

Tel.No.: 2419700/2419567

Fax: 0821-2419363/2419301

Email: registrar@uni-mysore.ac.in

www.uni-mysore.ac.in

UNIVERSITY OF MYSORE

Estd.1916

Vishwavidyanilaya Karyasoudha
Crawford Hall, Mysore 570 005

(Re-accredited by NAAC at "A" Grade with a CGPA of 3.47)

(NIRF-2020 Ranked 27 in University Category & 47 in Overall Category)

No.: PMEB/AC10/758/2019-20/543

Date: 23-07-2020.

NOTIFICATION

Sub: Introduction of **BBA Aviation, Hospitality and Tourism** Program
under specialized programme from the academic year 2019-20- Reg.

Ref: 1. Decision of the BOS Meeting held on 21-11-2019.

2. Decision of the Faculty of Commerce meeting held on 20.02.2020.

3. Decision of the Academic Council meeting held on 18-06-2020.

The Board of Studies in **B.Sc. Aviation and BBA Aviation, Hospitality and Tourism(UG)** which met on **21.11.2019** has recommended to introduce **BBA(Aviation, Hospitality and Tourism)** Program in University of Mysore under specialized/specified program and the Regulations, Syllabus and Scheme of Examination was approved, from the academic year 2019-20.

The Faculty of Commerce and the Academic Council at their meetings held on 20-02-2020 and 18-06-2020 respectively, have also approved the above said proposal and the same is hereby notified.

The Regulations, Syllabus of **BBA Aviation, Hospitality and Tourism** Program is annexed. The contents may be downloaded from the University website www.uni-mysore.ac.in.

To:

1. The Registrar(Evaluation), University of Mysore, Mysuru.
2. The Dean, Faculty of Commerce, DoS in Business Administration, MGM.
3. The President, Maharaja Aviation Academy, K.R.Mills, Belavadi, Srirangapatna Tq. Mandya Dist.
4. The Deputy Registrar/ Asst. Registrar/ Superintendent, Examination Branch, UOM, Mysuru.
5. The Special Officer to Hon'ble Vice-Chancellor, University of Mysore, Mysuru.
6. The PA to Vice-Chancellor/Registrar/Registrar(Evaluation), University of Mysore, Mysuru.
7. Office Copy.


REGISTRAR
REGISTRAR
University of Mysore
MYSURU - 570 005

UNIVERSITY OF MYSORE



Proposed Regulation for Six Semester Programme of
BBA (Aviation, Hospitality and Tourism) six semester herein after referred to as BBA (AHT)

Regulations – 2019

1.0 NAME OF THE PROGRAMME AND DURATIONS OF THE COURSE:

BBA (Aviation, Hospitality and Tourism) (six semesters)

NOTE :

1. These regulations are applicable to students taking admission to first semester and Lateral Entry to third semester BBA (Aviation, Hospitality & Tourism) for Academic year 2019-20
2. Each semester shall extend over a minimum period of SIXTEEN weeks teaching duration.

2.0 ELIGIBILITY FOR ADMISSION

A Candidate who has passed the two year pre-university examination conducted by the pre-university board of education in the state of Karnataka or any other examination considered equivalent there to by the university of Mysore, Mysore is eligible for admission to the First semester of the programme.

2.1 Lateral Entry: Third semester

Eligibility: One year certificate or Diploma / in Hotel Management/ Hospitality Management/ Tourism Management/ Aviation Management.

3.0 ADMISSION PROCEDURE

3.1 At the time of admission all documents in original in support of the claims made in the application have to be produced.

3.2 All decisions taken by the University of Mysore, Mysore with regard to the course and any other matter not mentioned here are final and the candidates are bound to abide by them.

4.0 SCHEME OF INSTRUCTIONS

4.1 Every course offered may have three components. Lecture (L), Tutorial (T) and practical (p). Tutorial session consists of participatory discussion / self study/ desk work / brief seminar presentations by students and such other novel methods.

4.2 One hour of lecture is equal to one credit and two hours of tutorials / practicals is equal to one credit.

5.0 SCHEME OF EXAMINATION AND EVALUATION:

There shall be University Examination at the end of each semester for maximum marks of 80 marks for theory examination and the continues Assessment will be for 20 marks.

