

Semester 1

S.No	Paper Code	Paper Name	Contact Hrs (Per Semester)			Theory Exam Marks			Practical Exam Marks			Duration of Exam	Remarks
			Theory Hrs	Practical Hrs	Total Hrs	Internal	External	Total	Internal	External	Total		
1	DAT M 101	Aviation Technology			0	25	75	100	-	-	-	3 Hrs.	-
2	DAT M 102	Fares & Reservations			0	25	75	100	-	-	-	3 Hrs.	-
3	DAT M 103	Fundamentals of Computer Application			0	25	75	100	-	-	-	3 Hrs.	-
4	DAT M 104	Communication Skill			0	25	75	100	-	-	-	3 Hrs.	-
5	DAT M 105	Communication & Soft Skills	20	10	30	50	-	50	-	-	-	-	-
Total								450			100		

Semester 2

1	DAT M 201	French			0	25	75	100	-	-	-	3 Hrs.	-
2	DAT M 202	Customer Relationship Management			0	25	75	100	-	-	-	3 Hrs.	-
3	DAT M 203	Personality Development			0	25	75	100	-	-	-	3 Hrs.	-
4	DAT M 204	Travel & Tourism Management			0	25	75	100	-	-	-	3 Hrs.	-
Total					0			500			100		

DIPLOMA IN AIRLINES AND TICKETING MANAGEMENT

Duration : 1 Year (2 Semesters)
Qualification : 10 + 2
100 Marks (Each Paper)

1st Semester

PAPER 1. AVIATION TECHNOLOGY

- A. History of Aviation
- B. Abbreviation used in travel industry
- C. Different Types of Passenger Aircraft
- D. Emergency Equipments on board (Passenger Aircraft)
- E. Role of Aviation Industry in promoting Tourism
- F. Agencies Involved in Promoting Tourism (Indian Context / TAAI / TAFI / IATO / PATA Etc.)
- G. Brief History of IATA and its functions and role in regulating aviation industry in India

PAPER 2. FARES AND RESERVATIONS

- A. Types of Fares (Domestic and International)
- B. Published Fares
- C. Calculation of Time / Time Zones / Calculation of Duration of Journey / Minimum Connecting Time / Travel language (common terms)
- D. Fare Calculation
- E. Types of Journey – Return / One Way / Open Jaw
- F. Types of classes – Economic / Business / First

PAPER 3. FUNDAMENTALS OF COMPUTER APPLICATIONS

- A. Basic Computer Usage – Need for Computer/Types of Computer/Computer Hardware (Devices)
- B. Operating System – DOS & Windows (Desktop / Control Panel / Word Pad / Paint)
- C. Office Automation – MS-Word / Excel / Power Point / MS-Access
- D. Internet – Basics of Internet (Hardware / websites [/E-m@il](#) / chatting / Managing clients through [E-m@il](#))
- E. Online Reservation System – Types / Operation / Usage / Automated Ticketing / E-Ticketing thru [E-m@il](#)

PAPER 4. COMMUNICATION SKILLS

- A. Effective English Common – English language / Spoken written
- B. Importance of Communication in tourism industry with Fax / Colleagues / Principles / Suppliers etc.
- C. Group Discussions/Extempore Speech
- D. Business Correspondence.
- E. Presentation of seminars & workshops
- F. Modes of Communication
- G. Communication in tourism Industry – Abbreviations / common terminology
- H. Codes – Airlines / Airports / Cities

PAPER 5 COMMUNICATION & SOFT SKILLS

Essentials of Grammar: Parts of Speech, Punctuation, Vocabulary Building, Phonetics

Office Management : Types of Correspondence, Receipt and Dispatch of Mail, Filing

Systems, Classification of Mail. ,Role & Function of Correspondence, MIS, Managing Computer

Letter & Resume Writing: Types of Letters-Formal / Informal, Importance and Function, Drafting the Applications, Elements of Structure, Preparing the Resume, Do's & Don'ts of Resume, Helpful Hints

Presentation Skills: Importance of Presentation Skills, Capturing Data, Voice & Picture Integration, Guidelines to make Presentation Interesting, Body Language, Voice Modulation, Audience Awareness, Presentation Plan, Visual Aids, Forms of Layout, Styles of Presentation.

Interview Preparation: Types of Interview, Preparing for the Interviews, Attending the Interview, Interview Process, Employers Expectations, General Etiquette, Dressing Sense, Postures & Gestures

Group Discussion & Presentation: Definition, Process, Guidelines, Helpful Expressions, Evaluation

(Note: Every student shall be given 15 minutes. of presentation time & 45 minutes of discussion on his/ her presentation.)

The student will be evaluated on the basis of :

- his / her presentation style
- Feedback of Faculty & Students
- General Etiquette
- Proficiency in Letter Drafting / Interview Preparation

The paper is internal and at least 3 tests will be taken. Best 2 of 3 shall account for final grades (70% Test & 30% Presentation)

2nd Semester

Paper 1. French

- A. Importance of French Language in Tourism Industry
- B. Basic Rules / Vocabulary / Number 1-100 Days of week / month / seasons / time.
- C. Pronunciation of French words and common sentences.
- D. Simple translation from French to English and English to French.
- E. Basic French grammar related to various parts of speech

Paper 2. Customer Relationship Management

- A. Behavior Analysis / Body Language / Customer Handling / Active Listening / Complaint Handling.
- B. Creating & maintaining customer data / updates regular mailers.
- C. Type of Customer – FIT / GIT / Business / Social group corporate incentive / special study groups.
- D. Tips to customer
- E. Customer counseling – Places to go / Budget / Seasons / taste of customer.

Paper 3. Personality Development

- A. Importance of personality development in tourism industry.
- B. Handling Inferiority & superiority complex, doubt, fear and depressions. /Positive and Negative thinking, self – confidence.
- C. Self – Presentation to prospective clients / colleagues / seniors/ Grooming / Uniform regulations & Accessories.
- D. Techniques to persuade influence and convince others.
- E. Interview Techniques - Handling an interview (Appearing for an interview/Taking an interview)
- F. Body language in different situations

Paper 4. Travel & Tour Management

- A. Travel Agencies & Tour Operation – Distinction between the two
- B. Classification of travel agencies –G.S.A. / P.S.A. / Stock Holder – various functions / Duties & rules
- C. Tour Operator – Inbound / Outbound
- D. Travel Documentation – Ticketing / PPT / Visa/ Forese / PoE
- E. Operational modalities of Travel Agency & Tour Operator
- F. Itinerary making – Domestic / International
- G. FPTA / MCO / Excess luggage (Baggage Rules).