



PRASANNADEB WOMEN'S COLLEGE

AFFILIATED TO NORTH BENGAL UNIVERSITY

brings you

A World of Career Opportunity in the Service Sector.

BACHELOR DEGREE

in

TOURISM, AVIATION & HOSPITALITY MANAGEMENT

BBA

PROSPECTUS



TOURISM



AVIATION



HOSPITALITY

PRASANNADEB WOMEN'S COLLEGE

Club Road, Jalpaiguri - 735101, W.B., Ph./Fax : +91-3561-230146

Website : www.pdwomenscollege.org

BACHELOR DEGREE
in Tourism, Aviation & Hospitality Management Course 2018-19
of PRASANNADEB WOMEN'S COLLEGE
in collaboration with AVLON SIKSHA NIKETAN



REGULATIONS :

Introduction :

Bachelor's Degree (BBA) Course in Tourism, Aviation & Hospitality Management is an initiative of Prasannadeb Women's College in collaboration with Avlon Siksha Niketan, Siliguri, which is affiliated to North Bengal University .

This program shall focus on Tourism, Aviation, Hospitality and all the other related contemporary area.



Objective :

- ❖ To provide basic knowledge of the Service Industry. The various activities undertaken by Tourism , Aviation and Hospitality Industry. To make the students well equipped with the work ethics and skills for this sector.
- ❖ To train the students in all the aspects of the industry, the rules regulations and the functionality of the industry as a whole.
- ❖ To create consciousness among the students, to make them understand the work culture and also to help them become a responsible citizens of tomorrow.
- ❖ To make them professional of the industry and help them with enough knowledge, skill and attitude to set up their own establishment.
- ❖ To provide them with global view about these booming industry, so that they can later make sound career judgement.



Duration of the program :

This program will be conducted under choice based credit system and is for six semester spread over three years. There shall be 120 days of classroom study in each semester barring the 6th semester. As industry project will be included in the last semester wherein the students would be working as interns in these sectors for hands on experience in leading companies of industry itself.

It a pleasure to share that in 2017 BBA in Tourism , Aviation & Hospitality has been introduced by Prasannadeb Women's College in association with Avlon Shiksha Niketan affiliated by North Bengal University.

Course Fees :

Application Fees : Rs. 200/- per head

Admission Fees : Rs. 25,000/

Monthly Tution fees : Rs. 6,550 for 35 months (excluding service charges as available)



Eligibility Creteria :

- a. Age : Between 18-24 years
- b. Educational Qualification : 10+2 from any recognized board/university

DISTINCTIVE FEATURES OF THIS DEGREE UNIQUE COURSE

- ❖ Uniform, bag and books will be provided to the students pursuing this course.
- ❖ Client Interactions and special classes by local Station Heads from Airports, Hotels and other pioneers in Tourism.
- ❖ Hands On Internship / Industry project with renowned Tourism / Hotel / Airlines / Airports in the last semester.
- ❖ Placement Oriented Degree Course with relative Industry Specialisation.
- ❖ Interviews and Job opportunities by clients like Spicejet, Indigo, Go Air, Regent Air, Jet Airways, Oberoi, Radisson, Trident, J.W Marriott, Cox & Kings, Thomas Cook and many more.....

SPREADING SMILES AFTER PLACEMENTS



STUDENTS IN THE GLAMOROUS WORLD OF TOURISM, AVIATION, HOTELS AND WITH CELEBRITIES .

SUBJECT NAME SEMESTER WISE

Persona Management & Soft Skills

Language Enhancement

Principles of Aviation

Customer Service for Global Clientele

Environmental Science

Air Fares & Ticketing

Cargo & Transportation Management

Security & Legislation

Load Planning & DGR

Principles of Management & Organisational Behaviour

Business Economics

Aviation Finance

Introduction to Statistics

Airport Infrastructure & Services Management

Airline and Airport Organisation

Aviation Safety Management

Crew Management

Hotel Tourism & Accommodation Operations

F&B Service & Food Production

Accounting For Managers

Principles of Travel & Tourism Operations

Travel Agency Operations

Cruise Destination

Industry Project

TRAVEL & TOURISM

The fascination about incredible India has made tourism one of the fastest growing sectors. Also with the rise in business & health care tourism, the industry bound to grow even further. Thus creating a huge demand for smart professional with the right skills in the sector.

AVIATION

The Indian aviation industry is rising. It is estimated that by the year 2020, Aviation traffic in India will reach 450* million passengers. This opens numerous opportunities for a career in Airport Management, Ground handling, Aircraft Maintenance & many other exciting functions.

HOSPITALITY

The hospitality industry has now reached nearly INR 2 lakh crore making it one of the biggest industries in the dynamic service sector. The need of the hour is to possess skilled & trained human resources, who can provide efficient & high quality services.

CAREER PROSPECTS

TRAVEL & TOURISM

Tour Supervisor
Language Interpreters
Travel Agency Owner
Tourism Promotion Manager
Tour Manager
Sales Manager
Hotel Manager
Home Stay Organizer
Itinerary Planner
Fares & Ticketing Officer
Foreign Exchange
Operations Department
Holiday Representative
Event & Conference Organiser

AVIATION

Cabin Crew Services
Customer Service
Cargo & Transportation
Passenger Handling
Load and Trim
Fares & Ticketing
In-flight Safety and Security
Safety & Services
Service & Maintenance
Baggage Handling
Fixed Base Operation
Transport Scheduling
Air Line Catering
Guest Service Agent
Cargo Handling Staff
Guest Service Supervisor
Passenger Service Staff
Airport Public Relation Exe.

HOSPITALITY

Front Office Assistant
Front Office Manager
F & B Manager
Banquet Supervisor
Bar Supervisor
Floor Attendant
House-keeping Manager
Food Production Manager
Travel Desk Manager
Guest Relationship Manager
Lobby Manager

❖ QUALITY EDUCATION ON THE JOB TRAINING

❖ INDUSTRY RELEVANT INFRA-STRUCTURE

❖ JOB ORIENTED INDUSTRY CENTRIC CURRICULUM

❖ LATEST TEACHING AIDS

❖ CERTIFIED & WELL EXPERIENCED FACULTY

❖ LAB SESSIONS

❖ PERSONAL ATTENTION

❖ PRACTICE & APPLICATION OF THEORY IN REAL TIME

❖ INDUSTRY INTRACTION & EXPOSURE

❖ PROJECTS

❖ PLACEMENT ASSISTANCE

In Association with

AVLON TOURISM
SHIKSHA NIKETAN HOSPITALITY
AVIATION

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