In case of courses less than 3 credits, C3 (Semester End Examination) will be for 40 marks and continues Assessment is for 10 marks.

All course of this program except courses that are common to all other graduate programme of the University of Mysore shall be set/valued/ reviewed by BoE of BBA (Aviation, Hospitality and Tourism), for a maximum of 80 marks. The pattern of question paper will be as follows.

Part --A: Answer any two out of four questions.	2*15=30
Part--B: Answer any three out of five questions.	3*10=30
Part--C: Answer any four out of six questions.	4*05=20
TOTAL	80

Evaluation of each course is divided into continuous Assessment (CA) and C3 (Semester End Examination) with marks allocated as shown in the table.

Scheme of Assessment

Course type	C1	C2 (including ABFR)	C3		Total
	Marks	Marks	Marks Duration	(Hrs)	
DSC	10	10	80	3	100
DSE	10	10	80	3	100
SEC	10	10	80	3	100
Project work	30	30	40	3	100
AECC	10	10	80	3	100

Continues Assessment will be carried out in two stages: One, after eight weeks of instructions designated as C1, C2 is the preparation of Activity Based Field Report. In each semester, students shall carry out field, factory visits and collect data (primary/secondary) on an activity pertaining to the subject in consultation with the concerned teacher called Activity Based Field Report (ABFR). The ABFR shall be submitted before the sixteenth week of the semester to the concerned teacher, who in turn will evaluate and submit the marks list along with C1 and C2 marks. The end of term examination designated as C3.

Continuous assessment may be through Activity Based Field Report, announced and surprise tests, term papers/seminars/ quizzes/ case discussions, viva and practical.

The breakup of marks will be as follows:

a. C1(Covering the first half of the syllabus)	-10 Marks
b. C2 (Covering the second half of the syllabus & ABFR)	-10 Marks
c. C2 (Covering Entire syllabus)	-80 Marks
TOTAL	=100 Marks

In case of Lateral Entry of the programme students will not be exempted from credits requirement of Ist&IIndsemester,so students will be required to appear for the exams alongwith the third semester.

Evaluation of project Report

Evaluation of project Report is for 100 marks divided into three components

a. C1 (Finalization & Preparation of Synopsis)	-30 Marks
b. C2 (Submission of detailed work dairy)	-30 Marks
c. C3 (Final project Report)	-40 Marks

6.0 ATTENDANCE

6.1 Only those students, who have at least 75 % attendance in a course, shall be permitted to take C3 examination for that course.

6.2 A candidate who fails to satisfy the requirement of attendance in a course shall re-join the same course by obtaining prior permission from University.

7.0 MEDIUM OF INSTRUCTION:

The medium of instruction shall be English, However, a candidate may write examination in Kannada.

8.0 BOARD OF EXAMINERS:

8.1 There shall be a Board of Examination for scrutinizing and approving the question papers and scheme of valuation constituted by the university.

8.2 There will be single valuation for all the papers.

8.3 Question paper pattern will be

- Part --A: Answer any two out of four questions. 2*15=30
- Part--B: Answer any three out of five questions. 3*10=30
- Part--C: Answer any four out of six questions. 4*05=20

TOTAL 80

9.0 PASSING CRITERIA:

9.1 A student is considered to have passed the course, only on securing a minimum of 40% from C1, C2 AND C3 put together.

9.2 A students can take C3 exam irrespective of the marks secured in C1 and C2 of a particular course.

9.3 In case a student secures less than 30% in C3 or absents for C3, the student is said t have not completed the course. The student shall complete the course by re-appearing only for C3 component of that course when university conducts the examination. The student carries the marks already awarded in C1 and C2.

9.4 Om successful completion of UG Program, a final grade card consisting of grade of all courses successfully completed by the student will be issued by the University.

10.0 ANY OTHER ISSUE NOT ENVISAGED ABOVE SHALL BE RESOLVED BY THE VICE CHANCELLOR IN CONSULTATION WITJ THE APPROPRIATE BODIES OF THE UNIVERSITY WHICH SHALL BE FINAL AND BINDING.

