





Enrol your child to study at growing service industries close to your home with **Govt.Colleges**.

BBM in Tourism, Aviation & Hospitality

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https://www.avlonshikshaniketan.com

**Cooch Behar College** 

Redefining BBM

Affiliated under Cooch Behar Panchanan Barma University



## **DURATION & ELIGIBILTY**

- ✤ Three years graduate program.
- ✤ Spread into six semester.
- Eligibility criteria 10+2 pass out
- ✤ Seat Capacity 40.





## **Fees Structure**

BBMTAH FEES STRUCTURE		
PARTICULARS	AMT IN RS	
Admission Fees	10000	
1st semester.	39300	
Enrollment Fee	3000	
2nd semester	39,300	
Enrollment Fee	3,000	
3rd Semester	39,300	
Enrollment	3,000	
4th Semester	39,300	
Enrollment Fee	3,000	
5th Semester	39,300	
Enrollment Fee	3,000	
6th Semester	32,750	
TOTAL COURSES FEES (in Rs)	2,54,250	

RUPEES TWO LAKSHS FIFTY FOUR THOUSAND AND TWO HUNDRED FIFTY ONLY

## **Objective of BBM**

### **BBM in Tourism, Aviation & Hospitality**

Time changes and so does thought processes. Nothing seems grandeur and productive unless an initiative taken has a noble task instilled into it. Keeping this conviction in mind, it takes immense pride to "REDEFINE" conventional BBM in Tourism, Aviation and Hospitality to broaden the scope of employment in the industry. This application oriented program emphasizes not only on the subject related courses but at the same time paves the path towards the overall development of the students. Keeping this ideology in mind therefore, it is imperative that the industry diversification reflect upon the education that is imparted to the students. Hence, the importance of bringing in certain changes with regard to the syllabus has been found mandatory.

Considerations have been made to enhance the quality of education. Several subjects have been added in the new syllabus like Principles of Travel and Tourism and Communication & Presentation – Paper 2. These subjects aim to provide more knowledge and improve the communication of students. Other subjects like Persona Management, Soft Skills and Personality Development, Principles of Aviation, Language Enhancement, Business Economics and Hospitality Management subjects have been modified with the same motive.

The new syllabus has been formulated with the hope that it will, not only, result in knowledge enhancement but also motivate the students to add a glimpse of success to one's career. For Detailed syllabus click here

<u>https://docs.google.com/document/d/1MplMqblojejZrO0Fh\_IxUw7VGHr9LOLY/edit?</u> <u>amp%3Bouid=107862978339108834434&amp%3Brtpof=true&amp%3Bsd=true</u> <u>https://www.facebook.com/avlonshikshaniketan</u>

## BBM Syllabus 1st Year

### <u>Semester - I</u>

Subject Code	Title of the Course	Total Marks	Credit
DSC-1	Principles of Aviation	50	6
DSC-2	Persona Management, Soft Skills & Personality Development	50	6
LCC-1	Language Enhancement	50	6
AECC-1 (MIL)	Alternative English/Bengali/Hindi	50	2
	· ·	200	20

### <u>Semester - II</u>

Subject Code	Title of the Course	Total Marks	Credit
DSC-3	Principles of Travel & Tourism	50	6
DSC-4	Customer Servicing & Passenger Handling	50	6
LCC-2 Paper-1	Communication & Presentation Skills	50	6
AECC-2	Environmental Studies	50	2
		200	20

# BBM Syllabus 2<sup>nd</sup> Year

### <u>Semester - III</u>

Subject Code	Title of the Course	Total Marks	Credit
DSC-5	Business Economics	50	6
DSC-6	Introduction to Hospitality & Accommodation Operations	50	6
LCC-3	Business Language	50	6
SEC-1	Human Resource & Organizational Behavior	50	2
		200	20

#### <u>Semester - IV</u>

Subject Code	Title of the Course	Total Marks	Credit
DSC-7	Business Finance & Hotel Accounting	50	6
DSC-8	Aviation Safety Management and Resource Management at Airport	50	6
LCC-4 Paper 2	Communication & Presentation Skills	50	6
SEC-2	Crew Management & In-flight Services	50	2
		200	20

