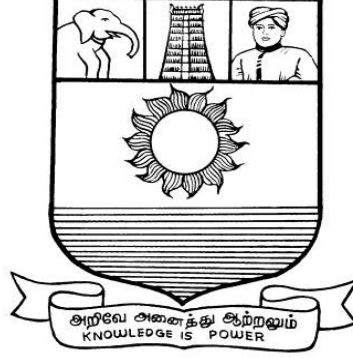


மனோன்மணியம் சுந்தரனார் பல்கலைக்கழகம்
திருநெல்வேலி – 627 012

**Manonmaniam Sundaranar University
Thirunelveli – 627 012.**



கல்விசார் நிலைக்குழுக் கூட்டம்

**MEETING OF THE STANDING COMMITTEE ON
ACADEMIC AFFAIRS HELD ON 09.02.2017**

**Syllabus for Diploma in Airline and Travel Management Course
offered through Directorate of Vocational Education
Community Colleges from 2017 - 2018**

DIPLOMA IN AIRLINE AND TRAVEL MANAGEMENT
SCHEME OF EXAMINATION

Subject code	Title of the Paper	Credit	Hours	Passing Minimum
Semester I				
C17AL11	Travel Management	6	90	40/100
C17AL12	Travel Formalities	6	90	40/100
C17AL13	Fundamentals of Financial Accounting	6	90	40/100
C17CE10	Communicative English	6	90	40/100
C17ALP1	Practical I – MS Office	6	90	40/100
Semester II				
C17AL21	Aviation Security	4	60	40/100
C17AL22	Aviation Management	4	60	40/100
C17LS23	Life Skill	4	60	40/100
C17AL23	Fundamentals of Human Resource Management	6	90	40/100
C17ALP2	Practical – II Technology in Airline / Travel Industry	6	90	40/100
C17ALP3	Practical – III Etiquette Training	6	90	40/100
Semester III				
C17AL30	Services Marketing	4	60	40/100
C17AL31	Logistics Management	4	60	40/100
C17AL32	Air Cargo Management	4	60	40/100
C17ALP4	P-IV-Internship	6	90	40/100
C17ALP5	Practical – V GALILEO Ticketing System	12	180	40/100
Semester IV				
C17AL40	Tourism Management	4	60	40/100
C17AL41	Travel Agency and Tour Operation	4	60	40/100
C17AL42	Legal Aspects of Aviation	4	60	40/100
C17ALP6	Practical – VI Front Office Management	6	90	40/100
C17ALPW	Project Work	12	180	40/100

Eligibility for admission: Pass in 12thstd examination conducted by the Govt. of Tamil Nadu Board of Secondary Education, Government of Tamil Nadu or any other equivalent examination.

Examination: Passing Minimum for each paper is 40%. Classification will be done on the basis of percentage marks of the total marks obtained in all the papers and as given below:

- | | |
|-------------------------|----------------|
| 40 % but less than 50 % | - Third class |
| 50 % but less than 60 % | - Second class |
| 60 % and above | - First class |

Syllabus

First Semester:-

- Paper I - Travel Management
- Paper II - Travel Formalities
- Paper III - Fundamentals of Financial Accounting
- Paper IV - Communicative English
- Paper V - Practical I– MS Office

Second Semester:-

- Paper VI - Aviation Security
- Paper VII - Aviation Management
- Paper VIII - Life Skill
- Paper IX - Fundamentals of Human Resource Management
- Paper X - Practical – II Technology in Airline / Travel Industry
- Paper XI - Practical – III Etiquette Training

Third Semester:-

- Paper XII - Services Marketing
- Paper XIII - Logistics Management
- Paper XIV - Air Cargo Management
- Paper XV - P-IV-Internship
- Paper XVI - Practical – V GALILEO Ticketing System

Fourth Semester:-

- Paper XVII - Tourism Management
- Paper XVIII - Travel Agency and Tour Operation
- Paper XIX - Legal Aspects of Aviation
- Paper XX - Practical – VI Front Office Management
- Paper XXI - Project Work

SEMESTER I

(C17AL11) TRAVEL MANAGEMENT

UNIT -I

Travel Management- concepts- objectives –significance of travel agency. Tour operation business by the Travel agency, Nature and scope of Travel agency. Qualification of a travel agent

UNIT -II

Functions of Travel agency- Types of Services offered by Travel Agent-Travel terminology-Travel agent approved by Government of India – formalities, rules and regulations.

