt, Warp skirt with side seam.

Module III

16 Hrs

Pleats

- Types of pleats – knife pleats, box pleats, inverted pleats.
- Types of Godets – Basic Godet, Circular Godet

Module IV

23 Hrs

Collar

- Collar – Basic shirt collar. Flat collars: Peter pan, Sailor, Mandarin collar/

Chinese. Roll collar: Turtle neck.

- Pants: Pants foundation: Culotte, Trouser. Design variations – pleated trouser, baggy pant, pant with flares, shorts- Bermudas.

Prepare a pattern for end semester garment.

The Record should be submitted at the time of External Evaluation.

Suggested Readings:

- Helen Joseph & Armstrong, (1995), Pattern Making For Fashion Design, United States, Prentice Hall Publications.
- Vittorina Rolfo, Ernestine Kopp, Lee Gross & Beatrice Zelin, (1991), Designing Apparel Through the Flat Pattern, New York, Fairchild Books.
- Vittorina Rolfo, Ernestine Kopp, Lee Gross & Beatrice Zelin, (1975), How to Draft Basic Patterns, New York, Fairchild Books.
- John McLoughlin and Dorothy Fairclough, (2012), Garment Technology for Fashion Designers, United States, Wiley-Blackwell Publishers.

SEMESTER –IV
CORE COURSE – FASHION DESIGN AND TECHNOLOGY
ADVANCED ILLUSTRATION (P)

No. of contact hours-72

Objectives:

- To teach the students to explore the components that form the cohesiveness of a collection as well as elements that introduce individual creativity & diversity.
- To familiarize the students to design on full figure croquis to detailed specification drawings with swatches, trimmings & stitch details on the basis of research & innovative experiment on fabric & function for any specialized apparel category.
- To enable the students to work outward from a point of focus or inspiration to develop a complete collection.

Module I 15 Hrs

- Introduction to male figure
- Men's casual /formal wear designs.

Module II 17 Hrs

- Development of kid's figure,
- Kid's play wear/school uniform designs.

Module III 14 Hrs

- Introduction to flat sketches

Module IV 26 Hrs

- Women's wear designs (Formal, Casual & Ethnic with special emphasis on innovative surface ornamentation techniques.)
- Using an inspiration to conceptualize & design a collection.
- Introduction to design development-Inspiration board, mood board, colour board and swatch board.
- Art plates-collection of Croqui /fashion plates

The Record should be submitted at the time of External Evaluation.

Suggested Readings:

- Bina Abbing, (2001), Fashion Rendering with Color, United States, PrenticeHall.
- Bina Abbing, (2008), Fashion Sketch Book, 4th edition, New York, Fairchild Publications Inc.
- Kathryn Mckelvey & Janie Munslow, (2007), Illustrating Fashion, United States, Wiley-Blackwell Publishers

SEMESTER –IV
CORE COURSE – FASHION DESIGN AND TECHNOLOGY
TEXTILE WET PROCESSING (T)

No .of contact Hrs: 48

Objectives:

- To impart knowledge on woven fabrics
- To help students understand fabric formation process

Module I

12Hrs

Production sequence of textile fabrics – flow chart – brief. Fabric Preparation – Singeing, De-sizing, scouring, Bleaching (different methods), mercerizing (different methods), Dyeing – dyes – classification, properties and of dyes, direct, vat, reactive, acid, basic, Vegetable dyes – types and colours commonly used, significance of vegetable dyes Stages of dyeing – fibre, yarn, fabric and garment – process involved, advantages and limitations

Module II

12 Hrs

Methods of dyeing: Batch dyeing – winch, jigger padding, Package dyeing, Combination dyeing, Machines used and process involved Fastness properties of fabric –water, sunlight etc., – water repellent finishes, Soil release finish biological control finishes – moth and mildew control Safety related finishes – flame retardant Environmental problems in the finishing and dyeing Industry. Effluent treatment of water – methods and process involved

Module III

12 Hrs

Printing – Introduction to printing, differences between printing and dyeing, Preparation of fabric for printing – cotton, linen, polyester, wool and silk, Methods of printing preparation of printing paste, selection of thickening agents.

Module IV

12 hrs

Direct printing: Block printing Stencil Printing –, materials used for preparing stencils, process involved and techniques used Screen Printing –Flat screen & Rotary screen Printing, Preparation of screen, print paste, screen printing process, Discharge Printing – chemicals used, process involved Resist Printing, Batik printing wax used, Equipments required, Process sequence and techniques used Tie and Dye, Other Printing Methods: Ink jet printing, Heat transfer printing, photo printing,

Reference:

- Textiles – Ninth edition, Sara J Radolph and Anna L Langford, Prentihall, New Jersey (2002)
- Textile Processing – J L Smith, Abhishek Publications, Chandigarh (2003) Textile Chemistry – Peters R H, Vol I, & II, Textile Institute Manchester (1970)

- Beginners guide to fabric dyeing and printing – Stuart & Robinson, Technical books, London (1982)
- Thickening agents and emulsion thickenings in textile printing – Herbert Barthm, New Delhi (1994)

SEMESTER –IV

CORE COURSE – FASHION DESIGN AND TECHNOLOGY

FABRIC SCIENCE & ANALYSIS (P)

No. of contact Hrs: 18

- **Identification of Textile Fibres**

Testing of Fiber– Cotton, Silk, Wool, Nylon, Polyester, Linen, Rayon, and Jute.

1. Microscopic Method

2. Flame Test

Testing of Yarns & Fabric

1. Count of the Yarn using Wrap Reel

3. Twist of the Yarn using Twist Twister

6. Course length and Loop Length of Knitted Fabric

7. Color Fastness

8. Tests of Fabric Shrinkage

Analyses of Fabric

Plain/twill/satin/honey comb/terry/extra warp

SEMESTER –V
CORE COURSE – FASHION DESIGN AND TECHNOLOGY
APPAREL PRODUCTION (T)

No of contact Hrs: 48

Objectives:

- To introduce various departments of an apparel industry
- To impart skills in apparel production in an Industrial set-up.

Module I

8 Hrs

Introduction to Apparel production, Structures of apparel business, structure of the apparel industry, Global apparel manufacturing, Apparel Manufacturing set-ups as per the Product specification. Sourcing- Introduction to fabric and accessory sourcing, its types.

Module II

12Hrs

Sampling department- importance of sampling department, objectives, types of samples- prototype, fit sample, pp sample, size set, production sample, shipment sample. Technical design reading, Tech pack analysis& objective, creating tech pack.

Cutting department: Machineries, fabric spreading, pattern laying, marker preparation, sorting numbering & bundling, fusing department- methods of fusing, fusing machines

Module III

12Hrs

Production department: selection of production system- progressive bundle system, unit production system, modular manufacturing, piece work. Production planning, Linear manufacturing process. Finishing & pressing department, trimming department, packing department Apparel accessories & components - fasteners, labels, support materials, decorative trims, tapes & packing materials

Module IV

16Hrs

In process quality inspection, objectives methods, advantages, inspection methodology, final inspection, random inspection, general inspection method for shirts trouser and kids-garments. Introduction to export documentation, objectives, terminologies, principle documents, auxiliary documents, risk cover, insurance, ECGC, quality control and pre-shipment inspection, export credit, short, medium, long-term credit, packing credit, negotiation of bills, payment procedures in export trade.

References:

1. Ruth E G, Grace I Kunz Apparel Manufacturing Sewn Product analysis
2. Chutler A J, Introduction to clothing Production Management, Blackwell Science, UK, 1998
3. Harold Carr & Barbara Latham, the Technology of Clothing Manufacture, Oxford Pub. USA, 1994
4. Rajesh Bheda, Managing productivity in the Apparel Industry, CBS pub., New Delhi.

SEMESTER V
CORE COURSE – FASHION DESIGN AND TECHNOLOGY
ADVANCED PATTERN MAKING AND GRADING [P]

No. of contact hours-90

Objectives:

- To provide more advanced and complex concepts to the pattern-making discipline.
- To enable the students to produce marker patterns for any garment.
- To make student proficient at grading the pattern to different sizes using nested grading.
- To teach industrial methods of pattern grading.

Module I

24Hrs

Principle II - Added fullness - Types, methods of identifying added fullness

- Fullness along princess line, Fullness with yoke and neck band, added fullness to a dart leg, gathers on style dart, Added fullness design variation
- Contour guide pattern, Basic Torso Foundation.
- Dress categories: The three basic dress foundation, Princess-line foundation, A- Line princess, Panel dress Foundation, Tent Foundation, and Oversized Dress.
- Hoods & Capes: A- line cape foundation, flared cape foundation, Contoured Hood foundation, loose hood foundation, The Classic Empire, Surplice or Wrap design, Off-shoulder designs, Halter.

Module II

20Hrs.

- Cowls: Front Cowl-High relaxed cowl, mid- depth cowl,
- Back cowl-High back cowl, mid back cowl
- Prepare Pattern for end semester garment.
- Section II-Grading

Module III

26Hrs.

- History of Grading, sizing survey of the market (Anthropometrical Research), body analysis, grading terminology.
- Principles of Grading, Introduction to Nested & Track grade, Grading Applications, Basic Bodice Grading-Back & Front.

