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FAROOK COLLEGE (Autonomous)
In Collaboration with
**KERALA INSTITUTE OF TOURISM
AND TRAVEL STUDIES (KITTS)**

Skill Development Programmes

6

Months

01 | Diploma in
Logistics
management

02 | Diploma in
Airport
Operation

03 | Diploma in
Advertising
and Branding

KITTS

Dept. of Tourism,
Govt. of Kerala

Kerala Institute of
Tourism and Travel
Studies



The Kerala Institute of Tourism and Travel Studies (KITTS), a vibrant centre to kick start your booming voyage to a global career. Housed in a fascinating palace with five acre lush-green campus in Thiruvananthapuram, KITTS has got everything to mould your talents and abilities. KITTS equips students with the right tools, skills and attitudes necessary to meet the challenges and opportunities presented by a truly global marketplace. Hitch your wagons and explore the newer turfs of quality education in this ISO certified institute.

KITTS is an autonomous institute under the Department of Tourism, Government of Kerala catering to the needs of the global tourism industry. This ISO certified (9001: 2008) institute conducts various courses and training programmes for both students and professionals in the Tourism industry.

The flagship course of the institute is a two year MBA programme in Travel and Tourism (full time) affiliated to the University of Kerala and approved by AICTE. Since its establishment in 1988, KITTS has carved a niche for itself as the leading institute in Travel and Tourism in the country. It is a matter of pride for KITTS that, its alumni is placed with the leading tourism companies in India and abroad.

The green ambience and the majestic residency palace coupled with quality facilities is an ideal place for students to learn the nuances of the trade and acquire skills to excel in the industry. KITTS offers a highly challenging and rewarding experience for its students with its array of experienced faculty consisting of academicians as well as top notch professionals from the tourism industry. The success of KITTS' endeavours is attributed to the ideal Government and private sector partnership.

Vision

Provision of education, training, research and consultancy services for Travel, Tourism and Hospitality sector.

Mision

Provide quality educational services and training programmes to develop professional and competent personnel for Travel, Tourism and Hospitality industry taking into account the present and futuristic requirements of the tourism sector.

FAROOK COLLEGE

(AUTONOMOUS)



Authorized Training Centre

Farook College (Autonomous) since its inception in 1948 has been marching ahead to empower the socially and educationally marginalised and the voiceless. The seminal role played by the college with the support of its parent body, the Rouzathul Uloom Association, has greatly contributed to the renaissance of Kerala, emphasising on the uplift of the minorities. The dreams cherished by the visionaries of the past are being materialised by the management exploring all opportunities available to empower the society. Today, it is the biggest residential postgraduate institution in Kerala offering one Integrated, 22 Under graduate and 15 Postgraduate programmes. Eleven of its PG Departments are recognized research centres. UGC has identified the college as a College with Potential for Excellence (CPE) in 2004. The college has been re-accredited in 2016 at 'A+ Grade' (3.51 in III cycle) by the National Assessment

and Accreditation Council (NAAC). Acknowledging its commitment to the cause of the minorities, the National Commission for Minority Educational Institutions, Govt. of India, granted Minority status to the college in 2007. The University Grants Commission conferred autonomous status on the college in 2015. The college was ranked 73 in National Institutional Ranking Frame work (NIRF) 2021, Govt. of India.

College at a Glance

 4000+ Students	 48 Programmes
 150+ Faculties	 70K+ Alumni
 10+ Nationalities	 75 Years Legacy
 11 Research Departments	 73rd Rank in NIRF



An Autonomous Institution aided by the Govt. of Kerala and affiliated to the University of Calicut.
Re-accredited at A+ Grade (3.51 in Cycle III) by National Assessment and Accreditation Council (NAAC).
A Mentor Institution under the scheme of 'Paramarsh' for mentoring NAAC aspirant institutions.
A Minority Educational Institution recognized by the National Commission for Minority Educational Institutions. No. 840 of 2007 /37871.

