

Course Title: Customer Service Operations

Course Code: AHC 1

Marks: 100

Credits: 04

Total Hours: 60

Course Objectives:

1. Understand professional customer service
2. Identifying the types of customers
3. Interpersonal skills for customer focus
4. To develop effective listening and body language skills
5. Learning to handle conflict and criticism

Course Outcomes: At the end of the course students will be able to:

1. CO-1 Identify and deliver Customer service
2. CO-2 Connect and effectively communicate with customers
3. CO-3 Resolve customer problems /complains using policies and operating procedures
4. CO-4 Create customer delight during service delivery

Unit 1: Introduction to Customer Service

(04 Hrs)

What Is Customer Service; Developing a Customer-Centric Mind-set; Who Are Your Customers; Internal Customers; External Customers; When & Where Does Customer Service Take Place; The Need for Customer Service; Rewards; Penalties; What Does Customer Service Mean to You; Unpleasant Experiences; Satisfying Experiences; Developing a Customer Friendly Attitude; Evaluation

Unit 2: Communication Skills

(12 Hrs)

Developing Effective Communication Skills; Presenting a Professional Image; Non-verbal Communication Skills; Body Language; Key Body Language Aspects; Physical Distance; Verbal Communication Skills; Choice of Words; Tone of Voice; The Choice of Words; The Close; Being Positive; Tone of Voice; Inflection; Energy; Volume; Pace; Types of

Communication - Verbal / Non- Verbal / Body language/ Written / Visuals / Multi – Media; The Art of Listening / Listening Skills; Questioning Techniques; Barriers to Communication & How to overcome it; Perception in Communication.

Unit 3: Customer Analysis: Knowing your customer

(10 Hrs)

Knowing Your Customer; Customer Expectations; Assertive Working Style – Results Oriented; Analytical – Details-Oriented; Amiable – People-Oriented; Dominant Behavioral Style; Determining Your Level of Service; Etiquette – Social & Business; The WOW Factor – Going the extra mile; Empathy in Customer Service

Unit 4: Calming Upset Customers

(8 Hrs)

What Makes Customers Upset; Avoiding Upsets; What Can You Do to Avoid Upsets; 5 Key Steps to Calming Upset customers; Accurately identify the problem; Confirm the Customer's Value; Synchronize & Summarize; Conclude by Affirming the Customer's Value Again; What to Do When You Are Upset; Dealing with vulgarity / Coping with insults; Dealing with legal & Physical threats.

Unit 5: Telephone Customer Service

(6 Hrs)

Mastering the Telephone; Answering the Telephone; A Professional Greeting; Active Listening; Putting Callers on Hold; Recommendations; Transferring a Call; Taking a Message; Voice Mail; Closing the Call

Unit 6: Internet Customer Skills

(10 Hrs)

The Internet Customer; E-Mail; E-mail Communication Guidelines; Online Chat; Internet Customer Skills; Scripted Responses; Introduction; Placing a Chat on Hold; Closing a Chat session; Websites; Knowledgebase; Auto responders; Customer Online Support; SMS Etiquette

Unit 7: Time Management Strategies

(10 Hrs)

Time Management; Taking Control of Your Time; Time Analysis: Task Identification; Task Analysis; Personal Suitability; Efficiency; Task Analysis; Task Prioritization; Relative Importance; Time-frame; Time Wasters; Stress Management

Course Title: Hospitality Operations

Course Code: AHC 2

Marks: 100

Credits:04

Total Hours: 60

Course Objectives:

1. Provide the student with an introduction to the world of business and particularly to business as it applies to the hospitality industry. More specifically, the course will provide an opportunity for you
2. Become acquainted with the social, economic and environmental context within which the hospitality industry operates.
3. Understand the structure, nature and operating characteristics of the different sectors of the hospitality industry: food service, lodging and tourism.
4. Obtain an appreciation of the various functions of management and their interrelationships with other key concerns of managers such as marketing, finance and human resource management.
5. Provide an opportunity for further developing those skills which are important to learning, e.g., library skills, study skills, and so forth.