Module IV

20 Hrs.

- Grading the Basic sleeve, grading the Basic collar, Grading skirts & Trousers.

Note: The above-mentioned patterns should be done for 2 sizes up to 1 size down. Accuracy of pattern and neatness of execution are of great importance.

The Record and the End semester garment should be submitted at the time of External Evaluation.

Suggested Readings:

- Patrick J. Taylor & Martin Shobhen, (2004), Grading for the fashion Industry: Theory and Practice, London, LCFS Fashion Media Publications.
- Gerry Cooklin,(1991), Pattern Grading For Women's Clothes, United States, Black well Publications.
- Gerry Cooklin,(1992), Pattern Grading For Men's Clothes, United States, Black well Publications.
- Gerry Cooklin,(1991), Pattern Grading For Children's Clothes, United States, Black well Publications.
- Helen Joseph & Armstrong, (1995), Pattern Making For Fashion Design, United States, Prentice Hall Publications.

SEMESTER V
CORE COURSE – FASHION DESIGN AND TECHNOLOGY
COMPUTER GRAPHICS [P]

No. of contact hours-72

Objectives:

- To teach the students graphic software that can prove useful and essential for design needs.

Module I 16 Hrs

Windows Office 2000

- Microsoft Word-Introduction to Microsoft Word, Familiarizing with
- Microsoft Word-Typing, editing & designing the document.

Module II 18 Hrs

- Microsoft PowerPoint-Working in Microsoft PowerPoint, creating a presentation using Auto content wizard, creating presentation using Design Template, Adding animation in slides

Module III 12 Hrs

- Learning the Internet-Internet & its scope, connecting to internet, Opening an Email account, sending & receiving Emails, Browsing the WWW

Module IV 26 Hrs

- Adobe Photoshop: Getting started with Adobe Photoshop, working with Adobe Photoshop to create Mood & Trend Presentation Boards, Creating Textile patterns with Photoshop, creating women's wear, kids wear & men 's wear illustrations using pen tool, creating invitation card, visiting cards and greeting cards.

The Record should be submitted at the time of External Evaluation

Suggested Readings:

- Adobe Systems, (2002), Adobe Photoshop 7, Adobe Press.
- Michelle Perkins, (2006), Beginner's Guide to Adobe Photoshop, United States, Amherst Media.
- Amy Philips, (2015), Photoshop: Absolute Beginner's Guide, Amazon Company, Create Space Independent Publishing Platform.

SEMESTER V
CORE COURSE – FASHION DESIGN AND TECHNOLOGY
THEATRE COSTUME DESIGNING [P]

No. of contact hours-72

Objectives:

- To enable the students to take up costume for the movie, theatre and advertisement industry.
- Prominent costume designers from the movie and theatre industry are invited for providing training for the students.

Module I 15 Hrs

- Introduction to evolution of theatre costumes

Module II 15 Hrs

- Sketch and colour: Costume (male & female), Mask, Footwear's, Accessories and Jewellery of the following theatres - Greek, Egypt, (One each)

Module III 20 Hrs

- Sketch and colour: Costume (male & female), Mask, Footwear's, Accessories and Jewellery of the following theatres - Roman, Chinese, Japanese and 19th century (One each).

Module IV 22 Hrs

- The difference in theatre costume from that of everyday costume/ Fashion costume
- Study and preparation of any one variety of theatre costume with suitable accessories based on a movie or a book.

The Record should be submitted at the time of External Evaluation.

Suggested Readings:

- Bronwyn Cosgrave, (2001), The complete History of costume and Fashion: from Ancient Egypt to the Present Day, New York, Checkmark Books.
- Regine Engelmeier, Peter.W. Engelmeier, Fashion in Film, New York, Prestel Publishings.
- Mary Kid, (1996), Stage costume: Step - By Step: The complete guide to designing and making stage, Betterway Books

SEMESTER V
CORE COURSE – FASHION DESIGN AND TECHNOLOGY
HISTORY OF TEXTILES AND COSTUMES (T)

No. of contact Hrs. 48

Objectives:

- Imparting Knowledge of textiles through the previous centuries to influence the sense of design
- Symbolism of motifs and colours

Module 1 7Hrs.

- Introduction to world textiles and costumes- History, Types, Motifs & Symbols

Module II 10Hrs.

- Pre-historic textiles & costumes- Indus Valley, Egyptian, Mesopotamian, French, Greek, Roman, Japanese & Byzantine

Module III 14Hrs

- Textiles & costumes of Colonial, Victorian, Edwardian Era, WW I & WW II, factors influencing Costume. Change- style, religious, location, climatic period & world affairs.
- Ancient Indian textiles & costumes- vedic, mauryan, kushans, Gupta & Mughal
- French revolution, French costumes- from Renaissance to 20th century

Module IV 17Hrs.

- An overview of textiles – textile design, symbolic motifs of various culture from ancient to modern day- woven Brocades of Banaras, Baluchuri, Chanderi, Tanchoi, Kanjivaram, Himru, Amru, Mashru & Dacca muslin, Dyed- tie & dye, Ikat, double Ikat, Bandini, Printed- block and screen, applied dyed & painted textiles –Kalamkari, Madhubani, Warli.
- A study of regional textiles & costumes of India- north, east, west & south

References:

- Dr.ParulBhatnagar Traditional Indian costumes & textiles, Abhishek Publication.
- Jamila BrijBhusan The Costumes and textiles of India -, Taraporevala- Bombay.
- Jamila BrijBhusan Master piece of Indian jewellery -, Taraporevala- Bombay
- Konemann A history of Fashion in the 20th Century -
- Phyllis Tortora, Keith Eubank Survey of historical costumes, A History of western dress, , Fairchild Publication

SEMESTER V
CORE COURSE – FASHION DESIGN AND TECHNOLOGY
APPAREL PRODUCTION [P]

No. of contact hours-72

Objectives

- To develop the skill of designing fashionable garments.
- To enable the student to execute complete garments.
- To teach various methods by which Indian garments are manufactured.

Module I

6Hrs.

- An introduction to Layout marking, spreading, cutting the fabric and

Finishing- trimming & ironing. Analysis of spec sheet.

Module II

18Hrs

- Stitching of casual shirt Men 's / Women 's using block including development of illustration, flat sketches, technical drawing, spec sheet, component drawing, consumption & calculation of fabric, trims and supporting materials, costing of the product.

Module III

22 Hrs

- Stitching of trouser Men 's / Women 's using block including development of illustration, flat sketches, technical drawing, spec sheet, component drawing, consumption & calculation of fabric, trims and supporting materials, costing of the product

Module IV

26 Hrs

- Stitching of Jacket Men 's / Women 's using block including development of illustration, flat sketches, technical drawing, spec sheet, component drawing, consumption & calculation of fabric, trims and supporting materials, costing of the product
- Construction of Indian garments:
 - SalwarKurtha
 - KalidharKurtha
 - Choli
 - Churidhar.

The Record and the article should be submitted at the time of External Evaluation.

Suggested Readings:

- Reader's Digest, (1997), Complete Guide to Sewing and Knitting, NewYork, Reader's Digest Association.

- Claire Shaeffer, (1997), Sewing for the Apparel Industry, United States, Prentice Hall.
- John Mcloughlin and Dorothy Fairclough, (2012), Garment Technology for Fashion Designers, United States, Wiley-Blackwell Publishers.
- Nurie Relis and Gayle Strauss, (1996), Sewing for Fashion Design, United States, Prentice Hall Publication

SEMESTER V
CORE COURSE – FASHION DESIGN AND TECHNOLOGY
TEXTILE WET PROCESSING (P)

Preparation of samples for Processing

1Desizing

2Scouring

3Bleaching

Dye the given Fabric using suitable dye

1Direct Dye

2Vat Dyes

3Disperse Dyes

4Reactive Dyes

5Acid Dyes

6Basic Dyes

1. Preparation of Sample for Printing

- Cotton
- Polyester
- Silk

2. Create Design with Block Printing – Vegetable / Wooden Blocks

All over Design (single or double colour)

Border Design (single or double colour)

3. Create Design for Chest prints or neck or yoke Designs with Stencil Printing

Single or Double colour

4 Tie and Dye Designs with any of the three following methods

Methods - Pegging & Clipping, Tying, Tritic, Marbling, Knotting, Binging,

Stripes and Checks

- Single colour
- Double colour
- Multi colour

5 Batik Printing

- Single colour
- Double colour
- Crackled effect

6. **Print a design using Screen Printing**

SEMESTER VI
CORE COURSE – FASHION DESIGN AND TECHNOLOGY
FINAL COLLECTION [P]

No. of contact hours – 24

Objectives

- To develop creative designing sensibilities among students for developing ensembles through thematic presentations and interpretations.
- To introduce the students as fashion designers.

Presentation and Evaluation

- Each student will conceptualize and develop a collection of at least five ensembles which demonstrate the student creativity and understanding of the market.
- The collection will be displayed as a fashion show finale.

Submit a record based on the theme and interpretation of the collection at the time of external evaluation.