KITTS SKILL DEVELOPMENT PROGRAMMES

The tourism and travel sector has grown by leaps and bounds, opening up a deluge of opportunities that call for qualified managers. KITTS offers a variety of programmes for the aspiring students that will equip them to occupy a covetable career in the global tourism industry

01 | Diploma in Logistics Management

The Indian logistics industry was valued at an estimated US\$ 130 billion in 2015-16. It has grown at a CAGR of over 16 percent over the last five years. The boom in the industry – MAKE IN INDIA - will also make way for growth in the logistics sector as it runs on tight inventory scheduling. The popular functions will be logistics, exports, supply chain management and inventory management.

The major advantages for choosing the logistics industry is that job are available for people of all educational level ranging from Store Keeper, Truck Driver, Warehouse workers, fork lift operators but they are all organised and directed by mid-level managers and experienced logistics executives. The Career Advancement are plentiful in this industry as they promote internally to higher levels. Nearly every company and organization has a need for logistic workers and managers.

Primary Objectives

To engage students in actively based learning process, evolving around Logistic & Supply Chain. This course is specially crafted and developed to provide learners with a general qualification in logistics and supply chain management.

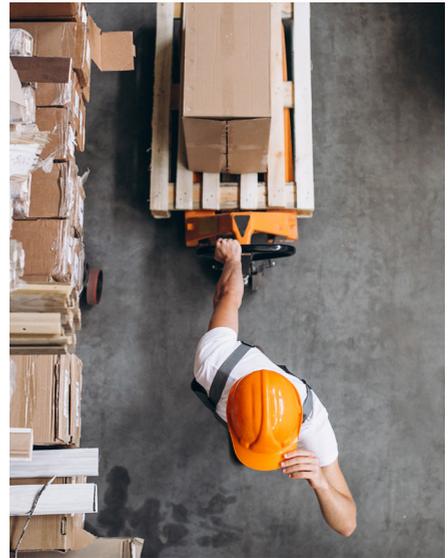


Scope

With the improved focus on international trade and logistics infrastructure development in recent years, there is a growing demand for Logistics and Supply Chain functional work force.

Qualifications & Outcome

The knowledge and skills gained by the learner will enable him/her to carry out the day-to-day activities in the role of a warehousing assistant or a transport assistant



Duration : 6 Months

Eligibility : A Pass in 10 + 2 (any stream) or Equivalent, Graduates, Diploma Holders

Fees : Rs.60, 000/- + 18% GST.

“Logistics means having the right thing, at the right place, at the right time.” This is a complex process and involves planning, execution, and control of the movement of goods and the related supporting activities. Logistics Management plans, implements and controls this huge process and the professionals with the right skill set are never short of challenges here.

This course enables you to develop knowledge, skills and competencies in the field of logistics management which will assist you in the effective management of resources and people.

Focus is on

Supply Chain Management | Point of Origin to Point of Consumption | Packaging | Air Transportation | Sea Transportation | Trucking | Logistical Network | Warehousing | Materials Handling | Inventory Management & Controls | Automation in Logistics Operations

Jobs that awaits you

Logistics Specialist | Supply Chain Executive | Planning & Logistics Specialist |



02 | Diploma in Airport Operation

Aviation & Hospitality

Still amongst the better-paid and more attractive jobs, Aviation sector has opened avenues for the aspirants. In early 2000, India has only three domestic airlines with 123 commercial jets. But today, the scenario has changed. In a recent survey conducted by a consulting firm that specializes in the Aviation and Hospitality industry, about 5.6 million foreign tourists visited India between January and November 2015, and about 540 million national tourists travelled around various parts of the country. The foreign tourists' figure is about 9.4% more than the year 2014 figure. It is no wonder that the new flight companies, hotels, restaurants, event management firms and travel companies are opening every year. Such is the size of this market that there is always a requirements for well-educated and groomed professionals. India being a cultural melting pot where there is so much to travel to and experience, a career in hospitality is attractive and lucrative. For students with charming personality and a passion to serve and help guests, there are wide career options in this industry.