11.0 WHEREVER THE REGULATION IS SILENT, THE PROVISIONS OF UNIVERSITY REGULATIONS SHALL BE APPLICABLE.

I- SEMESTER
DSC – I FINANCIAL ACCOUNTING - I

L: T: P 4:1:0

6 Hours per week

Unit 1: Meaning of Accounting – Accounting Principles – Concepts and Conversations – Accounting Standards – Meaning – objectives – Indian Accounting Standards – IFRS. Systems of Book – Keeping – Rules of double – entry – preparation of Journal and Ledger.

Unit 2: Subsidiary Books - Purchase, Purchase Returns, Sales, Sales Returns, Cash Book, Petty Cash Book. Journal proper, Bills payable Book (Format and Theory only). Problems on Three Column Cash Book.

Unit 3: Preparation of Trail Balance – Preparation of Final Accounts of sole- Trading Concern, Trading Accounts, Profit and Loss Account and Balance sheet.

Unit 4: Depreciation – Meaning, causes, Methods of Depreciation, Problems on straight – line method. Written down value method and sinking fund method.

Unit 5: Consignment – Meaning – Differences between sales and consignment – proforma invoice – Account sales, Problems on consignment (at cost and Invoice price)- Normal loss and Abnormal loss.

Unit 6: Bills of Exchange – meaning, features- parties to Bill of Exchange – Noting and protest- discounting – Endorsement – Renewals of Bills – Dishonor of Bills, Simple problems on Trade Bills

I-SEMESTER
DSC – 2 PRINCIPLES OF MANAGEMENT

L: T: P 3:1:0

5 Hours per week

Unit 1: Introduction to Management: Meaning and Definition – Nature – Management process – Management Functions – levels of Management and Skills – Importance Thinkers: F W Taylor – Henry Fayol – Elton Mayo – Peter F- Druker and Prahalad.

Unit 2: Planning & Decision Making: Meaning and Definition of planning – planning process purposes of planning – Features and Importance Benefits of planning – types of plans – Short Range & Long Range Plans – Strategic and Operational plans, Policies & procedures, Budgets. And projects – Decision making: Meaning – Decision making process – Individual Vs group Decision Making process - Advantages & Disadvantages of Group Decision Making.

Unit 3: Organising & staffing: Meaning and Definition of organization – Nature – Principles of Organization – Formal & Informal organization – Functional organization – Unity of Command, span of control – Delegation of Authority & Responsibility – Advantages of Delegation, Barriers too Delegation – centralization and De centralization, staffing : Meaning, process, Importance, functions, factors affecting staffing and Advantages of Staffing.

Unit 4: Directing & Communication: Meaning and Definition of Direction – Nature of Direction – Importance of Direction – Orders and Instructions – Supervision: Essentials of Effective Supervision. Meaning and Definition of Communication – Nature, Objectives and Importance of Communication – Forms of Communication; Oral, Written and Body Language. Type of communication ; upward, Downward, Horizontal, Vertical , Diagonal. Formal & Informal communication – Barriers to communication – Measures to Overcome Barriers to communication

Unit 5: Motivation & Leadership: Meaning & Definition OF Direction – Nature of Direction – Importance of direction – Theories of Motivation : Maslow's Hierarchy of Needs Theory, - Herzberg's Theory – Theory X, Y and Z – meaning & Definition of leadership – Functions of Leadership – Leadership Traits – Leadership Styles.

Unit 6: Controlling: meaning & Definition Controlling – Control process – Types of Control ; Feed forward, Concurrent and feedback controls – MBO- MBE- Control Techniques; PERT – CPM- JIT, Budgetary Control – Auditing ; Internal and external Auditing.

I-SEMESTER
DSC – 3 INTRODUCTION TO AVIATION MANAGEMENT

L: T: P 3:1:0

5 Hours per week

Unit 1: Introduction:

Airline Industry – Scope –Types – scheduled and non scheduled flights – Air Cargo Transport – Economic and Social impact – Regulatory Bodies – Key Performance indicators.

Unit 2: Characteristics

Airline profitability – Main industry – Characteristics of passenger airlines – service industry - Characteristics

Unit 3: Organizational Structure

Airline Alliances – development of commercial airlines – Deregulation – Impact of Deregulated Airline industry – Organizational structure – types of airline personnel – flight crew and cabin crew- training – Organizational culture.

