**4TH SEMESTER 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 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, kerela 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:- Schenegen, 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)


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

**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.

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**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 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


**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*