# BBM Syllabus 3<sup>rd</sup> Year

#### <u>Semester - V</u>

Subject	Title of the Course	Total Marks	Credit
Code			
DSE-1	Front Office & Housekeeping	50	6
DSE-2	F & B Services and Food Production & Project (15-25 Sheets) Industry Visit	50	6
GE-1	Elementary Statistics	50	6
SEC-3	Airlines & Airport Organization and Load Planning & DGR	50	2
		200	20

#### <u>Semester - VI</u>

Subject Code	Title of the Course	Total Marks	Credit
DSE-3	Tourism Business & Product	50	6
DSE-4	Security Legislation	50	6
GE-2	India as a Destination & Cruise Operations	50	6
SEC-4	Industry Project Internship	50	2
L		200	20

Total Credit :120 Full marks : 1200



What sets Avlon Shiksha Niketan apart from others, lies in its perspective of a teaching curriculum beyond the conventional mode of commercial BBM.

The typical subjects like accounting, finance, statistics, economics, theories gets a newer look by introducing program oriented subjects based on Tourism, Aviation and Hospitality thereby, broadening the scopes and horizons of the stereotypical notion of what we know as Bachelor in Business Management.

BBM in Tourism, Aviation and Hospitality imparts education by developing not only through skills, theories and practical knowledge but also emphasises on the overall growth of the development of an individual as a professional with skills.

Currently the tourism being on the skeletal development in this region it will take time to have the fully operational set up. Meanwhile we have BBM as an answer to utilize the time in giving the necessary skills to youth to be equipped for tomorrow which is not far away.







### **SERVICE INDUSTRY**





## TOURISM

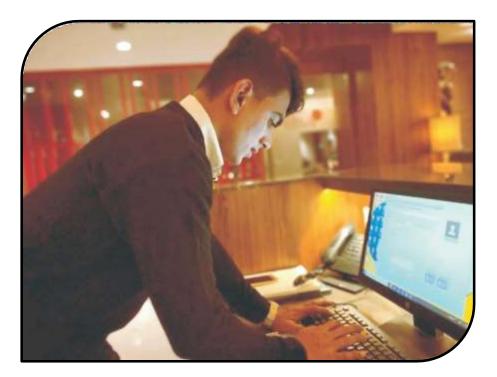


120-

### AVIATION



✤ India is forecast to be one of the fastest growing tourism economies in the world over the next decade, as reported by World Travel Tourism Council (WTTC). It also reported that, India will add nearly 10 million jobs in the tourism sector by 2028 and the total number of jobs dependent directly or indirectly on the travel & tourism industry will increase from 42.9 million in 2018 to 52.3 million in 2028.







The civil aviation industry in India has emerged as one of the fastest growing industries in the country during the last three years. India is currently considered the third largest domestic civil aviation market in the world. India is expected to become the world's largest domestic civil aviation market in the next 10 to 15 years. India is also expected to displace the UK to become the third largest air passenger market by 2025.







The hospitality industry in India is experiencing exponential growth bringing with it an influx of job openings and possibilities of tremendous economic growth. There are as many as 2.40 million people working in hotel, catering and allied industries in India. This number is only bound to increase with the advent of more and more skilled candidates entering the industry through trained courses.







# ENTILTLEMENMTS

# POST ADMISSION STUDENTS EXCLUSIVE ENTITLEMENTS

FOR THE UNIFORMITY OF GROOMING STANDARD FOR ALL STUDENTS 02 TROUSER

**MATERIAL(UNSTITCHED) PROVIDED TO INDIVIDUAL STUDENT** 

02 SHIRT MATERIAL(UNSTITCHED)

**01 TIE** 

01 WINTER BLAZER MATERIAL PROVIDED (WITH COLLEGE MONOGRAM ATTACHED)

TO MEET UP THE EXCLUSIVE STANDARDISED COLLEGE COURSE WE PROVIDE ALL 6 SEMESTER STUDY MATERIALS/E BOOKS 01 DIARY 1COLLEGE ID CARD 01 STUDENT BAG