UNIT -III

Travel Formalities - Passport - Visa – Health requirements - Information regarding Airport Formalities-Customs and Clearance. Arrangements with Hotels.

UNIT-IV

Tour Operators –functions-Tour package Formulations Essential requirements of a successful tour operator. Tour operators and Various Associations

UNIT –V

Travel Information and Counselling to tourist, Fiscal and Non fiscal incentives available to Travel agencies and tour operating Business. Public sector and private sector in Tourism.

• Reference Books:-

1. Seth. P. N., Successful Tourism Management.
2. Foster, Douglas, Travel and Tourism Management.
3. Sharma. J. K., Tourism Development.

(C17AL12) TRAVEL FORMALITIES

UNIT – I

Define Passport – Types of Passport – Visa Types of Visas – Other Travel Documents – How to obtain the documents necessary for travels

UNIT – II

Health and preventive measures for travelers – Collection of taxes relating to travel – Customs and Currency information for customers – Different form of payment for International Travelers.

UNIT – III

The benefits of Insurance – The Travel Insurance Policy – General conditions applying to Insurance Policies – Insurance Documents and Claims procedures – Auxiliary Services and information supplied by travel agents – Extra Services and information – Passenger Documents – Consequences of Negligence.

UNIT - IV

Planning of Tourism – Evolution of Tourism Planning – various levels and types of Tourism Planning – The Airport of the Flight – Classes of services – Flight service – seating – Main Aircraft types – Airport areas.

UNIT – V

Analysis of an Airline Ticket: Ticket coupons – Air Ticketing information – Writing Airline Tickets – Air related Traffic Documents – How to make an Airline Ticket? Airline Ticketing Procedures – Prepaid Ticket Advice (PTA) – Refund Exchange Notice (TEN) – Miscellaneous Changes Order – Tour Order – Chanted Tours.

Reference Reading:-

1. Travel Information Manual (TIM)
2. IATA Ticketing Hand Book
3. Chand, Mohinder, Travel Agency Management \
4. Jagmohan Negi: Air Travel Ticketing and Fare Construction.

(C17AL13) FUNDAMENTALS OF FINANCIAL ACCOUNTING

UNIT I

Company accounts – Issue of shares, Debentures, Redemption of shares, Redemption of debentures, Final accounts of companies

UNIT II

Liquidation of companies, Amalgamation, Absorption, internal reconstruction, External reconstruction, and Holding company accounts

UNIT III

Accounting of banking companies, Accounting of Insurance companies – General Insurance companies – Life Insurance companies- Insurance Claims

UNIT IV

Economic Value added Accounting standards, Accounting for transfer pricing – Segmented reporting - Hotel accounting, Hospital accounting

UNIT V

Double account system, Inflation Accounting, Human Resource Account

Reference Books:-

1. Financial management theory and practices by Chandra.
2. Financial management by Prasanna Chandra.
3. Basic Financial Management by Khan Jain

(C17CE10)COMMUNICATIVE ENGLISH

UNIT- I Communication – Meaning – Definition – Process/Element – Principles of effective communication - Importance – Modern communication devices – Barriers of communication – Measures to Overcoming the Barriers.

UNIT – II Structure of a business letter – Kinds of Business Letters — Letter of Enquiry – Quotations – Offers – Order letters – Trade Reference - Execution of order – Cancellation of an order.

UNIT – III Complaint letters – Adjustment and Settlements – Circular letters.

UNIT – IV Sales letters – Three P's of Sales Letters – Functions of Sales Letters.

UNIT – V Banking letters – Importance – Principles – Job Applications

Reference Books:

1. Commercial Correspondence and Office management – R.S.N.Pillai and Baghavathi
2. Modern Business Correspondence and Minutes writing – J.C. Bahi and S.M. Nagamia
3. Essentials of Business communication – Rajendrapal anf J.S.Korlahali
4. Business correspondence and Report writing – R.C. Sharma , Krishna mohan
5. Modern Business Letter – L. Gartside

PRACTICAL – I

(C17ALP1)MS OFFICE

1. Capabilities of computers, Block diagram, generations of computers
2. Types of computers, Input devices, output devices, memory devices, Storage devices, RAM and ROM, Internet and its concepts.
3. Applying advanced formatting techniques, formatting pages, working with columns, constructing high quality tables
4. Creating outlines in word. Working with complex documents, managing data with word
5. Mail merge, publishing online forms, adding references to documents, working together on documents.
6. Creating Excel worksheets: entering and editing cell entries, working with numbers, changing worksheet layout, other formatting options, printing in excel, creating charts and statistical functions.
7. Creating power point presentations.

