

## **4<sup>TH</sup> SEMESETER SUBJECTS**

### **BTA 18 Total Quality Management**

**Module I-** Origin of the Quality Movement, Historical Development of the Quality Movement, Concept of Total Quality Management, The Quality Gurus, The Baldrige Quality Award, Total Quality Management, Key Elements of TQM.

**Module II-** The Total Quality Management Tool Kit, Definition of the the Seven Statistical Tools, Pareto Diagrams, Cause & Effects Diagram, Histograms, Control Charts, Scatter Diagram, Graphs, Check Sheets

**Module III-** Quality Aspects in a Service Organization, Why Service organizations are different?  
What matters most to customers?, Managing Quality in Service organizations, Quality Control, Just- in-time concept, Deming's Principle.

**Module IV-** Human Resource Development and Quality Management, Role of HRD, Training and development, Changes related to performances and its measurement, Importance of Frontline staff, Building a Quality organization, Organizing and implementing- Total Quality Management, Roles in organizational transition to TQM.

**Module V-** Small groups and Employee involvement, Teams for TQM., Quality Circles, Benchmarking, Educating the customers about Quality, ISO Series, Obstacles to TQM

### **BTA 19 Automation in Tourism Industry, Airlines & Hospitality (Theory + Practical) (60+40)**

**MODULE I: Automation in the tourism industry –**  
An Introduction  
Importance of Information Technology in Tourism  
Automation in the hotel, airlines and travel business

**MODULE II: IATA :**  
Importance  
Role  
History

**MODULE III: Introduction to CRS :**  
The need for a CRS system  
History of the CRS system

Use of the CRS by Airlines and Travel Agents  
Benefits and importance of the CRS system to the Travel trade  
Introduction to Amadeus  
Basic commands applicable to Amadeus+ Practical

#### **MODULE IV: Ticketing process:**

Components of an electronic ticket  
Types of tickets: Manual ticket/ Automated Ticket/ e-ticket  
Ticket coupons  
Difference between I ticket and e-ticket  
What are Special fare?  
Various kinds of special fares

#### **MODULE V: Billing and settlement plan ( BSP)**

What is BSP?  
Advantages of BSP to travel Agents  
Describe various stages of BSP operations  
A short introduction to Standard Traffic Documents (STD)

## **BTA 20 – Travel Agency and Tour Operations**

#### **MODULE 1: ITINERARY PLANNING**

Itinerary and its importance  
Types of Itineraries  
Factors to keep in mind while designing an Itinerary  
Itineraries for Inbound and domestic tourists:- Golden triangle, Rajasthan tour, Kerala tour  
Popular outbound Itineraries of Singapore, Malaysia, Thailand , Europe Tour, Australia Tour

#### **MODULE 2: PACKAGE TOURS**

Package tour and its components  
Practical components of a standard package tour  
Designing & Costing of a package tour

#### **MODULE 3: VISAS**

Difference between Passport and Visa  
Types of Passport & Visa  
Preparing Visa cases  
Formalities required for Various Visas like:- Schengen, Dubai and Far East

#### **MODULE 4: FOREX**

Basic overview of FOREX  
Forex Terminology- TCs, Cash currency, BTQ, LERMS

## **MODULE 5: HOW TO SET UP A TRAVEL AGENCY**

IATA Rules and Regulations.

### **CASE STUDY DISCUSSION**

(Including the profile of the company, area of specialization, Tag Lines, CEOs and Top shots)

Thomas Cook

La Passage to India

Travelguru.com

## **BTA 21 Airlines Management**

**Module I-** History of Aviation, Types of Aircrafts, Airline Terminology

**Module II-** Cabin Crew, Announcements, Airport Jobs

**Module III-** Airport Codes, Airline Codes, Phonetic Alphabet

**Module IV-** Airport Lounges, How airports work, Baggage Handling, Airport Security

**Module V-** World Organizations (IATA, ICAO, DGCA)

### **Case Study Discussions:**

Jet Airways, Kingfisher, Indian Airlines

British Airways, Fly Emirates, Singapore airlines

## **BTA22 – Basics of Computers –II (Practical)**

**MS-Word** : Starting Word, new documents, entering text, changing text, aligning, underlining, and justifying text. Use of tabs. Tables – creation, adding rows and columns, splitting, and combining cells, Borders. Saving, closing, and operating documents. Adding headers and footers. Print preview, and printing a document.

**Mailmerge** : creating main document, letter, envelope and data source. Adding and removing fields from data source.

**Power Point (Presentation software)** : Basic concept of presentation software.

Standard, formatting, and drawing toolbars in powerpoint and their use. Creating and opening a presentation. Creating, deleting, opening, and copying slides. Closing and saving a presentation. Use of slide sorter, adding header/footer. Use of master slides and colour box. Use of animation features. Inserting pictures, resizing pictures. Inserting organization chart. Use of auto content wizard.

**Excel** : its structure and capabilities, drawing toolbars. Selection of cells, entering and editing data and text, entering formulae. Operating Excel: concept of workbook and worksheet, serial fill, formatting text in cells and on the worksheet. Entering and pasting formulas, creating a chart. Excel Functions: max, min, date, count.

**Internet** : A brief history of origin of internet. Various applications of Internet such as email, information gathering, searching, chatting, downloading etc. Use of search engines, internet explorer and e-mail messages. Netiquettes. Use of internet in various fields.

## **BTA 23 Hospitality Management ( F&B, Housekeeping) (Theory + Practical) (60+40)**

**MODULE I : The Food & Beverage Service Industry** - Introduction to the Food & Beverage Industry, Classification of Catering Establishments (Commercial & Non-Commercial), Introduction to Food & Beverage Operations (Types of **F&B Outlets**)

**MODULE II: Types of Food & Beverage Service** -Table Service –English / Silver, American, French, Russian, Self Service – Buffet & Cafeteria, Specialized Service – Gueridon, Tray, Trolley, Lounge, Room etc., Single Point Service – Take Away, Vending Kiosks, Food Courts & Bars, Automats, Mis-en-place & Mis-en-scene.

**MODULE III : Food & Beverage Service Personnel-** Food & Beverage Service Organization, Structure -Job Descriptions & Job Specifications, Attitudes & Attributes of Food & Beverage personnel, competencies, Basic Etiquettes, Interdepartmental relationship.

### **MODULE IV: ORGANISING THE HOUSEKEEPING DEPARTMENT**

1. Housekeeping Personnel
2. Organizational structure of a large Hotel (Chart)
3. Importance of Job Description of Housekeeping Personnel
4. Job Description of:-
  - # Executive Housekeeper

- # Housekeeping Supervisor
- # Uniform/ Linen room supervisor
- # Night Supervisor, Room Attendant etc.

**MODULE V:**– Housekeeping terms, Importance & Functions of Housekeeping  
House Keeping Areas – Front-of-the-house and Back-of-the-house areas, Guest Rooms, Public Areas, Maids Room, Indoor and Outdoor Areas, Co-ordination with other Departments like Front Office, Engineering, F & B, Kitchen, Security, Purchase, HRD, Accounts.

### **BTA-24-ENGLISH LANGUAGE –II**

**Precis Writing**

**Letter writing ,Essays**

**Book: Twelve short stories:**

Edited by: C.M Sharma (OXFORD UNIVERSITY PRESS)

Reading Comprehension

**-Listening Skills**

**-Speaking-Extempo,Art of public speaking ,Presentation,Group**

**Discussions**

**- Inspirational Stories : Great Industry Personalities**