## ACADEMICS

- PRIVATE TUTION FREE DEDICATED APPLICATION ORIENTED CLASSROOM STUDY
- SMART CLASSROOM USING LAPTOP , PROJECTOR AS TEACHING AIDS
- EXPERT FACULTIES FROM SPECIFIC INDUSTRY IN COMPLIANCE OF UGC NORMS
- REGULAR CLASS ROUTINE IN COMPLIANCE WITH CBCS STRUCTURE.
- STUDENTS GETTING PRACTICAL EXPOSURE RELATED TO THE SYLLABUS (TOURISIM, AVIATION & HOSPITALITY)





# ENTILTLEMENTS

# ACADEMIC FACILITIES

- STUDENTS GETTING PRACTICAL EXPOSURE RELATED TO THE SYLLABUS (TOURISIM, AVIATION & HOSPITALITY)
- VARIOUS ACTIVITIES CONDUCTED FOR THE ENHANCEMENT OF STUDENT'S PERSONALITY
- SWOT ANALYSIS OF THE STUDENT .
- PERSONALISED ATTENTION TO EVERY STUDENTS.
- EXTRA CLASSES OFFERED BY SPECIFIC INDUSTRY EXPERT FACULTIES
- SPECIAL ATTENTION GIVEN TO STUDENTS FOR PERSONALITY DEVELOPMENT & GROOMING BY EXPERTS
- TO COMPETE IN GLOBAL STANDARD, SPOKEN ENGLISH CLASSES CONDUCTED EXCLUDING THE UNIVERSITY SYLLABUS, FOR THE COMMUNICATION DEVELOPMENT.
- PARENTS TEACHERS MEET CONDUCTED IN REGULAR BASIS TO UNDERSTAND THE PROGRESS OF THE STUDENT
- AWARDS & ACCOLADES REWARDED TO THE STUDENTS IN THE FIELD OF ATTENDANCE, GROOMING & ACADEMICS

### PLACEMENT

 PLACEMENT OPPORTUNITIES OFFERED AT EITHER THE COLLEGE CAMPUS ,AVLON CAMPUS OR ANY OTHER VENUE AS PER THE RECRUITERS CHOICE.







## **Events & Placements**







Cor 200-

### OUR STUDENTS OF COOCHBEHAR COLLEGE DURING BATCH LAUNCH SEM 1 2019



### OUR STUDENTS WITH FACULTIES OF COOCHBEHAR COLLEGE DURING GOLDEN JUBLEE CELEBRATION



### OUR STUDENTS WITH FACULTIES OF COOCHBEHAR COLLEGE DURING GOLDEN JUBLEE CELEBRATION





### OUR STUDENTS WITH FACULTIES OF COOCHBEHAR COLLEGE DURING TOURISM DAY CELEBRATION 2019 AT SILIGURI





### OUR STUDENTS WITH FACULTIES OF COOCHBEHAR COLLEGE DURING TOURISM DAY CELEBRATION 2019 <u>AT\_SILIGURI</u>



### OUR STUDENTS WITH FACULTIES OF COOCHBEHAR COLLEGE DURING TOURISM DAY CELEBRATION 2019 <u>AT\_SILIGURI</u>



### INDUTRY VISIT OF HOTEL LEMON TREE AT SILIGURI



# OUR STUDENTS WITH FACULTY OF COOCHBEHARCOLLEGEDURING INDUTRY VISIT OF MONTANAVISTA ATSILIGURI



# OUR STUDENTS WITH FACULTY OF COOCHBEHARCOLLEGEDURING INDUTRY VISIT OF MONTANAVISTA ATSILIGURI



### OUR STUDENTS OF COOCHBEHAR COLLEGE WITH HANDI CRAFT PROJECT FOR TOURISM DAY CELEBRATION 2019







### OUR STUDENTS OF COOCHBEHAR COLLEGE INVOLVED IN OTHER ACTIVITIES OF THE COLLEGE





Teachers' Day Celebration



Teachers' Day Celebration

Planting Trees at College Campus





1<sup>st</sup> Batch launch of BBA (Aviation, Hospitality & Tourism) in Cooch behar College.