Reference Book:-

- 1) Gini Courter & Annettel Maraquis-MS Office 2010, BPB Publishing
- 2) Stephen L. Nelson-Office 2010
- 3) Tata Mc Graw Hill-Computer reference

SEMESTER II

(C17AL21)AVIATION SECURITY

UNIT-I

Current threats to the aviation industry. Role of Security Manager in Keeping Aviation Security.

UNIT-II

Aviation Security regulations and the international organizations behind them. Relevant measures to aviation security.

UNIT-III:

Airport access control for people and vehicles: Aviation Security Structure. Aviation Security Regulatory organization.

UNIT-IV

Passenger, Cargo, Mail and Catering Security Basics.

UNIT-V

Common airport and in flight security measures for responding to threats. Monitor and apply Airport Security.

Books for Reference:

1. Aviation and Airport Security by Kathleen Sweet
2. Hand book of Aviation Security

(C17AL22)AVIATION MANAGEMENT

UNIT-I

Introduction to Aviation management – Airline, Finance an Accounting Management.

UNIT-II

Management of Regulatory agencies and aviation regulation. Management of Cabin Safety Office.

UNIT-III:

Customs and immigration management for Air Travel, onboard documental, Role of Cabin Crew.

UNIT-IV

Aircraft Layout and Terminology management, Aircraft Furnishing Systems. Ground Airport Operations Systems.

UNIT-V

World Airport Codes and Airline Codes – General Terms use in Aviation, Aviation Security management.

Reference Books:

1. Travel Information Manual
2. Sinha. P.C. Tourism Geography.
3. Seth. P. N. Successful Tourism Management

(C17LS23)LIFE SKILL

UNIT-I ATTITUDE: Positive thinking – Goal setting – Problem Solving and Decision making – Leadership and Team Work.

UNIT-II COMMUNICATION SKILLS: Oral communication: Concept of English language – Fluency – Verbal Communication in official and public situations.

UNIT-III COMMUNICATION SKILLS: Written Communication: Comprehension – Writing a formal letter like application for Job, enquiry, reply, complaint such others – preparation of Resume, Curriculum Vitae.

UNIT-IV COMPUTING SKILLS – 1: Introduction to Computers, its various components and their respective functions – Memory storage devices – Microsoft (MS) Office – MS Word.

UNIT-V COMPUTING SKILLS – 2: Internet Basics – Origin of Internet – Modem – ISP – Upload – Download – e-mail – Origin of worldwide web (www) Browsers – Search engines.

Reference Books:

Life skill, Manonmaniam Sundaranar University Publications Division (2011)

(C17AL23)FUNDAMENTALS OF HUMAN RESOURCE MANAGEMENT

UNIT – I

Human Resource Management – Definition, Concept, Objectives, Characteristics, and Functions – Systems approach to personnel Management – Organizational structures.

UNIT – II

Man Power Planning, Job analysis, Job description, Job specification, Job Evaluation, Recruitment and selection Process.

UNIT – III

Training of employees, supervisors and Executives – Promotions – Demotions, Transfer, Absenteeism, Turnover, Employee Remuneration : Wages and Salary Administration – Rewards and Incentives, Benefits and Employee Services – Performance appraisal.

UNIT – IV

Industrial Relations – Definition – Significance Causes for poor industrial Relations Suggestions to Improve Industrial Relations – Labour disputes and Industrial Relations in India.

