

Name of Faculty	:	Faculty of Hospitality & Tourism
Name of Program	:	Diploma in Aviation & Hospitality Management
Course Code	:	1DAH06
Course Title	:	Grooming for the Aviation Industry
Type of Course	:	Skill Enhancement (SE)
Year of Introduction	:	2023-24

Prerequisite	:	None
Course Objective	:	To equip students with the knowledge and skills necessary to project a polished and professional image in aviation and hospitality careers through personal grooming, professional appearance, and etiquette.
Course Outcomes	:	At the end of this course, students will be able to:
	CO1	Analyze and evaluate the significance of grooming in the aviation and hospitality industries, demonstrating an understanding of its impact on customer satisfaction and business success.
	CO2	Apply and demonstrate proper personal grooming techniques, including hygiene practices, skincare, hair care, nail care, dental care, body odor management, and appropriate attire.
	CO3	Assess and justify professional appearance standards, including understanding dress codes, uniform requirements, cultural sensitivities, and selecting suitable attire for different roles and environments.
	CO4	Employ effective communication skills, demonstrate proper social etiquette and manners, exhibit professional conduct, and establish positive interactions with customers and colleagues.
	CO5	Create and synthesize grooming strategies for career success, including grooming techniques for interviews, job applications, advancement, and ongoing professional development.

Teaching and Examination Scheme

Teaching Scheme (Contact Hours)			Credits	Examination Marks				
L	T	P		Theory Marks		Practical Marks		Total Marks
SEE	CIA	SEE	CIA					
2	0	2	3	70	30	30	20	150

Legends: **L**-Lecture; **T**-Tutorial/Teacher Guided Theory Practice; **P**-Practical, **C** - Credit, **SEE** - Semester End Examination, **CIA** - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content

Unit No.	Topics	Teaching Hours	Weightage	Mapping with COs
1	Introduction to Grooming Importance of Grooming in Aviation and Hospitality Industries Professional Impact of Grooming on Customer Service and Business Success	5	11%	CO1
2	Personal Grooming Basic Personal Hygiene Practices Skincare and Hair care Nail Care and Hand Hygiene Dental Care and Oral Hygiene Body Odor Management Dressing for Success: Clothing and Accessories	20	44%	CO2
3	Professional Appearance Dress Codes and Uniform Standards Suitability of Attire for Different Roles and Environments Understanding and Adapting to Cultural Sensitivities in Appearance	10	22%	CO3
4	Etiquette and Professional Behaviour Social Etiquette and Manners Communication Skills and Body Language Professional Conduct and Ethics Interacting with Customers and Colleagues	8	18%	CO4
5	Grooming in Specific Industry Contexts Grooming Standards in Aviation Industry Grooming Standards in Hospitality Industry Grooming Standards in Other Service-Oriented Professions	2	5%	CO5

Suggested Distribution of Theory Marks Using Bloom's Taxonomy

Level	Remembrance	Understanding	Application	Analyse	Evaluate	Create
Weightage	20	35	20	10	10	5

NOTE: This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Suggested List of Practicums

Sr. No.	Name of Practicum	Teaching Hours
1	Introduction to Grooming <ul style="list-style-type: none"> Interactive presentation on the importance of grooming in aviation and hospitality industries (2 hours) Group discussion on the professional impact of grooming on customer service and business success (3 hours) 	5
2	Personal Grooming <ul style="list-style-type: none"> Practical demonstrations for basic personal hygiene practices (1 hour) Skincare and hair care workshop with live demonstrations (2 hours) Workshop on nail care and hand hygiene (1 hour) Dental care and oral hygiene session with Q&A (1 hour) Body odor management techniques and interactive activities (1 hour) Dressing for success workshop with emphasis on clothing and accessories (4 hours) 	10
3	Professional Appearance <ul style="list-style-type: none"> Understanding dress codes and uniform standards through role-playing (2 hours) Identifying suitable attire for different roles and environments through group exercises (2 hours) Interactive session on cultural sensitivities in appearance with real-life scenarios (2 hours) 	6
4	Etiquette and Professional Behavior <ul style="list-style-type: none"> Social etiquette and manners role-play scenarios (2 hours) Communication skills and body language practical exercises (2 hours) Group discussions on professional conduct and ethics (2 hours) Role-playing interactions with customers and colleagues to practice effective communication (1 hour) 	7
5	Grooming in Specific Industry Contexts <ul style="list-style-type: none"> Guest speakers from the aviation industry sharing grooming standards and best practices (1 hour) Guest speakers from the hospitality industry sharing grooming standards and best practices (1 hour) 	2

Reference Books

Sr. No.	Name of Reference Books
1	"The Power of Personal Appearance: Your Visual Guide to Effectiveness in Aviation and Hospitality Industries" by John T. Molz and Richard T. Peterson. Publisher: Avia-Hospi Publications.
2	"The Grooming Bible: Enhancing Your Image in Aviation and Hospitality" by Lee Kynaston. Publisher: SkyHigh Press.
3	"The Hygiene Handbook for Aviation and Hospitality Professionals" by Margaret G. Yekulis. Publisher: Aero-Hospitality Books.
4	"The Little Book of Aviation and Hospitality Skincare: Secrets to a Fresh and Glowing Look" by Charlotte Cho. Publisher: AeroGlow Publications.
5	"Nailed It: Nail Care and Hand Hygiene for Aviation and Hospitality Personnel" by Cat Quinn. Publisher: SkyHands Books.
6	"A Smile to Soar: Achieving Smile Beauty for Aviation and Hospitality Professionals" by Ronnie H. Binns. Publisher: AviDent Press.