Course Outcomes: At the end of the course students will be able to:

1. CO-1 Explain the relevance of lodging and food service operations to the travel and tourism industry.
2. CO-2 Distinguish the functions of the hotels
3. CO-3 Be able to work in the Housekeeping, front office and food and beverage service departments with basic knowledge of the culinary
4. CO-4 Deliver high quality Guest service in front of the house departments

Unit 1: Food & Beverage Service

(20 Hrs)

- Growth of the tourism industry
- Organizational Chart & Basic Hygiene
 - Restaurant Equipment's & Crockery
 - The Menu
 - F & B Terminology & Types of Service
- Rules for waiting at the table
- Breakfast
- Beverages
 - Introduction; Classification of beverage; Non-Alcoholic Beverage; Tea; Coffee; Other Nonalcoholic beverages; Alcoholic Beverages; Beer; Wines; Whisky; Rum; Brandy; Vodka; Gin; Tequila; Liqueurs; Cocktails & Mocktails.
- Food Safety Food Allergies & Service Norms

Unit 2: Front Office

(20 Hrs)

Registration; Reservation; Guest Stay; Checkout & Billing; Guest History

Unit 3: House Keeping

(15 Hrs)

Basics Terms, terminology and glossary of Housekeeping; Science of Cleaning; Cleaning Equipment, Chemicals, Supplies, Guest Amenities and Supplies; Cleaning Public Area, Guest Rooms.

Unit 4: - Basics of Culinary

(5Hrs)

Mother Sauces, Key Culinary terminology, Five dishes of each course of menu.

Course Title: Aviation Operations

Course Code: AHC 3

Marks: 150

Credits: 04

Total Hours: 60

Course Objectives:

1. Bridge the gap between the various stakeholder in the Aviation industry and deliver high quality training.
2. Raise general awareness of aviation study and career opportunities.
3. To gain operational knowledge of on ground, cabin crew and other commercial job roles in the sector.

Course Outcomes: At the end of the course students will be able to:

1. CO-1 Relate to an operational cycle as a trainee cabin crew
2. CO-2 Prioritization of safety, security and first aid
3. CO-3 Classify the support operations and work in sync with other areas within the industry like ground staff and commercial/logistics job roles in the aviation industry.
4. CO-4 Familiarize with professional terminology during operations

Unit 1: - Travel Formalities

(3 Hrs)

Passport; Different Kinds of Visas; Health Documents; Attestations; Sponsorships; Taxes; Customs; Currencies; Travelers Cheque; Travel Insurance; General Preventive Measures; Travel Information Manual; IATA.

Unit 2: - Fares & Charges

(3 Hrs)

Discounts; Ticket Types; Seasonal Fares; Promotion Fares; Classes of Services; Seating; Commercially Important Passengers; Different Types of Airport Taxes

Unit 3: - Cargo Handling

(6 Hrs)

Type of Air Cargo-Air Cargo Tariff, Ratios and Charges; Airway Bill, Function, Purpose, Validation, Dangerous Goods; Cargo Handling-Booking of Perishable Cargo and Live Animals

Unit 4: - Schedules & Rosters

(4 Hrs)

Flight Schedules; Staff Rosters; International Schedules; Itinerary Reading; Definition of Fare Rules; Trips - One Way Trip, Return Trip, Round Trip, Open Jaw, Circle Trip, Round the World Trip.

Unit 5: - Parts of an Airline

(5 Hrs)

Fuselage; Landing Gear; Wings; Aileron; Leading Edge; Fuel Tank; Shock Absorbing Mechanism; Radars; Anti-Collision Lights; Cockpits; GPRS; Elevators; Rudders; Temperature Control; Cabin Pressurization.

Unit 6: - Pre-Departure Process & Practices

(15 Hrs)

Pass Verification; Pre-Flight Preparation; Safety Briefing & Announcements; Public Announcements.

