

# Course Outcome (CO)

## UNDERGRADUATE PROGRAMMES

**B. Voc. (Tourism & Hospitality Management)**



**HENRY BAKER COLLEGE, MELUKAVU**

# COURSE OUTCOME (CO)

## B. Voc. (Tourism & Hospitality Management)

SEMESTER 1			
Course Code	Course Title	Course Outcomes (CO)	
<b>BOCG101</b>	<b>Listening and Speaking Skills In English</b>	<b>CO1</b>	Introduce the students to the speech sounds of English in order to enable them to listen to English and speak with global intelligibility.
		<b>CO2</b>	Enable the students to speak English confidently and effectively in a wide variety of situations.
		<b>CO3</b>	Improve the reading efficiency of the students by refining their reading strategies
<b>BOCG102</b>	<b>Information Technology for Business</b>	<b>CO1</b>	Understand and appreciate the critical role of information systems in today's organization.
		<b>CO2</b>	The program ensures the students capability in working with the computer for running any business units.
<b>TH1GT03</b>	<b>Management Process and Organizational Behavior</b>	<b>CO1</b>	Enable the students to understand the conceptual frame work of management and organizational behavior.
		<b>CO2</b>	To understand the managerial applicability of the concepts.
		<b>CO3</b>	To develop the skills and traits needed for hospitality managers.
<b>TH1ST04</b>	<b>Hospitality and Resort Management</b>	<b>CO1</b>	Provide the student with an introduction to the world of business and particularly to business as it applies to the hospitality industry.
		<b>CO2</b>	Understand the structure, nature and operating characteristics of the different sectors of the hospitality industry.
<b>TH1ST05</b>	<b>Tourism Product and Tour Guiding</b>	<b>CO1</b>	To invoke interest in students with basic concepts and contents of Tourism Studies.
		<b>CO2</b>	To enhance tourism with dignity, respect and nurture local cultures so that they enrich the tourism experience and build pride and confidence among local communities.
		<b>CO3</b>	To preserve and enhance local culture, art, handicrafts, monuments and other natural and man-made tourist resources.
		<b>CO4</b>	Learning professional aspect of tour guiding.
<b>TH1SP06</b>	<b>Destination Visit and Report</b>	<b>CO1</b>	Enable the students to gain relevant experience working within the field and that will complement their classroom theory.
		<b>CO2</b>	Enable the students to develop their practical and managerial skills in the working environment be able to supply them effectively.
		<b>CO3</b>	Establish useful contacts for future employment
Semester 2			
<b>BOCG201</b>	<b>Writing and</b>	<b>CO1</b>	To make the students aware of the fundamental concepts of critical reasoning and to enable them to read and respond critically, drawing conclusions, generalizing, differentiating fact from opinion and creating their own arguments.

	<b>Presentation Skills in English</b>	<b>C02</b>	To assist the students in developing appropriate and impressive writing styles for various contexts.
		<b>C03</b>	To help students rectify structural imperfections and to edit what they have written.
		<b>C04</b>	To equip students for making academic presentations effectively and impressively.
<b>TH2GT02</b>	<b>Principles and Practices of Tourism</b>	<b>C01</b>	To introduce to the discipline of Tourism and various aspects that constitute the concept of Tourism
		<b>C02</b>	To discuss the need and essentials of tourism planning for the sustainable growth of tourism industry
		<b>C03</b>	To understand the nature of demand and supply factor in tourism business. To discuss the critical analysis of different tourism impact on society, culture and environment
<b>TH2GT03</b>	<b>Front Office Management</b>	<b>C01</b>	The aim is to provide the student with basic skills required at the reception, management of customer service operations and front-office operations.
		<b>C02</b>	Analyzes hotel front office positions and the procedures involved in reservation, registration, accounting for and checking our guests, and principles and practices of night auditing. Covers the complete guest operation in both traditional and computerized operations
<b>TH2ST04</b>	<b>Housekeeping Operations</b>	<b>C01</b>	To study about organizational structure and function of Housekeeping department and its different sections.
		<b>C02</b>	To know about co-ordination of housekeeping department with other departments.
		<b>C03</b>	To understand the cleaning responsibilities of the housekeeping department and cleaning procedure of different types of room.
		<b>C04</b>	To understand key control, lost & found procedures.
		<b>C05</b>	To know about cleaning equipment and cleaning agents
<b>TH2ST05</b>	<b>Meet &amp; Greet Service</b>	<b>C01</b>	Develop professional skills and competence to deliver greeting services to the customers/guests.
		<b>C02</b>	Offer meet and greet services to the customers/guests; Perform the best practices of tourism and hospitality services to the guests and maintain standard of service etiquettes.
		<b>C03</b>	Apply effective oral and written communication skills to interact with people and customers
<b>TH2SP06</b>	<b>Hospitality Internship</b>	<b>C01</b>	By training, students get familiar with the hospitality industry operations.
		<b>C02</b>	To develop the communication skill and to study how to interact with the hotel guests.
<b>Semester 3</b>			
<b>BOCG301</b>	<b>Principles of Management</b>	<b>C01</b>	This course is a basic introductory and foundational management course.
		<b>C02</b>	It is designed for students who desire to equip themselves with key knowledge, skills, and competencies in various aspects of management.
		<b>C03</b>	The course encompasses the core components of management including planning, organizing, leading and controlling the organizations
		<b>C01</b>	To equip the students to interact with foreigner.