SEMESTER VI
COMPLEMENTARY COURSE- TEXTILE SCIENCE
COMPUTER AIDED TEXTILE DESIGNING (P)

No. of contact hours – 72

Objectives:

- To teach the students the use of advanced computer aided textile designing and presentation software's.

Module I 12 Hrs.

- Motif design, color reduction and cleaning.

Module II 18Hrs.

- Manipulation of motifs to layouts and patterns.

- Creating designs-traditional, floral, conversational and abstract.

Module III 20Hrs

- Horizontal stripes, vertical stripes and plaids.
- One-way, two-way, half-drop and tossed lay outs.
- Dobby designing – Stripes, Checks, twills, satins and diamond weaves.

Module IV 22Hrs

- Color combinations and color ways.
- Presentation of designs.
- Pattern Preparation – The Basic Pattern Set

1. Basic Front Bodice

2. Basic Back Bodice

3. Basic Sleeve

4. Basic Front Skirt

5. Basic Back Skirt

6. Bib

7. A-Line Frock

8. T-Shirt

Submit a record in the time of external evaluation.

Suggested Readings:

- Renee Weiss Chase, (1996), CAD for Fashion Design, USA, Prentice Hall Publishers.
- Winifred Aldrich, (1994), CAD in Clothing and Textiles 2nd Edition, New Jersey ,Wiley – Blackwell Publishers.
- Alison Beazley and Terry Bond , (2003), Computer-Aided Pattern Design and Product Development, United States, Wiley - Blackwell Publishings.
- Sorabji M. Rutnagur, (2003), The Indian Textile Journal, Vol.114, Boston,Harvard Business Press.
- Clothing and Footwear Institute, (1998), Apparel International: The Journal of the Clothing and Footwear Institute, Great Britain

SEMESTER VI
COMPLEMENTARY COURSE – APPAREL MERCHANDISING
EXPORT MERCHANDISING [T]

No. of contact hours-72

Objectives:

- To develop an understanding of the definition and role of the merchandiser, and merchandising department in the apparel industry.
- Understanding the potential and limitations of textile industry from a fashion designers' point of view.
- Developing the expertise for appropriate selection of fabrics, trims and other materials keeping the design/style/market in perspective.

Module I 12Hrs

· Introduction to merchandising-definition and objectives of merchandising, role of a merchandiser, requirements of a merchandiser, responsibilities of a merchandiser, communication skills-communication with buyer and coordination with different departments of a factory

Module II 20Hrs

· Organizational structure& functions of various departments of a manufacturer Export house

· Buying house-store owned buying house & independent buying house.

· An overview of textile industry

· Different sectors of Indian textile industry-mill sector/organized sector, power loom sector/semi-organized sector, hand loom sector/unorganized sector /cooperatives

Module III 22Hrs

· Forecasting and significance in product planning, sampling, specification sheet, order sheet, line development, lead time , line presentation, minimum length and width. Costing-techniques of costing-forward costing and backward costing, cost control, cost sheet.

Module IV 18Hrs

· Organizing the showroom, showroom vocabulary

· Eco friendly textiles and significance of green labelling

· Quality control of garments

· Care labelling of garments and its types.

· Export, trade procedures & documentation.

· Mode of shipments.

- Transport documents.
- Mode of payment-Letter of Credit & Bill of Exchange.
- Globalization and its impacts on Indian textile industry.

Suggested Readings:

- Brad Jackson, (2001), Management Gurus and Management Fashions, London, Routledge Publications.
- Jeanette Jarnow, (1968), Inside the Fashion Business, New York, Rizzoli International Publications.
- MichealEasey, Thompson, Sharon, Willans and John, (2008), Fashion Marketing, London, Blackwell Scientific Publications.
- Marian H. Jernigan, Easterling, & Cynthia R, (1990), Fashion Merchandising & Marketing, US, Prentice Hall Publications.
- Gary, Pekarsky,Ulasewicz& Connie, (1998), Made in America : The Business of Apparel and Sewn Products Manufacturing, US,Garmento Speak Publications.

SEMESTER VI
CORE COURSE - FASHION DESIGN AND TECHNOLOGY
PORTFOLIO MAKING [P]

No. of contact hours – 72

Objectives:

- The students document all their presentable work done through all semesters and those that portray the student's areas of interest.
- The portfolio can be an effective means of communicating the capacities and capabilities of the students to anyone who seeks their skills and talents.

Presentation & Evaluation

The portfolio should be done using the art software's of which the student has undergone training.

Students should use computer aided backdrops and various innovative layouts.

Appropriate selection of designer display folders & different design options is possible for showcasing their creative works.

Submit the portfolio as a record in the time of external evaluation.

SEMESTER VI
CORE COURSE – FASHION DESIGN AND TECHNOLOGY
ACCESSORY DESIGNING [P]

No. Of contact hours – 72

Objectives

- To teach the students the art of accessory designing so that they can complement their garment designs with appropriate accessories.

Module I 16 Hrs

- An introduction to Fashion Accessories.
- Type of Fashion Accessories: - Jewellery (neck lace, earrings, rings, hair ornaments) hats, belts, bags, footwears and hair accessories.

Module II 17 Hrs

- Designing fashion accessories on the basis of a selective theme: Traditional style, ethnic style, contemporary style, fusion of any above styles.

Module III 18 Hrs

- Material exploration- Develop any accessory from the above mentioned Module.
- Material exploration- Develop a set of Jewellery with any material and a set of eco-friendly material.

Module IV 21 Hrs

- Prepare fashion accessories based on final collection theme.

Submit the above articles during external evaluation along with the record.

Suggested Readings:

- Joan Evans, (1989), History of Jewellery, New York, Dover Publications.
- Steven Thomas, (2012), Drawing Fashion Accessories, London, Laurence King Publishings.
- Leonor D'orey, (1996), Five Centuries of Jewellery: National Museum of Ancient Art, London, Zwemmet Publishers.
- Tracey Tolkien & Henrietta Wilkinson, (1997), A collector's Guide to Costume Jewellery, Canada, Firefly Books Ltd.

SEMESTER VI
CHOICE BASED COURSE I – FASHION DESIGN AND TECHNOLOGY
ENTREPRENEURSHIP DEVELOPMENT& MANAGEMENT [T]

No: of contact hours - 72

Objectives:

- To enable the students to develop entrepreneurial aptitude.
- Analyze the environment related to small scale industry and business.
- Understand the process and procedures of setting up small enterprises.
- Develop Management skills for entrepreneurship development.

Contents

Module I 8 Hrs.

Entrepreneurship - Entrepreneur, Enterprise and Entrepreneurship -meaning, need, transition from income generation to self-employment and entrepreneurship, qualities of a good entrepreneur, problems of entrepreneurs.

Module II 12Hrs.

Factors influencing entrepreneurial development - Economic, Legal, Socioeconomic, Psychological and Environmental factors.

Module III 24Hrs.

Agencies supporting entrepreneurial development programme - SIDC, SSI, SIDECO, DIC, SIDO IDBI, KITCO, EDII and. TIIC. Schemes for assistance- current schemes and programme for individual and group support.

Module IV 26Hrs.

Small scale industries: - Definition, types, procedure for setting a small-scale unit, training facilities for small scale units, problems of small-scale units, steps to overcome problems.6 M's of an industry-Management, money, manpower, materials, machines, marketing

Project identification and classification - Meaning of Projects, Project identification, Project Classification, internal and external constraints, Project objectives. Elements of project formulation. Project proposal - Proposal format and content - steps in its preparation, feasibility, testing, SWOT analysis.

Organization and Management: -Definition and types of organization, Definition, Functions and tools of management, techniques of effective management, energy and time management and its application in garment unit

Related Experience:

Visit to SIDCO, DIC or TIIC.

Case study of an enterprise and two entrepreneurs. Preparation of a project proposal for funding.

Suggested Readings:

- Gupta C. B, and Srinivasan N.P, (2004), Entrepreneurship Development in India, New Delhi, Sultan Chand & Sons.
- Chunawalla S.A, (1991), Sales Management, New Delhi, Himalayan Publishing House.
- Vasant Desai, (2000), Project Management and Entrepreneurship, New Delhi, Himalaya Publishing House.
- David H.Moll, (1999), Entrepreneurship, New Delhi, Prentice Hall of India.

CHOICE BASED COURSE-2 – FASHION DESIGN AND TECHNOLOGY APPAREL MACHINERY AND QUALITY CONTROL [T]

No: of contact hours - 72

Objectives:

- To develop an understanding of the definition latest technological developments in the apparel industry.
- Understanding the quality control parameters of apparel industry.

Contents

Module I 10 Hrs.

- Introduction to quality -Key aspects of quality system, objectives of a quality system, Total Quality Management, Role of ISO in quality assurance.

Module II 18 Hrs.

- Quality control: - principles of quality control -SQC, Quality department, Quality audit, quality monitor, Quality circles, Quality control for exports, operation of quality control systems, design, Standard, levels of standard.

Functions of Quality Assurance department, quality check and final inspection, methods of checking, and consignment at final inspection and measurement tolerances in garments.

