Maharashtra State Board of Vocational Education Examination, Mumbai – 51

1	Name of Course	**Certificate Course in Customer Care in Aviation**
2	Course Code	417101
3	Max. Nos. of Student	25 Students
4	Duration	6 Months
5	Type	Part Time
6	Nos. of Days / Week	6 Days
7	Nos. of Hours/Days	4 Hrs
8	Space Required	Theory Class Room – 200 sqft Practical – 1000 sqft
9	Entry Qualification	S.S.C.
10	Objective of Syllabus/ Introduction	To get knowledge about Customer Care in Aviation Sector.
11	Employment Opportunity	Can get job in Aviation Sector.
12	Teacher's Qualification	Diploma / Certificate Course in Concern Subject.
13	Training System	**Training System Per Week**

Theory	Practical	Total
6 Hours	18 Hours	24 Hours

14 Exam. System

Sr. No.	Paper Code	Name of Subject	TH/PR	Hours	Max. Marks	Min. Marks
1	41710111	Training for Customer Care in Aviation	TH-I	3 hrs	100	35
2	41710112	Customer Care in Sales & Marketing	TH-II	3 hrs	100	35
3	41710121	Training for Customer Care in Aviation	PR-I	3 hrs	100	50
4	41710122	Customer Care in Sales & Marketing	PR-II	3 hrs	100	50
		Total			400	170

Theory - I
Training for Customer Care in Aviation
Subject Code : 41710111

1. Introduction to Aviation

1) History of World Aviation / Indian Aviation
2) Aircraft Manufactures
3) Theory of Flight
4) Important Aviation Body :- IATA / ICAO / DGCA / AAI
5) World Geography :- Geography World Continents / Three Letter Codes / Airport Codes / International Airlines Code / Country & Currency Code / India Code / GMT & IDL
6) Phonetic Alphabet
7) Airlines Terms & Definitions, Abbreviation, Aviation Terminologies, Configuration of Aircrafts / Airlines
8) How to read a time table
9) Documents: - Passport, Visas, Health Certificate, Insurance and Customs & Airport Taxes, Emigration, Types of Currency, Foreign Exchange.

2. Customer Care in Aviation

1. Customer Care Management

1. Five Dimensions to Quality Customer Care
2. Handling Difficult Customers – 8 Strategies
3. Customer Complaint
4. Customer Psychology

2. Introduction To Travel & Tourism / Types

1. History of Travel
2. Distinct element of Tourism

3. Components of Tourism

1. Accommodation
2. Transportation
3. Locale
4. Entertainment
5. Facilities
6. Travel Agents & Tour Operators

4. Types Of Tourism

1. Health Tourism
2. Eco-Tourism
3. Rural Tourism
4. Ethic Tourism
5. Senior Citizen Tourism
6. Spiritual Tourism
7. Golf Tourism
8. MICE Tourism
9. Adventure Tourism
10. Nature Tourism
11. Sustainable Tourism

5. Tourism Product & Their Types

6. 5 A's Essential For Tourism Destination

1. Accommodation
2. Accessibility
3. Activities
4. Amenities
5. Attractions

7. Tourist Places In India (P)

8. Important Tourist Destination Around The World (P).

9. **Public Relation** PR Method, Tools and Tactics

10. Check-In Procedures At Airport

Control of passengers and baggage numbers and weight

Exercise revenue control

Travel documents check

Passenger requiring special attention

Seat assignment

Give Passenger efficient and professional service

11. Important Bodies In Travel Industry

DTTDC

ITDC

TAAI

WTO

Theory - II
Customer Care in Sales & Marketing
Subject Code : 41710112

1. Customer Care in Sales & Marketing

1. Hospitality / Travel Tourism Sales & Marketing
2. Team Work In Sales & Marketing
3. Logistics In Sales & Marketing
4. Corporate Culture Of Various Airlines
5. Government Policies Affecting Sales & Marketing
6. Imparting Technology With Sales & Marketing
7. Competition In Sales & Marketing
8. Understanding The Working Of Domestic & International Market
9. Culture Sensitivity And Capability Of Working Indian International Teams
10. Skills For Sales & Marketing
11. Identification Of Market
12. Conceiving New Projects
13. Consumer Behavior
14. Customer Service Excellence
15. Dealing With Difficult People
16. Supply Chain Mgmt / Manager
17. Media Management
18. Innovation In Sales & Marketing
19. Skills & Influence In Sales & Marketing
20. The Deficiencies Encountered In Sales & Marketing