Orientation of BBM (Aviation, Hospitality & Tourism) in Cooch Behar College.







Industry visit at Lemon Tree Hotel, Siliguri.



Industry visit at the Bagdogra Airport.



Industrial visit at Montana Vista, Siliguri



### World Tourism Day 2018 participation





Team building activity.

Management with Lemon Tree HR and HOD during campus interview

### Students felicitation.









### Teacher's Day celebration at the center.





Industry visit at Lemon Tree Hotel, Siliguri.



Industry visit at the Bagdogra Airport.





Industry visit at the Bagdogra Airport.



Industry visit at the Bagdogra Airport.





### AVLON SHIKSHA NIKETAN



Siliguri College Sem 4 Students on Excursion 2019.













No.



Under Bhadra







sats

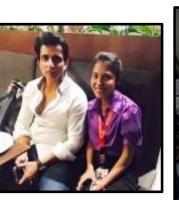


**Under Bhadra** 



### OUR STUDENTS WITH THE CELEBRATIES































# **Placements**

At a glance...



# Placement.... The ultimate goal!

The next pages will give you a glimpse of the end result of the months of hardwork

# and training that goes on at **AVLON SHIKSHA NIKETAN**.

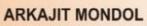
- We thrive and are determined to place all of our students to reputed brands so that they and their career see new horizons of
  - . . . .





#### SOME OF OUR RECENTLY PLACED STUDENTS AT VARIOUS LOCATION







**UTPAL BARMAN** 



AJIT RAVA



**DEBANJAN MAHATO** KOLKATA

BANGALORE

BANGALORE

APU BARMAN

BANGALORE











SAURAV THAKUR

BANGALORE

BANGALORE





PIYALI ROY CHOUDHARY CABIN CREW, INDIGO



SUMANTA DUTTA GROUND STAFF, REGENT AIR



TOURISM AVIATION HOSPITALITY

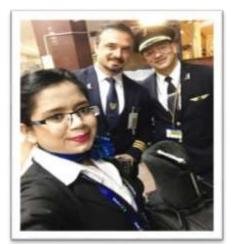
SWABRIN RAHMAN THE PARK HOTEL



SUBHASISH DHAR GROUND STAFF, JET AIRWAYS



SAHNAZ BANU THE PARK HOTEL



PAYEL SHAH GROUND STAFF, GULF AIR







JAYSREE SARKAR CABIN CREW, AIR ASIA



RUKSHAR NAWAJOO GROUND STAFF, GO AIR



SNEHASIS SARKAR GROUND STAFF, SPICE JET



KAUSHIK DAS GROUND STAFF, SPICE JET



SUKHWINDER KAUR CABIN CREW, VISTARA



SNEHA SINHA GROUND STAFF, GO AIR







Pratham Baidh – Centrum Bagdogra Airport







Soham Sarkar – Air Asia

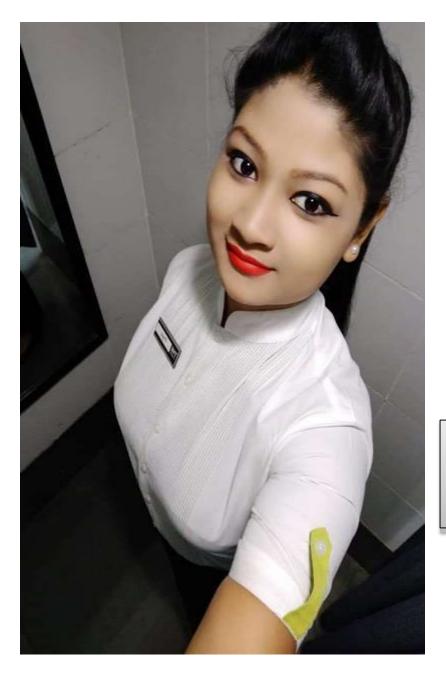






Supriya Pradhan – Ambuja Neotia Hospitality







The Park Hotels is a collection of contemporary luxury five-star boutique hotels in India belonging to the Apeejay Surrendra Group, headquartered in Kolkata, West Bengal, India