Unit 7: - In Flight Services & Safety

(18 Hrs)

Galley; Meal Service; Entertainment System Inside the Cabin; Service of Beverage; Flight Catering; Checks and Balances

Unit 8: - In Flight Safety & First aid

(6 Hrs)

Emergency Evacuation; Emergency Equipment and Precautions; Lavatories

Course Title: Personality Development

Course Code: AHC 4

Marks: 100

Credits: 04

Total Hours: 60

Course Objectives:

1. Improve the overall personality of the student.
2. Develop a leadership drive and foster leadership
3. Have a professional know about how to handle interviews

Course Outcomes: At the end of the course students will be able to:

1. CO-1 Identify the importance of a positive personality
2. CO-2 Change personal grooming and hygiene as per industry standards
3. CO-3 Be able to present oneself with social grace and etiquette
4. CO-4 Demonstrate professional know about during interviews

Unit 1 - Dental Care (5 Hrs)

Unit 2 - First Aid (10 Hrs)

Unit 3 – Grooming (15 Hrs)
(Uniform, Hair, Body shape, selection of clothes, make up and skin care)

Unit 4 – Interview Skills (10 Hrs)
Preparing for an interview; Personal interview; Group Discussion; Extempore; Handling Failure.

Unit 5: - Soft Skills (20 Hrs)
Team Work; Negotiation Skills; Leadership Skills; Delegation

Course Title: Internship

Course Code: AHC 5

Credits: 12

Total Hours: 4 Months (3 Credits = 1 Month Internship)

Students are encouraged to select between leading hotels and hospitality ventures across Goa, India and International. Students need to complete 4 months of training in operation departments where they are exposed to real time guest experience and can use the academic knowledge in industry.

During Internship students need to maintain a training Log which is duly signed by the reporting supervisor and training manager.

Post completing the Internship Students submit an internship report which is graded.

Course Title: Spoken & Business English

Course Code: AHC 6

Marks:50

Credits: 02

Total Hours: 30

Course Objectives:

1. To provide students with the English communication skills necessary to become English-speaking professionals in the hospitality and Tourism industry.
2. Real-world language and practical strategies for communication
3. To communicate clearly and with impact, by improving their verbal and non-verbal communication, as well as enhancing interpersonal skills.

Course Outcomes: At the end of the course students will be able to:

1. CO-1 Communicate with Guest, Clients, passengers.
2. CO-2 Have a fair understanding of business Communications.
3. CO-3 Compare the difference between personal and business communications
4. CO-4 Be able to communicate with poise, correct grammar and better diction.

Unit 1 – Tenses, Adjectives & descriptive writing

(10 Hrs)

Learn how past and present tenses change the meaning of what you read and write, using different tenses to see how the verb “to be” can change a sentence’s purpose. Expanding your ability to read actively, learn to recognize how adjectives are used to describe things. Learn to write a descriptive paragraph. By the end of this unit, you’ll be able to use different tenses to describe past experiences and explain to a reader how you best learn.

Unit 2 – Verbs, tenses, expanding writing & Reading skills

(5 Hrs)

Understanding how the language works, new grammar ideas and word choices, learn to write about yourself and expand your writing skills. You will learn how past and present tenses change the meaning of what you read and write, practice using different tenses, and see how the verb “to be” can change a sentence’s purpose, vocabulary, and reading skills that work together to culminate in a complete essay. Learn how sentences become clearer when tenses agree and practice recognizing tense to make your writing more coherent.

Unit 3 – Business Communication

(6 hrs)

Learn how to leverage your communication skills to help you succeed in business. Improve your communication tools with activities that help you connect with others, both within and beyond the workplace.

Unit 4 – Public Speaking for Customer Interaction

(9 hrs)

This unit introduces students to professional interaction with clients. It introduces a wide range of Customer service positions available in the workforce and asks students to create a sales presentation. Successful completion will help students communicate effectively with clients and help them in selling products and services.