Unit 4: Airports and its services:

Airports – personnel – Processing passengers and freight – Airport Security – Air Navigation Services – Air traffic control – Airplanes – Manufacture – Types of Aircraft

Unit 5: Safety and security

Air safety and Security – Role of Regulatory Agencies – Airside safety – Culture of Safety – Issues in Air Safety – Accident and Incident Investigation – Future of Airline Industry

II -SEMESTER
DSC – 6 FINANCIAL ACCOUNTING - II

L: T: P 4:1:0

6 Hours per week

Unit 1: Jointventure: Meaning, objectives, Methods of preparing accounts with separate books and without separate books. Differences between consignment and joint venture.

Unit 2: Branch Accounts :Meaning, objectives, and types – dependent branches – problems on debtors system only at cost and invoice price.

Unit 3: Hire purchase: Meaning, features, sale v/s gore purchase – problems on Hire purchase (excluding repossessions).

Unit 4: Installment system; meaning, difference between and installment purchase – problems on installment system

Unit 5: Partnership accounts – fixed capital system v/s fluctuating capital system. According treatment on Admission, Retirement and death of a partner.Treatment of goodwill, sacrificing Ratio and gain ratio.Problems on admission, retirement and death of a partner.

Unit 6: Dissolution of partnership firm, preparation of account .

II- SEMESTER

DSC – 4 FUNDAMENTALS OF COMPUTER APPLICATION

L: T:P2:0:2

6 Hours PerWeek

Unit 1: Introduction to Computer – Uses of Computers in Business – Overview of Technology and organisation – Computer Hardware Types, Parts and their functions – software : System Software Application Software.

Unit 2: Office productivity Tools Word Processing – Electronics Spreadsheets - Business Project Management and Presentation Tools.

Unit 3: Data Processing – Techniques of data processing: Online, Batch mode real time Processing Software tools and applicability to organisation setup.

Unit 4: Database Structure – Types and Comparison – Data access control software – Methods and structure of Data Base Management – Data storage and retrieval current and most frequently used Reporting systems, Management Systems and Languages.

Unit 5: Telecommunications and Networking – Network Design LAN / WAN / SAN – Networking structure needed for a Business Organisation – Data Transmission methods – Internet Email, Chatting and video conferencing Web browsers, Search engines.

II -SEMESTER

DSC – 5 Food and Beverages Management

L: T:P2:0:2

6 Hours PerWeek

Unit 1: Restaurant – Basic Knowledge of Restaurant, Service Equipment and Briefing, Preparation of Service and Safety.

Unit 2: Skills and Demonstration- Demonstration Skills and Waiter Skills, Waiter Attitudes, Work Tact and Representation.

Unit 3: Supervisor Skills and Beverages- Supervisor Knowledge and Beverages Alcoholic, Non-Alcoholic Beverages and Food Preparation.

Unit 4: Sales and Leadership.

Unit 5: Skills for Bar Tenders and its representation.

Unit 6: Practical approach for F&B Services.

IV- SEMESTER

DSC-11 – Housekeeping

L: T:P2:0:2

5 Hours PerWeek

Unit 1: Organising the Housekeeping Practices and Control Desk.

Unit 2: Rooms and Floor- Practices and Procedures.

Unit 3: Line Uniform and Public Area.

Unit 4: Housekeeping Skills and Self Development.

Unit 5: Bed Preparations and Safety.

Unit 6: Floor Linen Room.

III-SEMESTER

DSC – 7 Grooming

L: T:P2:0:2

5 Hours PerWeek

Unit 1: Personality Development- Personality and its Characteristics, Biological and Physical Aspects of Personality Development.

Unit 2: .Personality & Interpersonal Skills- Stages of Child Personality Development, Role of Relationships in Personality Development, Challenges in Childs Personality Development.

Unit 3: Leadership of Personality,Leadership Framework, Influence of Leadership.

Unit 4: .Physical Appearance and its practices.

Unit 5: Attitude and Bheaviour.

Unit 6: Real time action in Public.

IV-SEMESTER

DSC – 10 Front Office Management

L: T:P2:0:2

6 Hours PerWeek

Unit 1: Front Office Description and Coordition,The Hotel Industry and Tourism Industry.

Unit 2: Front Office Preamble,Role of Travel Agent in the Tourism Industry.