PRIYA SARKAR ,(Beleghata ,Kolkata )placed in The Park Hotel Mumbai





IndiGo is a no- frill airline headquartered at Gurgaon, Haryana, India. It is the largest airline in India by passengers carried and fleet size, with a 41.3% domestic market share as of June 2018

PIYALI ROY CHOUDHURY (KONNAGAR,Hoogly W.B.) placed with Indigo Airlines as Cabin Crew





Founded in 1997, EBIX CASH Forex ,(Erstwhile known as Centrum ) is a well-respected Financial Services Group, with diversified fee businesses and a rapidly growing lending platform for institutions and individuals.

1.SANDIP SHAW (Chandannagar , Hoogly W.B ) 2.SOHINI ROY (Gobardanga, W.B) **3. DIPSHIKHA CHAKRABORTY** (Gobardanga, W.B) 4. KAUSTAV DAS (Dumdum, W.B)

placed as Airport Cashier, **NSCBI** Airport







Founded in 1997, EBIX CASH Forex ,(Erstwhile known as Centrum ) is a well-respected Financial Services Group, with diversified fee businesses and a rapidly growing lending platform for institutions and individuals.

BISWAJIT PAL ( Shyamnagar ,W.B ) placed as Airport Cashier , Mumbai







PAMPA CHAUDHURY (KONNAGAR, Howrah, W.B) placed as Airport Cashier, Mumbai



# EBX CASH

Founded in 1997, EBIX CASH Forex ,(Erstwhile known as Centrum ) is a well-respected Financial Services Group, with diversified fee businesses and a rapidly growing lending platform for institutions and individuals.

ANINDITA ADAK (Chandannagar ,Hoogly, W.B)
RAHUL SINGH (Chandannagar, Hoogly ,W.B)
P.Sarita (Kharagpur ,W.B)

placed as Airport Cashier . NSCBI Airport



IndiGo is a no-frill airline headquartered at Gurgaon, Haryana, India. It is the largest airline in India by passengers carried and fleet size, with a 41.3% domestic market share as of June 2018

SWAGATA MUKHERJEE (KOLKATA) placed in Indigo Airlines as Cabin Crew.



IndiGo







Bhadra International India Ltd is an Indian based ground handling company partnered with Danish ground handler NOVIA. Bhadra has been awarded concessions to provide ground handling services at seven of India's major international airports- Chennai, Kolkata and all 5 international airports in the Southern Zone- Coimbatore, Trichy, Mangalore, Trivandrum and Calicut.

RIYA DAS (Chandannagar ,Hoogly ) ARPITA DHAR (Chandannagar ,Hoogly )

Handling Ethiad Airways as Customer Service Agent , Chennai







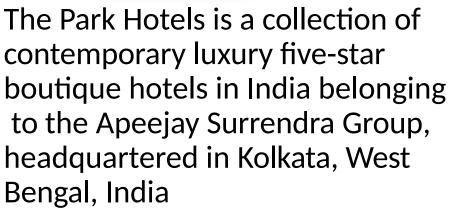
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PAYEL DAS (Chandannagar ,Hoogly ) ANKITA SARKAR (Chandannagar ,Hoogly )

Handling GULF AIR as Customer Service Agent , Chennai







#### Placed at The Park Hotel, Navi Mumbai

SWABRIN REHMAN ( Jorhat , Assam )









The Park Hotels is a collection of contemporary luxury five-star boutique hotels in India belonging to the Apeejay Surrendra Group, headquartered in Kolkata, West Bengal, India

#### SHEHNAZ BANU (KALIMPONG ,W.B)

<u> Placed at Park Hotels - Kolkata</u>





Travel Food Services (TFS) is India's largest and fastest growing F&B operator in travel retail segment. At TFS, culinary innovation coupled with operational excellence is a key to deliver the best possible dining experience to the guests. TFS also manages and operates 13 Airport lounges at Mumbai, Kolkata, Nagpur & Chennai etc. Placed in TFS (Travel Food Services ) ,Retail ,Kolkata Airport