Course Title: Entrepreneurship

Course Code: APS-AHC 7

Marks: 50

Credits: 02

Total Hours: 30

Course Objectives:

1. To develop Entrepreneurial mindset among Students by exploring various entrepreneur opportunities.
2. To encourage students to opt for self-employment as a viable option for earning dignified means of living.
3. To acquaint the students about the role of Entrepreneurship in the growth and economic development of the nation.
4. To promote Entrepreneurship as life-skills to improve quality of life, skills of creation and management of entrepreneurial pursuits.

Course Outcomes: At the end of the course students will be able to:

1. CO-1 Develop awareness about entrepreneurship and successful entrepreneurs
2. CO-2 Develop an entrepreneurial mind-set by learning key skills such as design, personal selling, and communication
3. CO-3 Understand the DNA of an entrepreneur and assess their strengths and weaknesses from an entrepreneurial perspective.

Unit 1: Entrepreneurship: Introduction

(02 Hrs)

Entrepreneurship- Concept, Purposes, Necessity and Significance, What Entrepreneurship is not, Advantages and Disadvantages of Entrepreneurship, Entrepreneurial process.

Unit 2: Who is an entrepreneur?

(02 Hrs)

Types of Entrepreneurs, Core Competencies of an Entrepreneur; Ethical Entrepreneurship, Entrepreneurial Traits: Motivation, attitudes, values, The Mindsets of Employer and Entrepreneur, Entrepreneurship in an Organization.

Unit 3: The Entrepreneurial Path

(04 Hrs)

Dreams., Qualities, essential Skills, available Resources, Ideation – Building ideas, Studying the feasibility, Assessing and analyzing Opportunities, Family and Society role in Entrepreneurship, Women in Entrepreneurship – challenges and opportunities.

Unit 4: Entrepreneur - Creates Ideas and Solves Problems

(04 Hrs)

Entrepreneurs and Problem Solving, Entrepreneurial ventures, Concept and significance of Social Entrepreneurship, Taking Risks – Analyzing various types of risks, Use of Technology and social media – Types of firms, organizations, networks, Barriers to Entrepreneurship, Study of various Government Schemes – EDC.

Unit 5: Analyzing the Market

(02 Hrs)

Traditional and E-commerce – Analyzing various roles, Types of Business - Production, Trading and Services, Influencing Market Forces: Manufacturers/Dealers/Service providers, consumers and competitors, Market Survey: Significance and Process

Unit 6: Accounting and Record Keeping

(03 Hrs)

Basic Cash Register and Record Keeping, Unit Sale Price - Unit Price and Unit Cost – Cost of single product/service, Costs - Start up, Variable and Fixed, Cash flow Projections, Break Even Analysis, Taxes.

Unit 7: Preparing a Business Plan

(05 Hrs)

Researching the Market, Planning the Business Plan, gathering essential details, Presenting and Analyzing the Financials, Study and Analysis of the Competitors, Adding Sequence and Structure to the Business Plan, Adding an Executive Summary, Including Supporting Documents and Fine-Tuning the Plan

Unit 7: Executing a Business Plan

(8 Hrs)

Learn to execute a business plan from start to end with real-time execution.

Course Title: Event Management

Course Code: AHC 8

Marks: 50

Credits: 02

Total Hours: 30

Course Objectives:

1. To enable students to understand the essentials of planning an event
2. To acquaint students with practical aspects of organizing events of various forms
3. To enable students to get knowledge of legal and ethical issues involved in event management

Course Outcomes:

At the end of the course students will be able to:

1. CO-1 To acquire an understanding of the role and purposes of events in organizations.
2. CO-2 To acquire an understanding of the techniques and strategies required to plan successful events
3. CO-3 To acquire the knowledge and competencies required to promote, implement and conduct events
4. CO-4 To acquire the knowledge and competencies required to assess the quality and success of events.

UNIT – 1 Introduction to Event Management

(4 Hrs)

Introduction to Event planning and management, Event Production, Role of event planner and Qualities of good event planner, Importance of organizing events and its components, Techniques, Selections, Coordination, Creativity, Designing, Marketing, Sponsorships and Production of Special, Corporate and Sports events.