2. Hospitality

1. Hotels / General Operation & Structure

3. **Communication Skills**

1. Preparing vocabulary (2500 words)
2. Preparing phrases / idioms
3. Preparing complete sentence
4. Oratory / speech hailing
5. Letter writing
6. Précis
7. Comprehension
8. Correcting of sentence
9. Rapid reading skills
10. Rapid listening skills
11. Practical spoken English
12. Day to day conversational practice
13. Creating practical situations for practical demonstration
14. Rules and regulation for speaking English
15. Final self assessment
16. Group discussions
17. Learning effective communication skill
18. Public speaking and business presentation

Personality Development

1. Introduction to Personality Development
2. Grooming & Presentations
3. Public Speaking / Oratory
4. Motivation
5. Leadership
6. Stress Management
7. Empathy
8. Persistence
9. Attitude
10. Time Management
11. Interpersonal Relationship, Team Work
12. Transactional Analysis
13. Character Building & Morals
14. Body Language
15. Telephone Etiquettes
16. Emotional Intelligence
17. Goal Setting
18. Interview Skills

Practicals – I

Customer Care in Aviation

Subject Code : 41710121

Customer Care in Aviation :

1. Map Work for Geography physical & political
2. Codes (City, Airlines, Airports, Currency etc)
3. Time Table
4. Map Reading :- World
5. City Codes, Country Profile
6. Customer Handling : Difficult Customer , Customer Complaint
7. Itinerary Planning
8. Travel document presentation
9. Reservation Systems, Procedures
10. Tourist Places in India

Practical – II

Customer Care in Sales & Marketing

Subject Code : 41710122

1. **Customer Care & Sales & Marketing**
   - Hospitality / Travel Tourism Sales & Marketing
   - Team Work In Sales & Marketing
   - Logistics In Sales & Marketing
   - Imparting Technology With Sales & Marketing
   - Competition In Sales & Marketing
   - Skills For Sales & Marketing
   - Identification Of Market
   - Consumer Behavior
   - Dealing With Difficult People
   - Media Management
   - Skills & Influence In Sales & Marketing

2. **Hospitality**
   - **Hotels**: History & Development organizational structure of the hotel. Types of accommodation, Criteria + Process for classification of Hotels, Hotel Terminology Operational Department.
   - **Structure** : Front Office, Food & Beverage, Types of cooking & cuisine, Knowledge of foods, Kitchen & Restaurant, Housekeeping, maintenance & security. Guest as focus and front office as facilitator. Operation skills and attitude of front office. Responsibility & their functions.
   - Hotel Industry & Future Plans. Planning & Evaluating Operations.
   - Check in & check out procedures for FIT / GITs
   - Various plans – meals room assignment / allocation.
   - Procedures of Departments with guests. Maintain the record at the counter, crews, companies, conference. Luggage handling, arrivals and departures / storage for FIT, groups, crews care handling.

3. **Communication Skills & Personality Development**
   - Speeches on general topics.
   - Communication – Preparing Complete sentence, Group discussion on various topics, Paragraph writing, written communication, Practical Spoken English
   - Presentations on various topics of Group Discussion
   - Personality Development, Grooming
   - Interview Skills

List of Equipment :

1.	Aircraft Model	6.	Mike System (For Announcements & Other Activities)
2.	Maps (India / World) / Globe / Diagrams	7.	Computers with internet facility
3.	Manuals, Dummy Telephones	8.	Tape Recorder
4.	Black or White Board	9.	Reception Counter
5.	Audio Visual / LCD Projector	10	Television

Material Required for Teachers

1	Notes	3.	Modules
2	Maps & Charts	4.	Cd's

<u>Reference Book</u>

Name of the Books	Written By
Module I – Introductory to Aviation **	Late Capt. Ashis Roy
Customer Care in Aviation **	Late Capt. Ashis Roy
Other reference book - Career in Aviation	By Mapels
Indian Aviation Industry - Opportunity & Challenges	V.V. Ravi Kumar
Handbook of Global Aviation Industry & Hospitality	Ratnadeep Singh
Sales & Marketing	Phill Stone
Marketing Plans	N.C. Reddy

***