Module III 22 Hrs.

- Introduction to Apparel testing and quality control: -
- Apparel testing equipment- GSM, Tensile tester, bursting strength tester, Tearstrength tester, fabric stiffness tester, crock meter, colour matching cabinet.

Module IV

22 Hrs.

- Quality parameters – (Defects found in yarns, grey fabric, dying, printing, bleaching, shearing, mercerization...)
- Components of quality parameters- (Placket, Collar, pocket, vent, Label attachment)
- Terminologies- C.M.T, Defect, Minor Defect, Major Defect, Critical Defect, AQL, 4 point system, DIA, G.S.M, Shrinkage, Breaking strength, Colorbleeding,
- Puckering, Pilling. Pilling resistance, Grain seam, batching up, Color smear, patches
- Technological advancements: -Introduction to CAD & CAM systems, -
- Computer controlled fabric checking machine & laying machines, advanced cutting machines, water jet cutting machines, air jet cutting machines and

Laser cutting machines, computer controlled sewing machines, advanced embroidery & sequence fixing machines.

Suggested Readings:

- Sara J.Kadolf, Quality assurance for Textile and Apparel, New York, Fairchild publications.
- Gerry Cooklin, Steven George Hayes and John McLoughlin, (2006), Introduction to Clothing Manufacture, New Jersey, Wiley-Blackwell.
- Joseph M. Juran and A. Blandon Godfrey, (1999), Juran's Quality Handbook, USA, McGraw Hill Publishers,



UNIVERSITY OF MYSORE

BBA (AIRLINE AND AIRPORT MANAGEMENT) DEGREE

SYLLABUS

NEP 2020

IMPLEMENTED FROM THE

ACADEMIC YEAR 2022-23

(Updated on 2023 -24)

SEMESTER III

SL.NO	Subject Code		Theory	Practical	C1	C2	L	T	P	Total Credit
			C3							
1	AECC6	English III	60	-	20	20	4	-	-	4
2	AECC7	Language III	60	-	20	20	4	-	-	4
3	DSCC6	Airline and Airport Organisations	60	-	20	20	3	1	-	4
4	DSCC7	Airport Operations	60	-	20	20	3	1	-	4
5	OEC3	Open Elective III	60	-	20	20	4	-	-	4
6	SEC4	Introduction to Artificial Intelligence	-	25	10	15	-	2	2	2
7	SEC5	Skill Extension Activity (Airline Baggage Handler)	-	25	10	15	-	2	2	2
		TOTAL CREDIT								24

SEMESTER IV

[illegible]

SEMESTER V

[illegible]

SEMESTER VI

[illegible]

BBA (AIRLINE AND AIRPORT MANAGEMENT)
Course Curriculum
SEMESTER III

LANGUAGE 1– ENGLISH - LISTENING, SPEAKING AND READING

Module 1: Listening

Introduction and definition of listening, Listening vs Hearing, Process of listening, Problems in listening, Sub-skills of listening, Good listening, Strategies of listening, barriers to listening, Listening in the work place, Activities that help to become better listeners.

Module 2: Communication

Verbal and non-verbal communication - Soft skills – Critical thinking and interpretation - Speaking skills - Initiating, responding to and sustaining conversation - turn taking - coherence and cohesion - pauses and fillers - goal setting - time management and problem solving - Using language in contexts - Introducing oneself - Interview skills.

Module 3: Reading and Language Comprehension.

Characteristics of human languages - Evolution of Speech and Writing, Evolution of English as a Global Language - Word formation – Growth of vocabulary – English as Second and Foreign Language, Reading skills, Active and Passive reading, different strategies of reading – scanning, skimming, intensive reading. Difference between reading and listening, barriers to listening.

Module 4: Reading

Introduction, Reading process, Methods to improve reading, Strengthening vocabulary, Previewing, Barriers to reading, Skills for speed reading, Scanning and skimming, Intensive and extensive reading,

English in Situations

Receiving and seeing off a guest - at the hotel and at the restaurant. Introducing oneself and one's friends to others - Inviting someone to an important event - Making a request - Asking for help and refusing help politely - Expressing one's gratitude - Persuading someone to do something – Complimenting and congratulating people - Expressing sympathy - Apologizing Giving a fair warning - Intimating a conversation with a total stranger - Complaining effectively- Making suggestions - Carrying on a telephone conversation.

Reference books:

D'Souza Eunice and Shahani G., *Communication Skills in English*, Noble Publishing
Improve Your Communication Skills –Alan Barker – Kogan Page, London
The Four Skills for Communication –Josh Sreedharan – Foundation Books
Taylor, Grant. English Conversation Practice, McGraw Hill, 1975

SEMESTER III
LANGUAGE II – HINDI

Objectives

- May have knowledge of the contents of primitive poetry
- Learn about contemporary poetry and its techniques.
- Interest in reading poetry and the ability to express social thoughts will improve
- This will help you to understand the basics of Hindi literature and to understand Hindi literature properly

Module 1

POETRY: KAVYA LEHAR – by Dr. V. Baskhar

PRACHEEN KAVITHA

1. MAHATMA SOORDAS- BAAL-LEELA
2. MAHATMA KABER – SAKI
3. KAVIVAR RAHIM – DOHE
4. GOSWAMY TULASIDAS – RAM-VAN-AMAN

Module II

POETRY: KAVYA LEHAR – by Dr. V. Baskhar

AADHUNIKKAVITHA

1. SUMITHRANANDAN PANTH – PARIVARTHAN
2. SURYAKANTH THIRIPATI NIRALA – SANDHAYASUNDARAI
3. HARIVANSRAY BACHCHAN – KOTA SIKKA
4. AGYEYA – ANUBHAV PARIPAKVA

Module III:

ALANKAR:

1. ANUPRAS,
2. YAMAK,
3. SLESH
4. VAKROKTHI,
5. UPAMA,
6. ROOPAK,
7. VIRODHABAS

Module IV

TRANSLATION: ENGLISH-HINDI only

ANUVADH ABHYAS – III (16-30 Lessons only)

Reference Books:

1. Hindi sahithya ka saral ithihaas, by rajnath sharma, vinod pustak mandir, agra-282
2. Kavya Pradeep Rambadri Shukla, Hindi Bhavan, 36, Tagore Town, Allahabad – 211 002.

SEMESTER III

LANGUAGE II – COMMUNICATION IN FRENCH

Objectives:

- To aggrandize terminology pertinent to the hotel domain.
- To get accustomed with restaurant culture.
- To promote employability in the hotel industry.

Module I: Régler la note:

- Pour régler la note
- Pour préparer la note

Module II: Régler la note:

- Présenter la note
- Constater une erreur dans la note

Module III: Régler la note :

- Rectifier la note
- Apprécier le service

Module IV: À l'agence de voyages:

- Se renseigner auprès des agences de voyages
- Proposer un itinéraire
- Visite de Madurai
- Exprimer son étonnement
- Demander des renseignements
- Donner des renseignements

For Internal Assessment only

- Staff at the restaurant
- Wines of France
- France and its cheese

Reference books:

1. Corbeau Sophie et al, Hotellerie-restauration.com, CLE Internationale, Paris, 2013.
2. Chandrasekar Rajeswar et al, A Votre service, Goyal Publishers & Distributors, Delhi, 2011.
3. Gupta Vasanthi et al, Bon Voyage, Goyal Publishers & Distributors, Delhi, 2017.
4. Bhattacharya et al, French for Hotel Management & Tourism Industry, Frank Bros. & Co, Noida, 1995.

SEMESTER III

AIRLINE AND AIRPORT ORGANISATIONS

Objectives:

On successful completion of this course, the students should have understood Terminals, Airport Operators and their functions Duties and responsibilities of ground handling agencies. Documentation related to Airport Management

UNIT – 1

History of Aviation- Development of Air transportation in India-Major players in Airline Industry-SWOT analysis in Airline Industry-Market potential of Indian Airline Industry—Current challenges in Airline Industry-Completion in Airline Industry-IATA & ICAO

UNIT – 2

RAMP SERVICES: GROUND HANDLING AGENCIES AND DOCUMENTS- Aircraft Handling -Catering Planning, Aircraft Fleet and its Maintenance - Ground Handling Agreements - Scheduling and Approvals - Crew Management and Documentation

UNIT – 3

Airport operator - Passengers' Terminal Management: Domestic - Passengers' Terminal Management: International - Cargo Terminal: Domestic and International - Airside Management: Ground and Flight safety

UNIT – 4

International tour and travel management - Tour Operators - Travel Agents and their role - The Hotel Industry - Tourist Attractions: Global and Indian - Handling of Unaccompanied minors and Disabled Passengers-Handling of Stretcher Passengers Airport operations - Airport planning-Operational area and Terminal planning, design, and operation-Airport - operations-Airport functions-Organization structure of Airline and Airports sectorsAirport - authorities-Global and Indian scenario of Airport management – DGCA –AAI

Outcomes:

- Ground Handling Agencies & Documents
- Organisations Involvement
- Handling Agreements & Contracts **Text Books:**

1. Airline & Airport Operations – Edissa Uwayo, Notion Press, 2016.

Reference Books:

1. Networks in Aviation: Strategies & Structures – Philipp Goedeking, Springer Publications, 2014.
2. Airline Organization in the 1980s: An Industry Report on Strategies and Structures for Coping with Change – James J. Lynch, Palgrave Macmillan, 1984.