UNIT – 2 Event Management Practices

(4 Hrs)

Planning, Concept, Nature and Practices in Event Management: Organizing and planning events, Customer relationship management, Starting and managing events business, Event coordination.

UNIT – 3 Event Planning

(6 Hrs)

Site Management, Selection, Planning and Development, Infrastructure management, Management of logistics, Crowd Management, Attendee care and comfort, Control, Participants, Management, Risk Preparedness, Planning Check lists

UNIT – 4 Financial Management

(4 Hrs)

Raising Funds, Investment, Fund Flow Management and Working Capital Decisions. Pricing strategies.

UNIT – 5 Events Execution

(12 Hrs)

Organizing events such as Job fairs, Career fairs, Hospitality, food, cultural and Travel events,

Course Title: Cruise Familiarization

Course Code: AHC 9

Marks: 50

Credits: 02

Total Hours: 30

Course Objectives: Students at the end of the module will be able

1. To understand the basic operations of a cruise ship
2. To understand and use Industry terminology
3. To demonstrate Basics of Safety at Sea and procedures
4. Prepare them self mentally and emotionally to the working and living conditions on the cruise ship.
5. To coordinate / understand technical operations with the Marine departments on board.

Course Outcomes: At the end of the course students will be able to:

1. CO-1 Describe the Cruise industry and how these are managed to cater to the global demand trends.
2. CO-2 Compare and contrast the operations and management of land-based property from a floating resort.
3. CO-3 Examine the marketing strategies, organizational structure, recreational activities and facilities/amenities for the different cruise line companies.

Unit 1: Introduction to the Industry

(2 Hrs)

The History and evolution of the cruise line industry, the organizational structure of the Cruise Industry, Explain the important duties and responsibilities found in the Cruise Industry.

Unit 2: Cruise Ship Types

(2 Hrs)

Cruise Line industry, on-board management and common specifics of the international cruise line, companies, registration of cruise ship Categorization of the amenities on board the cruise ship.

Unit: 3 Cruise Line Profiles

(2 Hrs)

Operation and management of Hotel Department on-board the cruise ship.

Unit 4 The Passenger

(4 Hrs)

Receive passengers in a courteous manner at the check in counter; Identify the bona fide passengers with their passenger name record; (PNR) in accordance with the airline procedure and an acceptable identification document as per regulatory requirements; “check-In” the passenger in the departure control system as per organisation procedures; allocate seat, services and facilities to bonafide passengers according to their requests and their eligibility.

Unit 6: Cruise Ship: From Embarkation to Debarkation

(6 Hrs)

Compare and contrast the embarkation and debarkation operations on-board the cruise ship; Explain the first day activities on-board the cruise ship; Guests Boat Drill; Bon Voyage Party; Opening of Duty-free Shops; Opening of Casino; Other welcome aboard activities; Discuss common guests’ issues/challenges/problems on-board the cruise ship and how these are handled

Unit 7: Safety of Life at Sea

(2 Hrs)

Interpret the International Maritime Laws/Conventions: SOLAS, ISPS, MARPOL; Describe the waste management on-board the cruise ship; Define the specifics of emergencies on cruise ships and its different codes used on-board the cruise ship; Elaborate the on-board security organization

Unit 8 Cruise Ship: Guest Management

(8 Hrs)

Analyze common Customer complaint management and service recovery methods; Describe passenger Logistics: Shore Excursion (Shorex), Embarkation and Debarkation; Describe and analyze the on-board service orientation and hospitality management.

Unit 9: The Future of Resort and Cruise Industry

(4 Hrs)

Identify and assess the future trends, issues and challenges in a land-based and floating resorts’ development; Analyze the impact of the rapid change and development of resorts to the society.

Course Title Digital Literacy & Basic IT Skills

Course Code: AHC10

Marks: 50

Credits: 02

Total Hours: 30

Course Objectives: Students at the end of the module will be able

1. To understand the basic computer operational skills.
2. Identify basic system maintenance operations for hardware and software.
3. Explain and use concepts, terminology, and applications of the windows operating system and to integrate software package (Microsoft Office).
4. To understand and use internet communication at the workplace.