Primary Objectives

This qualification is specially crafted and developed to provide learners with a general qualification in Airport Management and ramp activities, ground handling and customer service which is essential for hospitality industry.



Scope

Promotional initiatives by the government to promote India as a major tourist destination on a global platform have resulted in a surge of tourists from all over the world. With the privatisation and foreign collaboration increasing every day, the future is very bright in aviation sector. Most airline offices are looking to increasing their fleet and this itself is opening avenues for the aspirants.

Qualifications & Outcome

The knowledge and skills gained by the learner will enable him/her to carry out the day-to-day activities in the role of ramp officer, cabin crew, security and customer service officer both on Aviation industry as well as hospitality industry.

Duration : 6 Months

Eligibility : A Pass in 10 + 2 (any stream) or Equivalent, Graduates, Diploma Holders

Fees : Rs.60,000/- + 18% GST.

The airport is one of the most vital elements in our air transportation system. A well-equipped airport provides a variety of facilities for the aircraft and for crews and passengers. Airport Operations assists airports, to provide an operationally safe airport that is in compliance with the latest International and National Aviation Regulations.

The course aims to provide an in-depth understanding of the operations in an airport, including:

Focus is on

Airport Infrastructure Landside | Airside and Terminal Building | Airport Clients and Supplier | Air Traffic Service | Airport Safety System | Airport Security | Fire Fighting and Rescue Operations

Jobs that awaits you

Airport Operations Specialist | Airport Communication Specialist | Ground Operations Crew | Operations Supervisor | Airport Safety Operator |



03 | Diploma in Advertising & Branding

This one-of-a-kind program is designed to create future-ready advertising professionals with an understanding of marketing, brands, consumer behaviour, technology & data to provide creative solutions.

Scope

This program intends to:

- Initiate familiarisation of the concepts, principles and framework of advertising & marketing.
- Offer live problems/opportunities to apply the concepts in real work-life situations.





Qualifications & Outcome

On completion of the program, practitioners are expected to

- Approach marketing problems & opportunities based on principles of marketing and Advertising.
- Perform market sizing, segmentation, targeting and positioning.
- Evolve a 360-degree marketing communication plan, present it with conviction and substantiate the same
- Deploy & measure the effectiveness of the plan.
- Develop a communication brief and conceive creative solutions

Duration : 6 Months

Eligibility : A Pass in 10 + 2 (any stream) or Equivalent, Graduates, Diploma Holders

Fees : Rs.60,000/- + 18% GST.



‘Ora et Labora’ - Pray and Work

Ora et labora- ‘Pray and Work’ is the essence of Islamic philosophy as unveiled in prophet’s teachings and the Holy Qur’an. This exhortation has to be considered as the underlying principle of human life in this universe. The word ‘Islam’ unfolds the two great and inseparable aspects of life prayer and work. Deeds without prayer is simply meaningless. The inspiration and, insight a person may acquire by prayer has to be transformed as fruitful deeds to realize one is good in life. It is found in the expression of Confucius, Pythagoras, in the monuments of Egypt, ancient theocracy of India and in the Hebrew and Christian Bible. From the unknown past onwards saints, prophets, sages and yogis have guided people from darkness to brightness through this mesmerizing mantra; pray and work. Islam, or its English equivalent devotion – the devotion of our life to the highest; the bringing of our own will into consonance with the supreme will is the word that sums up the lives of pious men in every age and country. They have framed an ideal, a model, a pattern of what their life should be. They have done their utmost to make that ideal a reality. In other words, they have prayed, and they have toiled hard in their life in keeping with the spirit of Islamic philosophy. Meet the leadership making farook college a transformative place to study and work.



Adv. P.A. Mohamed Riyas (Minister for Public Works and Tourism) officially launched KITTS diploma programmes at Farook College. The MoU was handed over between Dr. K.M. Naseer, Principal, Farook College and Dr. Rajashree Ajith, Director, KITTS.

For Admission | www.farookcollege.online



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