UNIT – V

Workers Participation in Management, Collective Bargaining and Industrial relations – Employee Grievance Procedures & Industrial Disciplinary System

Reference Books:-

1. Human Resource Management by K. Aswathappa
2. Human Resource Management by N. K. Singh
3. Human Resource Management by L. M. Prasad

PRACTICAL – II

(C17ALP2)TECHNOLOGY IN AIRLINE / TRAVEL INDUSTRY

- Flight Attendants, Flight Announcement
- Air Traffic control
- Buy-on Board
- Control Towers
- Equipment Safety
- Gate House
- Ground Stop
- Flight crew
- Flight Deck
- Final Boarding
- Holding pattern
- Jet Way
- Page Work

PRACTICAL - III

(C17ALP3)ETIQUETTE TRAINING

- Etiquette Matters
- Common Courtesies of life
- Polite conversation
- Telephone Etiquette
- Correspondence
- Basic Table manners
- Moment of sorrow
- The Rules of work place
- Gift giving guidelines
- Appropriate Behavior for children

SEMESTER III

(C17AL30)SERVICES MARKETING

UNIT-I

Introduction – Meaning and Objectives of Service Marketing. Nature and Scope of Service Marketing – Significance.

UNIT-II

Service Market – Segmentation – Selecting the appropriate customer portfolio, creating and maintaining customer loyalty.

UNIT-III:

Pricing Strategies for promotion positioning service in the market – promoting market communication service.

UNIT-IV

Planning and Branding Services, New Services Development and customer Loyalty.

UNIT-V

Planning and Managing Service delivery. Situation review. The role of intermediaries. Enhancing value by improving quality and productivity.

Reference Books:-

1. Service Marketing by Ravi Shanker
2. Service Marketing by Tyagi

(C17AL3) LOGISTICS MANAGEMENT**Unit-I**

Overview of Logistics – Responsibilities of the logistics operator – Multi-modal challenges and opportunities.

Unit-II

Importance of distribution, Logistics - commercial distribution, the role of logistics in the provision of distribution services.

Unit-III

Concept of multi modal transport – Inbound and Outbound Logistics System - Different transport modes – Modal interfaces – Inter-modal systems – road/rail/sea; sea/air; road/air; road/rail, sea/rail, sea/road – Inland Container Depot (ICD) & Container, Freight Station (CFS) Terminals.

Unit-IV

Vehicles - trucks, trains, aircraft and ships, Swap bodies, double stacks, trailer types, - Role of (3PL) Service Providers, Types of 3PL, Emergence of 4PL service.

Unit-V

Freight management, freight forwarding logistics – Tracking of consignments, depots, warehouses, Warehousing Providers - Just In Time' delivery, Supply chain concept.

Reference Books:

1. Logistics Management for International Business: Text and Cases by S. Raj, S. Anthony Sudalaimuthu
2. Logistics Management by Vinod V. Sople

(C17AL32) AIR CARGO MANAGEMENT

UNIT – I

Cargo History, Concepts and Common terms used in Cargo handling, Rules governing acceptance of Cargo.

UNIT – II

Use of Guides: The OAG Air Cargo Guide – Aircraft: bulk-loading limitations – Unit load devices.

UNIT – III

Cargo Rating – Familiarization of Cargo Tariffs. Rounding off of the weights / Dimensions / currencies. Chargeable weight rating-Specific commodity rates, class rates, general cargo rates, valuation charges.

UNIT – IV

Documentation: Air way bill, charges correction advice, irregularity report, cargo manifesto, cargo transfer Manifesto, documents concerning postal mails and diplomatic mails. Shippers declaration for dangerous goods.

UNIT – V

Handling – Cargo capacity of Air and Ships. Cargo needing special attention, introduction to dangerous goods regulations. Some important Cargo companies.

Suggested Readings:

1. Air Cargo Tariff Manuals
2. IATA Live Animals Regulations Manuals project
3. IATA Special Mail Manual.

(C17ALP4) INTERNSHIP

The students of this course are required to take up Internship training during the third semester and submit a report at the end of the semester but before the commencement of the end semester examination.

The Objective of the internship is to understand the day to day activities of the organization in which the internship is undertaken and intensive training should be provided in all the departments of the organization.

The period of the internship can be decided the centres concerned according to the availability of the training opportunities available. The choices could be either the internship can be on a daily basis in the afternoon or evening throughout the semester or for a period of one month after completion of the classes, before the examinations

PRACTICAL –V

(C17ALP5) GALILEO TICKETING SYSTEM

- Online Travel Agent software (including B2B, B2C, B2B2C)
- Single or Multiple PC's interface
- Flight Reservation System
- Hotel Booking System
- Car Reservation System
- Bus Reservation System
- Modules for Rails / Visa / Cruise / Holding Packages.