SEMESTER III

AIRPORT OPERATIONS

UNIT 1:

Green Field Airport, Airport Terminal, Passenger Terminal, Airport Charges, Air certification, Airport facilities for passenger. Hub & Spoke system noise Management.

UNIT 2:

Passenger service and principles of handling, Passenger handling procedure passport, P.O.E. Clearance, Police Clearance – Departure, Arrivals, Transit / Connection, over flow and denied boarding, Embarkation & Disembarkation procedures, No show, go show cancellation, After delays.

UNIT 3:

Baggage Handling – Checked baggage, Free baggage allowance – weight & piece concept, Excess baggage charges, Baggage tracing – type of mishandled baggage Systems for tracing mishandled baggage, Found & unclaimed baggage, property irregularity report.

UNIT 4:

Air Navigation service, Airspace and Air traffic, Service, Navigational aids and communication. Emergency Procedures in Airport, Types of Emergencies, Fully Emergency, Hi – Jack – Bomb threat – Aircraft accident - Airport securities safety Measures.

REFERENCE BOOKS:

1. The Airport Business – Dogains R.
2. Airport Operations – Ashford, Station & More. Cleared for takeoff behind the scene of Air Travel – Barlay.
3. Airport Operations – Norman J Ashford, Atlantic Publishers

OPEN ELECTIVE

SEMESTER III

Introduction to Artificial Intelligence

UNIT 1:

Introduction–Definition – Future of Artificial Intelligence – Characteristics of Intelligent Agents– Typical Intelligent Agents – Problem Solving Approach to Typical AI problems.

UNIT 2:

Problem solving Methods – Search Strategies- Uninformed – Informed – Heuristics – Local Search Algorithms and Optimization Problems -Searching with Partial Observations – Constraint Satisfaction Problems – Constraint Propagation – Backtracking Search – Game Playing – Optimal Decisions in Games – Alpha – Beta Pruning – Stochastic Games

UNIT 3:

Knowledge Representation First Order Predicate Logic – Prolog Programming – Unification – Forward Chaining-Backward Chaining – Resolution – Knowledge Representation – Ontological Engineering-Categories and Objects – Events – Mental Events and Mental Objects – Reasoning Systems for Categories -Reasoning with Default Information

UNIT 4:

Software Agents Architecture for Intelligent Agents – Agent communication – Negotiation and Bargaining–Argumentation among Agents –Trust and Reputation in Multi-agent systems.

ApplicationsAIapplications–LanguageModels–InformationRetrieval-Information Extraction – Natural Language Processing – Machine Translation – Speech Recognition – Robot – Hardware – Perception – Planning – Moving

Reference Books:

1. S.RussellandP.Norvig,"Artificial Intelligence:AModernApproach,Prentice Hall, Third Edition, 2009.
2. ArtificialIntelligence:AModernApproach,4thEdition,StuartRussell,peter Norvig University of California at Berkeley, Pearson education, 2020.
3. I.Bratko,—Prolog:ProgrammingforArtificialIntelligence,FourthEdition, Addison-Wesley Educational Publishers Inc., 2011.

SKILL EXTENSION ACTIVITY
AIRLINE BAGGAGE HANDLER

1. AAS/N0502 Follow safety and security procedures
2. AAS/N0103 Unloading of an aircraft load
3. AAS/N0104 Loading an aircraft load
4. 4. AAS/N0503 Work Effectively in a Team Optional:
5. Operate a vehicle airside

SEMESTER IV

LANGUAGE I - ENGLISH - WRITING AND PRESENTATION SKILLS

Module 1: Functional English Grammar and Comprehension.

Why Grammar should be learned through use - Form class and Function class, Parts of speech, Question tags, Common errors, Effective sentences, Sentences structures, Use of connectives.

Module 2: Summarizing and Paraphrasing.

The Sentence and Its Structure - How to Write Effective Sentences, summarizing techniques, Selection and rejection, Substitution, Outlining and Paraphrasing.

Module 3: Professional Writing.

Resume and C V, Reference and recommendation letter, Employment letters, Online application, Business letters – Parts and layout of business letters.

Module 4: Presentation skills

Elements of presentation strategies, **Do's and Don'ts of presentation, Presentation aids, Verbal and Nonverbal presentation. Report writing. Electronic Devices in Communication.**

e-mail message and telephonic conversation. Use of e-devices in communication - Video conferencing. Translation techniques, Press release - writing of theme for press release. Soft skills.

Reference books:

Sharma R C, and Mohan K, *Business Correspondence and Report Writing*, Tata McGraw Hill, Gartside L, *Model Business Letters*, Pitman,
D'Souza Eunice and Shahani G., *Communication Skills in English*, Noble Publishing

SEMESTER IV

LANGUAGE II – COMMUNICATION IN FRENCH - IV

Objectives

- To expose the learners to different situations of hotel and restaurant culture.
- To acquire practice of comprehension, communication and translation.
- To cultivate the employability skill of the learners.

Module I: À Mahabalipuram:

Exprimer de l'admiration pour quelque chose

Module II: À Mahabalipuram :

Donner des renseignements

Module III: À Agra:

Exprimer de l'admiration pour quelque chose

Module IV: À Agra:

Poser des questions

Donner des informations

À Varanasi:

Demander des renseignements

Donner des renseignements

For Internal Assessment only

French regions and their special dishes.

able etiquette

French breads and pastries.

Reference books :

1. Corbeau Sophie et al, Hotellerie-restauration.com, CLE Internationale, Paris, 2013.
2. Chandrasekar, Rajeswar et al, A Votre service, Goyal Publishers & Distributors, Delhi, 2011.
3. Gupta, Vasanthi et al, Bon Voyage, Goyal Publishers & Distributors, Delhi, 2017.
4. Bhattacharya et al, French for Hotel Management & Tourism Industry, Frank Bros. & Co,

SEMESTER IV
LANGUAGE II - HINDI

Objectives

- Knowledge of contemporary drama contents of Hindi literature
- Learn novels and its techniques. The ability to read novels and express criticism about it and the ability to express social thoughts will improve
- There will also be litigation messages in Hindi and news on speech techniques
- Able to write articles on their own and improve their sophisticated translation skills.

Module I

LETTER WRITING

(Leave Letter, Job Application, Ordering Books, Letter to Publisher, Personal Letter)

CONVERSATION:

(Doctor & Patient, Teacher & Student, Ticket counter & passenger, Two Friends, Booking Clerk & Passenger at Airport, Cabin crew and Passenger)

Module II:

NOVEL: NIRMALA – Premchand

Module III

GENERAL ESSAY: AADARSH NIBANDH

Module IV

TRANSLATION: HINDI-ENGLISH

only ANUVADH ABHYAS – III

(16-30 Lessons only)

Reference Book:

1. Dhuvasaminy –Drama- Jayashankar parsad, 2015, Publisher: dakshin bharath hindi pracharsabha, chennai – 17.
2. Nirmala –Novel- Premchand,2015, Rajkamal Prakashan,1B Nethaji Subash Marg,NewDelhi.
3. Bolchal Ki Hindi Aur Sanchar by Dr. Madhu Dhavan VaniPrakashan,New Delhi.

SEMESTER IV

AIR TRAVEL MANAGEMENT

Objectives:

On successful completion of this course, the students should have understood the nature and types of business organizations Principles & functions of Management Process of decision making.

UNIT – 1

Air Transportation Industry - Land Transportation Industry -Sea Transportation Industry - Multimodal Transportation - Marketing and Marketing mix – Application of Marketing Principles to Airline Management-Airline Business and its Customers – Market segmentation -PESTE Analysis

UNIT – 2

Passport – VISA's - Airlines Ticket or Authorization - Health Documents - Michel Porter's Five Factors and their Application to Airline – Cost leadership –Focus strategies- Airline Business and Market Strategies – Common Mistake-Concept of Product and Relation to Airline – Fleet and schedules Related Product Features-Customer Service and Controlling Product Quality-Air Freight Product

UNIT – 3

Referring the TIM - Passport Requirements: Different Nations - VISA Requirements: Different Nations - Tax, Currency, Customs, Immigration requirements - Referring the OAG - Aircraft Types and Codes - World Terminals -Calculation of Flying time, Ground Time and Elapsed Time.

UNIT – 4

Introduction – Growth of air transport, Airport organization and associations, Classification of airports airfield components, Air traffic Zones and approach areas. Context of Airport system planning – Development of Airport Planning process – Ultimate consumers – Airline decision – Other Airport operations Building Block in Airline Pricing Policy-Uniform and Differential Pricing- The Structure of Air Freight Policy- Distribution Channel Strategies-Travel Agency Distribution System- Selling & Distribution Channel in Air Freight Market- Brand Building Strategies in Airline Industry- Relationship Marketing and Components of Marketing Strategies.