Unit 3: Front Office-Introduction, Qualities of Front Office Staff, Front Office Salesmanship, Front Office Assistant.

Unit 4: Departments that Front Office Coordinates with, Front Office Procedures for Emergencies.

Unit 5: Reservation and Cancellations,InformationReservation,Reservations,Skill Processing for reservation revisions.

Unit 6: Cash and Baggage Handling, Reception, Front Office Cashier,HotelCredit,GuestFolio,Allowances,GuestDeparture,Safety Locker Management,Lobby Processing, Role of Telephone Exchange,Processing Housekeeping Discrepancy,Duties of Lobby Staff.

III-SEMESTER

DSC – 8 Travel and Tourism Management

L: T:P2:0:2

5 Hours PerWeek

Unit 1: The Tourism and Hospitality Industry and its Evolution- History of Travel, Travel –Down the Ages,Role of Tourism Department,Why do People Travel,Pilgrimage,Tourism Activities.

Unit 2: Front Office Description and Coordition,The Hotel Industry and Tourism Industry.

Unit 3: Tourism Infrastructure-Components of Tourism Infrastructure,Food Service Innovations,Climate,Potablewater,FloraFaunna,Railway,Ship and Airline Catering, Theme Parks and Resorts.

Unit 4: Front Office Description and Coordition,The Hotel Industry and Tourism Industry.

Unit 5: History of the Travel Agency and tour Operations, Hospitality products and Services,Understanding Guest Service,Customer Relationship Management.

Unit 6: Tour Operators and Travel, Tour Operators, Influences of e-Trade, The Web Marketing, Future Tourism Trends, Customer Service and Technology,Hygiene, Sanitation and Safety.

III-SEMESTER
DSC – 9 Crew Management

L: T:P2:0:2

5 Hours PerWeek

Unit 1: Safety Methods and Regulations-Dangerous Goods,InfectiousSubstances,Precautionary Measures.

Unit 2: Penalties for Breaches of the Regulations, The Indian Legal Position

Unit 3: Medical Terminology and Emergency Handling, Safety Equipment in Aircraft,Protective Breathing Equipments (PBSE) DUPONT

Unit 4: Emergency Jungle-Survival

Unit 5: Communication skills & Other Factors of Personality,Self Assessment and Improvement.

Unit 6: Discipline and Time Managemet,The Pareto Principle,Time Management Tools.

IV SEMESTER
DSC – 13 PROJECT MANAGEMENT

L: T:P3:1:0

5 Hours PerWeek

Unit 01 - Introduction:

Impact of HR, MIS, Finance and Production, generation and screening of project ideas

Unit 02 - Feasibility Study of Project:

Market Analysis, Technical Analysis and Financial Analysis

Unit 03 - Project Cash Flows:

Incremental Principle, Long Term Funds Principle and Exclusion of Financing Costs Principle Project Appraisal Criteria: NPV (Net Present Value), IRR (Internal Rate of Return) and Pay Back Period (PBP)

Unit 04 - Network Techniques for Project Management:

Development of project Work, PERT and CPM Model and Network Cost System

Unit 05 : Project Review and Administration Aspects

V SEMESTER
DSC – 13Office Organization & Management

L: T:P3:1:0

5 Hours PerWeek

Unit 01 – Management & Office Organisation- Principles of Management,OfficeManagement,Information Management, Scientific office Management.

Unit 02 – Office Organisation- Characteristics of an Organisation-Importance of Organisation-Formal and Informal Organisation Types of Communities-Selecting Type of Organization, Office Manual, Authority and Responsibility,CentralizationVs Decentralization.

Unit 03 – Administrative Office Management- Objectives of Administrative Office Management,Functions of Administrative Office Manager.

.Unit 04 – Office Environment & Record Management- Office Lighting, Types of lighting System,Benefits of lighting,InteriorDecoration,Sanitary Requirement Cleanliness,Security-Secrecy,Role of Office Manager in System and Procedures.

Unit 05 – Records & Management- Importance of Records-Filing-Essentials of Good Filing System,Filing Equipment-Methods of filling devices, Office Correspondences, Typing and Stenographic Services-Mail Service.