SEMESTER IV

(C17AL40) TOURISM MANAGEMENT

UNIT – I

Definition and Concepts of Tourism Management – Nature of Scope of Tourism Management – Managing Tourist

UNIT – II

Managing Tourism related products – Tourism product production system – Managing tourism transport system – Driving Policies regarding Tourism

UNIT – III

Managing Travel Agencies and Tour operators – Managing Travel Agencies Commission and Essential requirements of successful destination

UNIT – IV

Managing Travel and Tourism organization, Managing purpose and goals of various individual tourism organization

UNIT – V

Managing travel information manuals and the travel insurance policy insurance documents and client procedures.

Reference Books:-

1. Sinha. P. C. – Tourism Marketing
2. Modern Business Administration by R. C. Pitman
3. Travel Information Manual
4. Travel Agency Management by Chand

(C17AL41) TRAVEL AGENCY AND TOUR OPERATION

UNIT – I

Introduction Travel agency and tour operator - meaning, concept, Types and importance. Historical growth and development of travel agency and tour operation management. The future role of Travel Intermediaries.

UNIT – II

Organization structure and Functions Organizational structure of travel agency and tour-operator - main operational and managerial staff of major travel agencies/tour operators. Major functions of Travel agency and tour operators

UNIT – III

Setting up of travel agency and tour operation and their approval Travel agency & Tour operation management - Setting procedure and process. Ministry of Tourism, Govt. of India and IATA approval for travel agency and tour operator.

UNIT – IV

Ownership structure and revenue sources of travel agency and tour operation. Financial incentives available for travel agency and tour operator in India. Understanding the role of Govt. and other Organizations in travel Trade Role and contribution of Department of Tourism, Government of India,

UNIT – V

ITDC and State Govt. Tourism corporations in travel agency and tour operation Management. Travel Trade Association and Organizations-role of contribution of WTO, IATA, TAAI and IATO. Present business Trends and Future prospects of travel agency and tour operation management.

Reference Books:-

1. Mohinder Chand,(2007), Travel Agency Management
2. IATA Manuals Various Issues.
3. Ministry of Tourism, Govt. of India, Reports and guidelines for travel agency and tour operators.
4. Kamra K.K. and Chand Mohinder, (2002), Basic of Tourism- Theory operation and practice.

(C17AL42) LEGAL ASPECTS OF AVIATION

UNIT – I

National and international regulation of the travel and hospitality industry; consumer contracts law; the law of carriers and inns;

UNIT – II

The duties of travel operators and agents; Travel insurance law; the law of bailment; the responsibilities of travel agents and tour operators;

UNIT – III

Hotel management law; liquor licensing law; catering law; gaming law; marketing law; consumer rights and complaints; the law regulating payments (including international credit card payments);

UNIT – IV

The finance of Carriers and Inns; Criminal and Civil Liability of people working in the travel and tourism industry.

UNIT – V

The law regulating the issue of visa and travel documentation, and considers the liability of the operators, agents, carriers and government instrumentalities in relation to health and safety issues.

Reference Books:-

1. Tourism Guide lines published by Govt. of India, Ministry of Tourism.
2. Tourism guidelines issued by Department of Tourism for hotel and restaurant operation.
3. Sajnani Manohar _ Indian Tourism Business
4. R. K. Malhotra_Socio – Environmental and Legal Issues in Tourism.
5. Gupta S.K._Foreign Exchange Laws and Practice.

PRACTICAL –VI

(C17ALP6)FRONT OFFICE MANAGEMENT

- Functions of Lobby Managers
- Handling of unusual moment
- Handling of master keys
- Caring for guest
- Handling guest complaints and problems
- Handling guest baggage during check-in and check-out time

(C17ALPW) PROJECT WORK

The students of this course are required to undertake a project work individually on a specific topic during the fourth semester and submit a report at the end of the semester but before the commencement of the end semester examination.

The objective of the Project work is to understand the problems faced by the organization and offer specific suggestions to solve those problems.

The period of the project work can be decided the centres concerned according to the availability of the opportunities available. The choices could be either the student can take up the work on a daily basis in the afternoon or evening throughout the semester or for a period of one month after completion of the classes, before the examinations.