Course Outcomes: At the end of the course students will be able to:

1. CO-1 Understood the basics of computers, and learnt how to use basic computer applications for collaboration like presentation, word processing, spreadsheets and multimedia applications.
2. CO-2 Adept at using internet search, email and various social media platforms and will be able to communicate & collaborate online.
3. CO-3 Upon completion of the course students will be able to: Recognize when to use each of the Microsoft Office programs to create professional and academic documents.

Unit 1 Knowing the computer

(4 Hrs)

What is a Computer, Basic Applications of Computer; Components of Computer System, Keyboard and Mouse, Other input/output Devices, Computer Memory, Concepts of Hardware and Software; Concept of Computing, Data and Information.

Unit 2 Operating computer using GUI based operating systems

(5 Hrs)

Basics of popular operating system (LINUX, WINDOWS), the User Interface, Task Bar, Running an Application, Operating System Simple Settings, Changing Display Properties, Adding or Removing

a Windows Component, Adding and removing Printers, File and Directory Management, Creating and renaming of files and directories, Common utilities.

Unit 3 Microsoft Office

(15 Hrs)

Microsoft word - Text basics, Text Formatting, working with objects, headers and footers, bullets & numbered lists, tables, sharing & maintaining documents. Microsoft Excel – Introduction, Formatting Excel Workbook, Perform calculations with functions, Sort & Filter data, proofing and printing. Microsoft PowerPoint – Setting up PowerPoint environment, creating slides and applying themes, Objects, bullets and numbering, hyperlinks, media content, animations, tables, slide master & slideshow option

Unit 4 Internet & Email

(6 Hrs)

What is the Internet? Receiving Incoming Messages, Sending Outgoing Messages, Email addressing, Email attachments, Browsing, Search engines, Job Searching, downloading video content, Uploading Video content, webinars, conducting meetings online, online interviews, Introduction to Blogging, Facebook.

Course Title: Etiquette and Social Graces

Course Code: AHC11

Marks: 50

Credits: 02

Total Hours: 30

Course Objectives: Students at the end of the module will be able

1. To Learn how to create a professional presence through dressing, Self-confidence, motivation and positive morale.
2. Understand why social etiquette matters and how it can be improved in all social settings
3. Demonstrate the ability to assess the appropriateness and effectiveness of interpersonal strategies used in various interpersonal situations.
4. Know the importance of teamwork, understanding team dynamics & team collaboration.

Course Outcomes: At the end of the course students will be able to:

1. CO-1 Apply personal and professional skills and manners in a variety of settings.
2. CO-2 Create a great impression and professionally interact and communicate with others by applying necessary inter personal skills.
3. CO-3 Identify how to adapt their behavior and communicate effectively for each scenario & create a positive work environment through improved awareness of personality styles.
4. CO-4 Form a team, Experience different roles on the team and understand different perspectives of team members.

Unit 1 Building a Professional Image

(8 Hrs)

Learn strategies for establishing and maintaining your professional image in the workplace. Learn how to refine and develop your image at a new level including how to dress and how to carry yourself.

Unit 2 Social Etiquette

(10 Hrs)

Develop knowledge, skills and abilities crucial to demonstrate basic personal and professional social skills and etiquette. Succeed Through Service Presentations, learn about required behavior in social situations—interactions with family, friends, coworkers & clients.

Unit 3 Interpersonal Skills

(8 Hrs)

communication styles, learn to become a better communicator, learn to behave assertively, increase your influence, how to approach workplace conflict, how to resolve workplace conflict.

Unit 4 Collaborating Effectively

(4 Hrs)

Understanding collaboration and why is it important, how to enhance collaboration with colleagues, team collaboration, learn the challenges of virtual collaboration and how to tackle them, tools for virtual collaboration, how to make virtual meetings effective.