Outcomes:

- Transportation Industry
- Customer Service and Controlling □ System Planning

Text Books:

1. Airline Operations & Management - Gerald N. Cook, Bruce Billig, Routledge, 2017.

Reference Books:

1. Airline Industry: The Official Guide to Airline Management – Elnora Singleton – Routledge, 2015.
2. Travel & Tourism Management – Barkat A.M.A, Prentice Hall India Learning Pvt Ltd, 2015.

SEMESTER IV

TRAVEL AND TOUR AGENCY OPERATIONS

UNIT – 1

Travel agent -Formation- Role and Responsibilities - Travel Agents Body in India – TAAI - Travel Agent and the Airline- Commercial Aviation-Air Taxi Operations-Private Operation- Airport Handling Functions of IATA-ICAO - Aims and Objectives. IATA Geography and Global indicators

UNIT – 2

Tour Operators Role and Responsibilities - Planning Tours and Preparation of Tour Brochures - Operating Conditions for Tour packages and Legal position in case of non-compliance and other reasons - Pricing of Tour packages

UNIT – 3

Airline Operational Management- Domestic- International Departure Formalities,- Security Check- In. Hand Baggage Screening -Personal Frisking- Boarding the Plane, Ground Announcements- Handling of Delayed Flight

UNIT – 4

Tourism Management-Domestic and International Tourism-Discover India-Government Regulations on Tourism Management- Exploring new Destinations-Foreign Currency Earner- Disruptive Flights-Ramp Handling & Ramp Safety- Procedure - Airline Tickets Airlines Terminal Management Aviation Industries terminologies – OAG – Pooling of baggage and Allowances - Weight and piece concept - Legal liability for Passengers and Baggage - Checked and Unchecked International travel documentation - Passports – Visas- Health documentation.

Outcomes:

- Travel Agent Responsibilities
- Itinerary Compilation
- Tourism Management **Text Book:**

1. Travel Agency Operations – A.P. Rastogi, Aman Publications, 2007.

Reference Books:

3. Business of Travel Agency & Tour Operations Management – A.K. Bhatia, Sterling Publishers Pvt Ltd, 2012.
4. Travel Agency & Tour Operation: Concepts & Principles – Jagmohan Negi, KanishkaPublishiners Distributors, 2008.

SEMESTER IV

Airline Marketing Management

Course Outcomes:

- Achieve common strategic objectives, allowing airlines to reduce costs and gain higher market share
- Create an independent airline business entity and allocate financial risks, operational responsibilities, ownership, and rewards to each airline member
- Enrich competitive advantages, share risks and resources, improve product quality and customer services

UNIT 1

Market For Air transport Service - Definition-Marketing Mix-stages in the application of Marketing Principles of Airline Management –successful Airlines –definition of market for Air Transport Services –what business are we in –who is the customer –definitions –apparent and true needs – Industrial Buying Behaviour –customer business Air Travel market –leisure air travel market –Air Freight Market –market segmentation –concept-segmentation variables in the air passenger market customer requirements-demographics and psychographics-the leisure segment of demand –air freight market-differences between the passenger and air freight markets. Marketing Strategy: PESTE analysis: political factors –economic factors –social factors – technological factors – environmental factors –introduction of Airline Business and Marketing Strategies –Porters Five Forces and their application to the Airline Industry – strategic families – differentiation airlines –the future –focus strategies –Airline Business and marketing strategies – common mistakes

UNIT 2

Product Analysis-What is product-theory of product analysis and its application to the Airline Industry –fleet and schedules –related product features –customer service –related product features –controlling product quality –introduction of Pricing and revenue management – building blocks in airline pricing policy –uniform and differential pricing –the structures of air freight pricingDistribution Of Product And Brand Relationship-Distribution channel strategies –The Travel Agency Distribution system –Global Distribution System (GDS) –Distribution Channels in the Air Freight market –Brands and Commodities –Brand –Building in the Airline Industry –Brand Strategies

UNIT 3

Promotion Marketing-Fundamentals of relationship marketing –components of a relationship marketing strategy –frequent flyer programmes –the anatomy of a sale –sales planning –marketing communication techniques –airline advertising –selling in the air freight market –glossary of aviation terms and marketing terms.

UNIT 4

The regulatory framework of Air Transport-Economic characteristics of the Airline Industry Benefits of scale, scope and density in Air Transport-Types of Alliances between Airlines Current Airline Alliance group-Cases of failed Airline Alliances-A Historical glimpse at Alliances objectives-Reasons for Airlines building Alliances-Objectives of Alliances-Introduction Marketing-driven objectives for alliances-Turbulence in marketing channels-Changes to airline marketing, Determinants of alliance image-Benefit challenges and cost of alliance brand association-Marketing and information. Performance measurement in airlines-Measuring the performance impact of alliance-Time continuum in performance assessment-Traffic and revenue enhancement-Cost Productivity-Profitability.

Text Book:

1. Airline Marketing and Management-Stephen Shaw –Ashgate Publishing Limited
2. Managing Strategic Airline Alliances-Birgit Kleymann & Hannu Seristo-Ashgate Publishing Limited

Reference Book:

1. Marketing Management –Philip Kotler-Pearson Education
 2. Marketing Management –Ramaswamy & Namakumari –MacMillan
 3. Global Marketing Management –Warren J. Keegan –P.H.I
 4. Strategic Management –An Integrated Approach –Hill Jones –(Dreamtech Bictantia)
 5. Strategic Management Concept & Cases –Thomson & Strictland –Tata McGraw Hill
- Cases in Strategic Management –S.B. Budhiraja & M.B. Athreya –Tata McGraw Hill.

SEMESTER IV

PASSANGER HANDLING

Learning Outcome:

Upon completing this course, you will have the skills to:

- Understand how airlines and airports operate in relation to the provision of passenger services
- Learn about passenger and baggage check-in and boarding procedures, including passengers with special needs
- Interpret the respective regulatory requirements related to passenger and baggage transport
- Understand how computer reservations and departure control systems operate
- Ensure safe and secure passenger and baggage transport
- Provide superior customer service in a demanding customer facing environment
- Learn about the latest technological innovations in passenger services
- Add value to existing and future employers looking to hire and retain knowledgeable and high performing personnel

Course content

The key topics that are covered during this course include:

- Introduction to airport and airline operations
- Computer Reservations (CRS) and Departure Control Systems (DCS) functions
- Passenger and Baggage check-in procedures (airport and off-site)
- Conditions of passenger and baggage carriage, boarding procedures and flight close-out messaging
- Dangerous Goods regulations awareness for passenger service agents
- Managing passenger interactions
- Aviation security procedures for passenger and baggage transport
- Enhanced passenger facilitation, latest innovations and career opportunities

SEMESTER IV

CONSTITUTION OF INDIA

Constitution of India (T)

UNIT 1: Constitution – Structure and Principles Meaning and importance of Constitution - Making of Indian Constitution – Sources - Salient features of Indian Constitution

UNIT 2: Fundamental Rights and Directive Principles - Fundamental Rights -Fundamental Duties 2.3: Directive Principles

UNIT 3: Government of the Union - President of India – Election and Powers - Prime Minister and Council of Ministers - Lok Sabha – Composition and Powers -Rajya Sabha – Composition and Powers

UNIT 4: Government of the States - Governor – Powers - Chief Minister and Council of Ministers- Legislative Assembly – Composition and powers - Legislative Council – Composition and powers.

The Judiciary - Features of judicial system in India-Supreme Court –Structure and jurisdiction 5.3: High Court – Structure and jurisdiction - Administrative organization and constitution -Federalism in India – Features - Local Government -Panchayats –Powers and functions; 73rd and 74th amendments 6.3: Election Commission – Organization and functions- Citizen oriented measures – RTI and PIL – Provisions and significance

Reference Books:

1. Durga Das Basu, Introduction to the Constitution of India, Gurgaon; LexisNexis, 2018 (23rd edn.)
2. M.V.Pylee, India's Constitution, New Delhi; S. Chand Pub., 2017 (16th edn.)
3. J.N. Pandey, The Constitutional Law of India, Allahabad; Central Law Agency, 2018 (55th edn.)
4. Constitution of India (Full Text), India.gov.in. National Portal of India, https://www.india.gov.in/sites/upload_files/npi/files/coi_part_full.pdf
5. Durga Das Basu, Bharatada Samvidhana Parichaya, Gurgaon; LexisNexis Butterworths Wadhwa, 2015
6. Kb Merunandan, Bharatada Samvidhana Ondu Parichaya, Bangalore, Meragu

SEMESTER IV
SKILL EXTENTION ACTIVITY IV
Airport Unit Load Device (ULD) Staff

Role Description: Airport Unit Load Device (ULD) Staff expedites and routes movement of incoming and outgoing cargo and freight shipment in and around the airport premises. He will also maintain and control stock availability of ULD's for airline network stations to move cargo and baggage in a safe cost-effective manner.

Option 1. Airside Vehicle Operator

The Airside Vehicle Operator safely drives the vehicle on the airfield in a controlled manner, following airside markings and driving regulations which also involves preparing the vehicle for use on the airside, maintaining procedures/ practices which contribute to the safety of airside traffic and complying with airside accident and hazards & emergency procedures.