TH3GT02	Foreign Language: German	C02	Offers both traditional and interdisciplinary contexts for studying the language, literature and culture of German speaking countries.
		C03	Demonstrate effective speaking and listening skills in German on informal and some formal topics related to personal and professional activities
TH3GT03	Travel Geography	C01	Understand and explain how the different geographies of tourism are created, maintained, and utilized in the modern world
		C02	TO gain basic knowledge about world tourism attractions
		C03	To study about the role and importance of geography in tourism development
TH3ST04	Tourism Marketing	C01	To know the concepts of and components of marketing
		C02	To develop the right marketing mix for tourism
		C03	Inculcate the skills for tourism marketing
TH3ST05	Travel Agency & Tour Operations Business	C01	To understand various activities of travels agency and tour operation business
		C02	To understand the packaging and itinerary planning
		C03	To study and get the knowledge of travel documents
TH3SP06	Responsible Tourism	C01	Explain best practices for planning, developing, and managing sustainable nature-based tourism in a manner that: a. evaluates the diverse consequences (quantitative and qualitative, direct and indirect, immediate and cumulative) of development, management, and promotion strategies and decisions; and b. applies an understanding of scale and community linkages in both domestic and international tourism.
		C02	Create monitoring and assessment protocols for tourism
		C03	Engage respectfully with individuals and groups that may have diverse perspectives and priorities regarding tourism development, and facilitate understanding and conflict resolution across these individuals and groups.
<b>Semester 4</b>			
BOCG401	Soft Skills and Personality Development	C01	Develop business communication of students.
		C02	Enable the students to speak English confidently and effectively in a wide variety of situations.
		C03	Provide real world communication by presenting various real world business communication challenges in class room structure
TH4GT02	Tourism Ethics, Laws And Regulations	C01	Understand the legal and regulatory frame work in the travel and tourism sector.
		C02	Understand consumer protection legislation in relation to the travel and tourism sector
		C03	Understand the role of business ethics in the travel and tourism sector.
TH4GT03	Sales, Advertising & Guest Relations in Tourism	C01	Develop creative strategies for advertising.
		C02	Enable them to plan media strategy, scheduling etc.
		C03	Examine the importance of market segmentation, position and action of objectives to the development of an advertising and promotion program
		C01	Define the basic concept related to event management.

TH4ST04	Event Management	CO2	Analyze financial management in events.
		CO3	Provide an opportunity for unleashing one's creative potential to a very high degree
TH4ST05	Tour Packaging & Itinerary Preparation	CO1	To know the science of tour package planning and itinerary preparation.
		CO2	To understand the various types of itinerary preparation.
		CO3	To learn the cost sheet planning and preparation, costing various package tours.
		CO4	To know the components of packaged tour
TH4SP06	Travel and Tour Internship	CO1	Enable the students to gain relevant experience working within the field and that will complement their classroom theory.
		CO2	Enable the students to develop their practical and managerial skills in the working environment be able to supply them effectively
		CO3	Establish useful contacts for future employment
<b>Semester 5</b>			
BOCG501	Environmental Studies	CO1	To bring in proper awareness among the students on environmental issues.
		CO2	To built a pro-environmental attitude and a behavioral pattern in society based on sustainable lifestyles.
		CO3	To impart basic knowledge on pollution and environmental degradation
TH5GT02	Managerial Accounts and Finance In Tourism	CO1	To enable students with elementary Business and accounting practice.
		CO2	Describe about the basic financial concepts.
TH5GT03	Humane Resource Management	CO1	To provide basic knowledge about the concepts of Humane Resource Management.
		CO2	To study the role and importance of Human Resources in tourism industry
		CO3	Identify strategic HR planning and the HRM process to the organization's strategic management and decision-making process.
TH5ST04	Changing Trends and Opportunities in Tourism	CO1	To know about current and future trends affecting the tourism and hospitality industry.
		CO2	To learn the latest tourism projects world-wide.
		CO3	To familiarize new international tourism destinations
TH5ST05	Destination Planning and Development	CO1	To familiarize with the destination branding practices.
		CO2	To enable students to plan and develop destinations
		CO3	To facilitate the assessment of the tourism potential of a destination and prepare tourism development plan.
TH5SP06	Study Tour and Report	CO1	To enables students to analyze the existing infrastructure and amenities of tourism development.
		CO2	Examine future prospectus in tourism promotion.
<b>Semester 6</b>			
BOCG601	Entrepreneurship Development	CO1	To familiarize the students with the concept and overview of entrepreneurship with view to enhance entrepreneurial talent.
		CO2	To impart knowledge on the basics of entrepreneurial skills and competencies to provide the participants with necessary inputs for creation of new ventures
		CO3	To explore new vistas of entrepreneurship in 21 <sup>st</sup> century environment to generate innovative business ideas.

<b>TH6GT02</b>	<b>Research Methodology in Tourism</b>	<b>CO1</b>	To know the role of research as a means to more effective decision making..
		<b>CO2</b>	To familiarize the students with the fundamental concepts and various techniques of research that can be used in Business and Management
<b>TH6GT03</b>	<b>Airfares, Ticketing and Airport Management</b>	<b>CO1</b>	To understand the structure and dynamic of airline industry
		<b>CO2</b>	To understand the airport and airlines management
		<b>CO3</b>	To study the international air fare regulation and formality to travel
<b>TH6SP04</b>	<b>Project</b>	<b>CO1</b>	Develop student abilities in project development, tour operation, hotel management
		<b>CO2</b>	Develop and present a project in a manner that meets current industry expectations, and highlights one's creativity, skills and proficiency.
		<b>CO3</b>	Investigate and evaluate the conceptual and commercial requirements for tourism products
		<b>CO4</b>	Organize, manage and perform key roles and activities within a production environment by efficiently and effectively working independently.
<b>TH6SP05</b>	<b>Internship</b>	<b>CO1</b>	Explore the experiences of tourism and hospitality interns to identify the dimensions of internship learning and factors influencing these learning strategies
		<b>CO2</b>	Assist the student's development of employer valued skills such as teamwork communication and attention to details