V SEMESTER
DSC – 14 Business Law

L: T:P3:1:0

5 Hours PerWeek

Unit 01 – The Law of Contract- Void and Voidable , Capacity of Parties, Free Consent, Legality of Object and Consideration, Performance and Discharge of Contracts, Indemnity and Gurantee, Bailment and Agency. Scientific office Management.

Unit 02- The Law Relating to Sale of Goods- Sale and Agreement to sell,Conditions and Warranties,Transfer of Property Doctrine of Caveat Emptor, Auction Sale, Unpaid Seller.

Unit 03- The Laws Relating to Carriage of Goods-Carriage by Land,Carriage by Sea, Carriage by Air,Right and Liabilities of Partners, Registration and Dissolution.

Unit 04- The Laws Relating to Industry Offences-Factories Act, Industrial Disputes Act,Minimum Wages Act,Workmen Compensation Act.

Unit 05- The Laws Relating to Economic Offences-Consumer Protection, Main Provisions of MPLTP,FEMA and Consumer Protection Act,The Laws Relating to Industrial Sickness.

V SEMESTER

DSC – 15 HUMAN RESOURCE MANAGEMENT

L: T:P3:1:0

5 Hours PerWeek

Unit 1: Meaning and Definition; Differences between Personnel Management and HRM; objectives; scope; functions; Evolution and Development of HRM- trade union movement era; social responsibility era; Human relations Era; Behavioural Science Era; systems approach era contingency approach era. HRM in India- anoverview.

Unit 2: Human Resource Planning: Definition, Man-power Planning vis-à-vis HR planning, objectives of HRP; Need for and Importance of HRP- Human Resource Planning process; Human Resource information system, Barriers toHRP.

Unit 3 : Job-analysis and design; Job analysis- job description- job specification, job evluation- uses of job analysis, process of Job Analysis- methods of data collection, concept of Job Design, factors affecting job design; Techniques of job Analysis-work simplification, job rotation, Job enrichment, Job Enlargement-ways to enrichjob.

Unit 4 : Recruitment- Meaning and definition; factors affecting recruitment-internal and external sources of recruitment-internal and external sources- evaluation of internal and external sources; recruitment process; Recruitment practices in India –an overview- Methods of Recruitment-direct, indirect and third party method.

Unit 5 : Selection : Meaning and definition, differences between recruitment and Selection, Need for scientific selection, Selection process- preliminary interview, application blanks, Selection tests, Types of tests- ability tests, Aptitude tests, Achievement tests, Intelligence tests, Personality tests- interviews objectives, Types, Final selection, Induction, meaning objectives, Phases of induction.

V SEMESTER

DSC – 16 INTRODUCTION TO CARGO MANAGEMENT

L: T:P4:1:0

6 Hours PerWeek

UNIT 1: INTRODUCTION:

Operations at cargo agencies, airlines, and freight forwarders

UNIT 2: RATING PRINCIPLES:

Air cargo acceptance basic rating principle

UNIT 3: BILL:

Air waybill completion

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UNIT 4: TERMINOLOGY:

Industry terminology and abbreviations

UNIT 5: CARGO MANUALS:

IATA geography, TACT, OAG, and other cargo manuals

V SEMESTER

DSC – 17 AIRPORT SAFETY AND SECURITY MANAGEMENT

L: T:P4:1:0

6 Hours PerWeek

Unit 1: Airport Security–I: Introduction, security planning, responsibility and organisation, air side security procedures, land side security procedures – passenger terminal, cargo terminal.

Unit 2: Airport Security–II: Airport security programme, Airport security authority, Airport civil aviation security committee, preventative measures, security v/s facilitation training and awareness, testing inspection and audit. Bureau of Civil Aviation Security (BCAS).

Unit 3: Physical Security for the Aviation Environment: Introduction Intrusion detection system, security cameras, determining total security system cost, locks and key control, security barriers and fencing security lighting, window security.

Unit 4: Airport Aircraft Emergencies: Types of emergencies, level of protection required, water supply and emergency access roads communication and alarm requirements. Rescue and fire fighting vehicles and procedures, foaming the runways, removal of disabled aircraft.

Unit 5: Airport Emergencies Response and Noise Control: Emergency response – accident, medical emergencies, natural gas leaks, severe weather and natural disasters, terrorism – bomb threats, hijacking, hostage situation, functions of Aerodrome committee.