Applicable National Occupational Standards (NOS)

Compulsory:

1. AAS/N0502 Follow safety and security procedures
2. AAS/N4301 Perform air cargo tracking and Unit Load Device (ULD) checks
3. AAS/N0503 Work Effectively in a Team

Options (not mandatory)

Option 1: AAS/Q0702 Operate a vehicle airside (Airside Vehicle Operator)

SEMESTER V

Regulations in Airline Industry

UNIT 1

Civil Aviation Regulations Authorities DGCA; Introduction to Directorate General of Civil Aviation, DGCA functions, DGCA Organization, DGCA as Regulatory Authority

UNIT 2

National Legislation: Aircraft Act 1934, The Aircraft Rules 1937, Flight Rules, Types of Flight Rules, The AAI Act 1994, The Carriage by Air Act 1962 (CAA), Aircraft Rules 2003 (Carriage of Dangerous Goods), The Suppression of Unlawful Acts against Safety of Civil Aviation Act 1982.

UNIT 3

National Legislation:

The Air corporations Act, 1953 (27 of 1953), The Air Corporations (Transfer of Undertakings and Repeal) Ordinance, 1994 (4 of 1994), The Air Corporations (Transfer of Undertakings and Repeal) Act, 1994 (13 of 1994), The International Airports Authority of India act, 1971 (43 of 1971), The National Airports Authority of India, 1985 (64 of 1985), The Airports Authority of India Act 1994 (55 of 1994), The Carriage by Air Act, 1972 (69 of 1972), The Tokyo Convention Act, 1975 (20 of 1975), The Anti-hijacking Act, 1982 (65 of 1975), The suppression of unlawful acts against safety of Civil Aviation Act, 1982 (66 of 1982).

UNIT 4

Civil Aviation Requirements (CAR)

Section 1-General, Section 2- Airworthiness, Section 3-Air Transport, Section 4-Aerodrome standards and Air Traffic Service, Section 5-Air Safety, Section 6-Design standards and type certification, Section 7-Flight crew standards, training and licensing, Section 8-Aircraft operations

Reference books

1. Aircraft Manual, C.A.R. Sec. II (2010)
2. Foundations of Aviation Law, Daniel S.Riley and Michael W.Pearson, Routledge (2015)
3. Aviation Law, Paul B.Larsen, Joseph Sweeney and John Gillick, Brill - Nijhoff, (2006)
4. Aviation Law and Drones, David Hodgkinson and Rebecca Johnston, Routledge, 1 edition (2018)

SEMESTER V

Airline Marketing Strategic Airline Alliances

Course Outcome:

To enable the students to learn the basic of marketing mainly useful in airline sector by knowing product analysis, branding, promotion etc and to understand the strategic airline alliances.

UNIT 1:

Introduction to Marketing Strategy- Market for Air Transport Service, Definition, Marketing Mix, stages in the application of Marketing, Air Freight Market, market segmentation, concept, segmentation variables in the air passenger market, customer requirements, demographics and psychographics, the leisure segment of demand, air freight market, differences between the passenger and air freight markets. Marketing Strategy: PESTE analysis : political factors – economic factors – social factors – technological factors – environmental factors, introduction of Airline Business and Marketing Strategies, Porters Five Forces and their application to the Airline Industry, strategic families, differentiation airlines, the future, focus strategies

UNIT 2:

Product Analysis and Branding- Theory of product analysis and its application to the Airline Industry, fleet and schedules, related product features, customer service, controlling product quality, introduction of Pricing and revenue management, building blocks in airline pricing policy, uniform and differential pricing, the structures of air freight pricing, Distribution Of Product And Brand Relationship Distribution channel strategies, The Travel Agency Distribution system, Global Distribution (GDS), Distribution Channels in the Air Freight market, Brands and Commodities, Brand, Building in the Airline Industry, Brand Strategies

UNIT 3:

Promotion Marketing-Marketing Fundamentals of relationship marketing, components of a relationship marketing strategy, frequent flyer programs, the anatomy of a sale, sales planning, marketing communication techniques, airline advertising, selling in the air freight market, glossary of aviation terms and marketing terms.

UNIT 4:

Alliances-The regulatory framework of Air Transport, Economic characteristics of the Airline Industry, Benefits of scale, scope and density in Air Transport, types of Alliances between Airlines, Current Airline Alliance group, Cases of failed Airline Alliances, reasons for Airlines building Alliances, Objectives of Alliances, Introduction, Marketing-driven objectives for alliance, Turbulence in marketing channel, Changes to airline marketing Performance evaluation Introduction, Sources of financial benefits, Labour cost reduction, Cost reduction in sourcing, marking financial benefits, Success drivers in airline business, Premises and objectives, Finding suitable partners, governance structure, degree of integration and trust, Organization commitment, Ensuring flow of information, Performance evaluation, Managing cultural differences.

Reference books

1. Marketing Management, Philip Kotler, Pearson Education, 15th edition, (2016)
2. Global Marketing Management, Warren J. Keegan, P.H.I., 10th edition (2017)
3. Strategic Management –An Integrated Approach, Hill Jones, Cengage India; 9th edition (2016)

SEMESTER V

Airlines Hospitality & Catering

Course Outcomes: 1.

- Acquiring the knowledge of hospitality management to the clients of Airline Industry
- Provide a brief overview of flight catering
- Identify the periods of crucial development concerning the industry

UNIT 1

BEHAVIORAL TRAITS: Introduction to Behavioural Sciences, Stress Management, Positive Attitude, Etiquette and Manners, Understandings Emotions, Self Confidence. Pre Flight Services: Checking, Receiving and Greeting Passengers on Board, Offering Help White Boarding, Counting Passengers on Board, Functions before Closing the Door, Other Functions Performed before the Flight Take off.

UNIT 2

In Flight Services: Types of In- Flight Duties, Duties and Responsibilities of an Air- Hostess, Customer Services and Passenger Handling, Passenger Handling Terms, Dealing with Complaints, Suggestions and Problems of the Passengers, Dealing with the Passengers Creating Nuisance, Management of Children, Aged and Sick Passengers, Different Types of In-Flight Announcements. Pre-Landing Duties, Functions after Touch Down, Dis- Embarking Functions. In-Flight Food, InFlight Entertainment. Introduction - History of Airlines Catering - Impact of Mass Tourism - The effect of Globalization - Air Travel Segment

UNIT 3

The Airlines-provider interface - Flow of Information from airlines - Service and Product specification - Product specification - Packaging and labelling - Role of food and drink manufacturer - Purchasing and sourcing of flight consumable - Information flow from passengers - Production Planning - Design of food production system & workflow - Production planning - The planning process - Planning overall production control - Food production-The manufacturing process - Manufacturing strategy - Product menu development - Menu cycle - Liaisons with food supplier - Suppliers' Audit

UNIT 4

In-flight service policy - Inflight service procedure First class meal service Business class meal service Economy class meal service - No frill services - In-flight service customer feedback - Offloading and recycling – Introduction – Transportation – Bins - Trough conveyor - Vacuum

Reference Books:

1. Walker John R, “Introduction to Hospitality Management,” Pearson Educational Publishers, India.
2. Evans, Dylan; “Emotions; A Very Short Introduction’, Oxford University Press. Rosemary Lucas,” Employment Relations in the Hospitality and Tourism Industries Routledge

SEMESTER V

MANAGEMENT INFORMATION SYSTEM

Objective:

On successful completion of this course, the students should have understood Computer based information system MIS support for the functions of management

UNIT 1

Introduction to Information Systems - definition - features - steps in implementation of MIS - need for information-information system for decision making- MIS as competitive advantages – MIS structures.

UNIT 2

MIS - Strategic information system - MIS support for planning - organising - controlling - MIS for specific functions - personnel, finance, marketing inventory production Data Base Management System Models - hierarchical -network - relational - modular.

UNIT 3

Computer Hardware - Description of electronic computers – CPU operations - Classification of computers - main - mini - workstations - micro computers - Super computers – personal computers. Computer Software -types of software - data representation in computers - Introduction to clientserver.

UNIT 4

Input devices - mouse - touch screens - MICR - OCR - keyboard - pen based Input - digital scanners - voice input devices - sensors. Output devices - impact printers - non-impact printers - video display terminals - plotters - voice output devices. Secondary storage devices - magnetic disk, floppy, magnetic tape, optical disk storage - CDROM. Telecommunication revolution - Introduction to Email, internet, intranet and teleconferencing, www architecture, Introduction to E-Commerce, models B_B, B_C, and EDI, EDI applications in business, electronic payment cash, smart cards, and credit cards.

Reference Books:

1. Management Information System - Murdick and Ross
2. Management Information System- A contemporary perspective - Kenneth Laudon & Jane Laudon
3. Management Information System - Gordon B Davis
4. Management Information System - James O brien
5. Computer applications in business – Subramanian K

SEMESTER V

AIRLINE FINANCE AND INSURANCE

Course Outcomes:

- Appraise the industry. General financial status of the aviation
- Distinguish the types of financing model for aircraft Acquisition and the key factors affecting the airline financial standing.
- Evaluate the future trends of industry directions through industry and data analysis from key forecast organization and external shock factors that threaten the industry's profitability.
- Appraise the industrial trends and situations for Business forecasting and decision making.