- 1) ASADUL KHAN ( MEDINIPUR )
- 2) SOORAJ PRASAD (DUMDUM ,KOLKATA)
- 3) NOOR ISLAM (MEDINIPUR )
- 4) CHANDAN BISWAS ( MEMARI ,BURDHWAN)







Travel Food Services (TFS) is India's largest and fastest growing F&B operator in travel retail segment. At TFS, culinary innovation coupled with operational excellence is a key to deliver the best possible dining experience to the guests. TFS also manages and operates 13 Airport lounges at Mumbai, Kolkata, Nagpur & Chennai etc.

Placed in TFS (Travel Food Services ) ,Retail ,Kolkata Airport

**POOJA SOREN (from Burdwan district)** 





TajSATS Air Catering Ltd. is a joint venture of the Indian Hotels Company, popularly known as the <u>Taj Hotels Resorts</u> <u>and Palaces</u>, and SATS (formerly known as Singapore Airport Terminal Services).

The Taj Hotels Resorts and Palaces is part of the <u>Tata Group</u>, India's largest business conglomerate. The Tata Group has 98 companies spread across 80 countries in 6 continents. <u>SATS</u>, is a leader in airline catering and ground handling services in Asia.

TajSATS is the market leader in airline catering. The company provides in-flight catering at Mumbai, Delhi, Chennai, Kolkata, Amritsar, Goa and Bangalore. Taj Madras Flight Kitchen is a joint venture of the Indian Hotels, SATS and Malaysian Airlines.

**ROHIT KUMAR (Bihar)** 

#### placed as a Flight Supervisor, NSCBI







The Taj Hotels Resorts and Palaces is part of the <u>Tata Group</u>, India's largest business conglomerate. The Tata Group has 98 companies spread across 80 countries in 6 continents.

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SHIRSHA BISWAS (Barasat, W.B)

#### placed as a Flight Supervisor, NSCBI Airport







SpiceJet is a NO -FRILL airline headquartered in Gurgaon, India. It is the fourth largest airline in the country by number of domestic passengers carried, with a market share of 13.3% as of October 2017

PUJA CHAKRABORTY (Siliguri, W.B.), placed with SpiceJet as Cabin Crew







enture of the Indian Hotels

<u>Company, popularly known as the Taj Hotels Resorts and</u> <u>Palaces, and SATS (formerly known as Singapore Airport</u> Terminal Services).

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#### placed as a Flight Supervisor, NSCBI Airport





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#### WORKING AS CUSTOMER SERVICE AGENT IN AIR ARABIA

1) PRIYA SEAL (Gawahati) 2) AVINASH KUMAR (Jharkhand)





#### WORKING AS CUSTOMER SERVICE AGENT IN **AIR ARABIA**

1) PRIYA KUMARI (Jamshedpur ,Jharkhand) ANJALI TOPPO (Barasat ,W.B.)

2)

Life Well Travelled

CATHAY PACIFIC

The ONLY



M. DUSTIN







## WORKING AS CUSTOMER SERVICE AGENT IN CATHAY DRAGON

NIKITA RAJ from BIHAR









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WORKING AS CUSTOMER SERVICE AGENT IN **CATHAY DRAGON** 

RIJETA BANERJEE (Barrakpore ,W.B)







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#### W<sup>T</sup>O<sup>i</sup>R<sup>a</sup>K<sup>d</sup>N<sup>u</sup>G<sup>m</sup>A<sup>a</sup>S<sup>d</sup>C<sup>G</sup>U<sup>i</sup>S<sup>CI</sup>T<sup>t</sup>OMER SERVICE AGENT IN **THAI SMILE**

ADITYA JOSHI from Burrabazar, ko





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Placed in Indigo Airlines as Cabin Crew.

1) AYUSHI DUTTA (Howrah, Kolkata) 2) PREMASHREE BAIRAGYA

(Barrakpore,W.B.)

ndiGo







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Placed in Indigo Airlines as Cabin Crew.

NISHA MINZ (JHARKHAND)





# And many more....