UNIT 1

Airline finance–Introduction – Airline Finance – Need &Importance –World Airline financial results – Factors affecting financial results–Asset Utilization–Key Financial issues Airline financial ratio–Performance Earnings Ratio–Risk solvency ratio Liquidity Ratio–Stock Market Ratios–inter –Airline comparison of financial ratio

UNIT 2

Airline Valuations & Source of finance – The valuation of tangible and intangible assets–The valuation of the Airline as a whole Rating agency–Sources of internal and external finance–Institutions involved in Airline Finance book profit and Term Loan payment, manufacturer 's prepayment

UNIT 3

Aircraft Leasing & Finance - Finance Lease –Meaning, Objectives, Different type of leasing, major differences between Wet, Sale and Operating lease. Securitization of Aircraft–Meaning, Purpose and advantages, Airline traffic and financial forecasts Airline capital expenditure projections and airline financial requirement forecasts.

UNIT 4

Principles of Insurance& Risk Management - History of Aviation insurance –Basic Principles of Insurance –Basic Terminologies in General Insurance. Insurers –Risk &Insurance –Risk Management Aviation Insurance Aircraft hull and liability insurance–Sample policy and endorsement– Airport premise liability and other aviation coverage. Under writing and pricing aviation risk–Aviation business property insurance and transport insurance

Text Books:

1. Peter.S. Morrel, —Airline Finance, Ashgate
2. M.N. Mishra: Insurance principles and practices

References:

1. P. Periyasamy : Principles and Practices of Insurance
2. Gail F Butler & Martin R Keller, — Airline Finance, Mc Graw Hill
3. Alexander. T. Wells & Bruce. D, —Aviation Insurance and Risk Management, Krieger
4. Vera Foster Rollo, —Aviation Insurance, Maryland Historical.

SEMESTER VI

AIR TICKETING AND FARE CONSTRUCTION

Unit 1: AIR TRANSPORT: Airlines Abbreviations, Codes and Definitions, Aircraft and in – flight services, Airport facilities and special passengers, Automation, Baggage, International-Regulations.

Unit 2: AIRFARES & TICKETING – I: Arrangement of the Tariff Manuals, Terms and Definitions, Published Fares, Currency Regulations, Round and Circle Trip fares, Journeys indifferent classes, Special fares, Discounted fares, Taxes, Ticketing instructions, BSP Procedures, Stock Control and Security of accountable documents

Unit 3: AIRFARES & TICKETING – II: Review of basic Fare Construction Principles, The mileage system, Lowest combination principle, Around the World Fares, “Open Jaw” Journeys, Re – routings, Collection of Fares

Unit 4: TOUR PROGRAMMES: Terms and abbreviations, Types of Tours, How and why tours are produced, Items included in a tour brochure, Booking Conditions, Reservation Procedures TRAVEL FORMALITIES: The Passport, Health Certificates, Taxes, Customs and Currency, Travel Insurance, General preventive measures, The Travel Information Manual (TIM), Consequence of Negligence.

Reference Books:

1. Guides to IATA/UFTAA Training Courses and journals published by International Air Transport Association and Universal Federation of Travel Agent Association
2. Jagmohan Negi – Air Travel Ticketing and Fare Construction, Kanishka Publishers, New Delhi, 2004
3. Jagmohan Negi – International Tourism and Travel, S. Chand & Company Ltd, New Delhi, 2004
4. Mohinder Chand – Travel Agency Management – An Introductory Text, 2nd Revised and Enlarged Edition, Anmol Publications Pvt Ltd, New Delhi.
5. <http://www.iata.org/training/subject-areas/Pages/fares-ticketing-courses.aspx>
6. <https://www.amazon.in/Air-Fares-Ticketing-Doris-Davidoff/dp/0133244849>

Air Cargo Management and Logistics

Course outcome:

The learner will be able to understand the fundamentals of air freight and cargo management.

Methodology:

Lectures/tutorials/laboratorywork/fieldwork/outreachactivities/projectwork/vocationaltrainin
g/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a
combination of some of these. Sessions shall be interactive in nature to enable peer group
learning

UNIT1: Introduction

Growthanddevelopmentofairtransportindustryandfreightindustry.Relevanceandimportanceofcargo industry,
General Introduction to Cargo Agency. Freedoms of air, Bermuda convention, Chicago Convention,
Warsaw Convention.

UNIT2:

Role of International Bodies in Cargo Regulations Role of International Bodies in regulation of Air Cargo-
ICAO, IATA, FIATA, DGCA; -

Organizational structure and functions, the Air Cargo Agency, the IATA Cargo Agent, duties and functions.

UNIT3: Cargo Management Systems

World Geography, time differences, Currency conversions and regulations. Use of OAG Cargo guides,
IATA Codes. Air Cargotariff and charges, the Airway bill, General cargo rates and Specific Cargo rates –
Cargo Systems - Air craft cargo configuration, Capacity familiarization, Limitations of weight and special
loads-Packaging, marking and labelling of consignment, Acceptance of cargo, introduction of airwaybill-
Dangerous goods handling.

UNIT4: Rate and Tariff Structures for Cargo Services

Introduction cargo rates and tariff, Introduction to G.C.R., S.C.R, C.C. R, ADDON and L C P rate structures
– Calculation and Quotation

Suggested Readings:

1. Michael, Sale. 'TheAirLogisticsHandbook: Air FreightandtheGlobalSupplyChain'. (Latestedition), Routledge, London
2. Merket, R. 'AirCargoandLogistics'. (Latest edition), Imprint AcademicPress, London
3. Allanz, Camille. 'HistoryofAirCargoandAirmailfromthe18thCentury'. (Latestedition), Christopher FoylePublishing, USA.
4. OAG, Airlines timetable. (Latestonlineedition), ITDI, Montreal.
5. OAG Cargo guide. (Latestonlineedition), ITDI, Montreal.
6. CargoTariff books of airlines. (Latest on line edition), ITDI, Montreal.

SEMESTER VI

INTERNATIONAL LAW

Unit1: Introduction–Evolution of international Law-Sources, Treaties, Customs, General Principles of Law, Judicial decisions and opinion of the publicists- other sources of law, law making through international organization-codification and progressive development– Role of International Law Commission.

Unit 2 : Relationship between international law and municipal law – Application of international law in the municipal sphere-Application in the national sphere- Customary laws and treaties with special reference to India-Influence of international law on in the World Court and other tribunals.

Unit3: Jurisdiction of State-Nationality, its acquisition, loss and proof- Double nationality and statelessness- Criminal jurisdiction – Basis of criminal jurisdiction – International Criminal law and International Criminal Tribunals- Aliens- Acquired rights of aliens- Sovereign immunity – Immunity of States- Immunity of State Organs and Property - State Responsibility – General Principles- Immutability-Responsibility for injuries to aliens- Procedural enforcement of claims, espousal and nationality of claims, and exhaustion of local remedies.

Unit 4: International Environmental Law- Introduction – Development of international environmental law- General Principles – Regulation of trans boundary air pollution- Protection of ozone layer- Global warming and climate change-International rivers and lakes Protection of wild life and terrestrial resources– Conservation of Biological Diversity and its Convention.

Reference Books:

1. Oppenheim–International Law Vol. I– Law of peace
2. O’Connell– International Law Vols. I&II
3. Brierly– The Law of Nations
4. Sorensen–A Manual of Public International Law
5. Brownlie–Principles of International Law
6. Harries, D.J–Cases and Materials on International Law
7. Green T.H.–International Law through Cases.
8. Hung M. Kindred (ed)–International Law

SEMESTER VI

AVIATION LAW & MANAGEMENT

Unit 1: Aviation organizations – International Civil Aviation Organization (ICAO) Aeropol Aviation Services corporation, aviation management consulting group, international association of Airport executives (ACL, IATA, CANSO).

Unit 2: Role & functions of civil Aviation Authorities CAA organization, International relations, Indian scenario -Ministry of Civil aviation, Director General of Civil Aviation (DGCA), Airports Authority of India, Director of Air worthiness, Airport Economic Regulatory Authority (AERA)

Unit 3: The Chicago convention, 1944 freedom and sovereignty, scheduled and non-scheduled air traffic, airline cooperation – code sharing, pooling: airports, measures to facilitate air navigation, liability of carrier under Warsaw system. Warsaw convention, applicability, documents of carriage, liability of carrier, unlimited liability, delay, damage and compensation, Montreal convention 1999.

Unit 4: National convention – Civil Aviation Requirement (CARs) section I to II (brief introduction) Aircraft (security) rules, 2011, 2003 carriage of dangerous goods, aircraft (investigation of accidents and incidents), rules 2012

REFERENCEBOOKS:

1. Aviationlaw– PhilipH
2. Tourisom:The InternationalBusiness–MillRC
3. AirlineManagement–PageSJ

(Industrial Visit)

Major Project/ VIVA

OPEN ELECTIVE: