



Mugberia Gangadhar Mahavidyalaya

ESTD.-1964

(UGC Aproved & NACC "B" Level Govt. aided College)

Department of Tourism & Hotel Management

(Under the NSQF schemes of UGC)

ACADEMIC YEAR: 2018- 2019.

MUGBERIA GANGADHAR MAHAVIDYALAYA

Dept. of Tourism & Hotel Management

Programme Outcomes:

After the completion of three years B.voc programme in Tourism & Hotel Management, the students will be able to:

PO1	Apply knowledge of tourism concepts along with the hotel management theories and practice to solve business related problems in tourism & hotel management domain.
PO2	Contextualize tourism within broader cultural, environmental, political and economic dimensions of society.
PO3	Foster analytical and critical thinking abilities for data based decision making.
PO4	Ability to develop value based leadership ability.
PO5	Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
PO6	Identify and understand how new ideas, concepts or products emerge within relevant fields.
PO7	Communicate key ideas in written texts and oral presentation.
PO8	Critique tourism & hotel management practices for their implications locally and globally.

Programme specific objectives:

1. To offer wide exposure to the students to handle issues in tourism & hotel management related business professionally.
2. To develop students to be a explorer.
3. To bridge the gap between theoretical and practical knowledge of the students by adopting innovative teaching pedagogy.
4. To develop socially, ethically responsible business leader.
5. To sharpen soft and hard skills among the students for being better professionals.
6. To promote entrepreneurial skills among students for promoting a better ecosystem of tourism & hotel management.

Course Outcome (CO)

UNDERGRADUATE PROGRAMMES

B. Voc. (Tourism & Hotel Management)



MUGBERIA GANGADHAR

MAHAVIDYALAYA

SEMESTER 1			
Course Code	Course Title	course Outcomes CO	
TH/121	Listening and Speaking Skills In English	CO1	Introduce the students to the speech sounds of English in order to enable them to listen to English and speak with global indelibility.
		CO2	Enable the students to speak English confidently and effectively in a wide variety of situations.
		CO3	Improve the reading efficiency of the students by refining their reading strategy.
TH/122	Food and beverage production Operation	CO4	Understand and appreciate the critical role of commercial kitchen in hotel industry.
		CO5	The program ensures the students capability in working in food & beverage production at hotel with cooking skill.
TH/123	Management Process and Organizational Behavior	CO6	Enable the students to understand the conceptual frame work of management and or analizational behavior.
		CO7	To understand the managerial applicability of the concepts.
		CO8	To develop the skills and traits needed for hospitality manners.
TH/124	Hotel and Resort Management	CO9	Provide the student with an introduction to the world of business and particularly to business as it applies to the hospitality industry.
		CO10	Understand the structure, nature and operating characteristics of the different sectors of the hospitality industry.
TH/125	Tourism Product and Tour Guiding	CO11	To invoke interest in students with basic concepts and contents of Tourism Studies.
		CO12	To enhance tourism with dignity, respect and nurture local cultures so that they enrich the tourism experience and build ride and confidence among local communities.
		CO13	To preserve and enhance local culture, art, handicrafts, monuments and other natural and man-made tourist resources.
		CO14	Learning professional aspect of tourism industry.
TH/126	One month vocational training	CO15	Enable the students to gain relevant experience working within the field and that will complement their classroom.
	Report	CO16	Enable the students to develop their practical and managerial skills in the working environment are able to supply them effectively.
		CO17	Establish useful contacts for future employment.

Semester 2

TH/221	Writing and	CO18	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.
	Presentation Skills in English	CO19	To assist the students in developing appropriate and impressive writing styles for various contexts.
		CO20	To help students rectify structural imperfections and to edit what they have written.
		CO21	To equip students for making academic presentations effectively and impressively.
TH/222	Principles and Practices of Tourism	CO22	To introduce to the discipline of Tourism and various aspects those constitute the concept of Tourism.
		CO23	To discuss the need and essentials of tourism planning for the sustainable growth of tourism industry.
		CO24	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.
TH/223	Front Office Management	CO25	The aim is to provide the student with basic skills required at the reception, management of customer service operations and front-office operations.
		CO26	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.
TH/224	Housekeeping Operations	CO27	To study about organizational structure and function of Housekeeping department and its different sections.
		CO28	To know about co-ordination of housekeeping department with other departments.
		CO29	To understand the cleaning responsibilities of the housekeeping department and cleaning procedure of different guest of room.
		CO30	To understand Hk control work, lost & found procedures.
		CO31	To know about cleaning equipments and cleaning agents.
TH/225	Food& beverage Service	CO32	Develop professional skills and competence to deliver greeting and food & beverage to the guest in hotel.
		CO33	Offer food and beverage services to the customers/ guests confirm the best practices of tourism and hospitality services to the guests and maintain standard of service etiquettes.
		CO34	Apply effective grooming, hygiene and written communication skills to interact with colleagues and customers.
TH/226	Hotel Internship	CO35	By training, students get familiar with the hospitality industry operations.
		CO36	To develop the communication skill and to study how to interact with the hotel guests.

Semester 3

TH/321	Principles of Management	CO37	This course is a basic introductory and foundational management course.
		CO38	It is designed for students who desire to equip themselves with key knowledge, skills, and competencies in various aspects of management.
		CO39	The course encompasses the core components of management including planning, organizing, leading and controlling the or unitizations'
		CO40	To train the students to interact with foreigner.

TH/322	Foreign Language: German	CO41	Offers both traditional and interdisciplinary contexts for studying the language, literature and culture of European countries.
		CO42	Demonstrate effective speaking and listening skills in German on informal and some formal topics related to personal and professional activities.
TH/323	Travel Geography	CO43	Understand and explain how the different geographies of tourism are created, maintained, and utilized in the modern world
		CO44	TO learn basic knowledge about world tourism attractions.
		CO45	To study about the role and importance of geography in tourism development.
TH/324	Sales &Marketing	CO46	To know the concepts and components of marketing.
		CO47	To develop the right marketing mix for tourism.
		CO48	Inculcate the skills for tourism marketing
TH/325	Travel Agency & Tour Operations	CO49	To understand various activities of travels agency and tour operation business
	Business	CO50	To understand the acka in and itinerar lannin
		CO51	To stud and et the knowled e of travel documents
TH/326	Responsible Tourism	CO52	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.
		CO53	Create monitoring and assessment protocols for tourism
		CO54	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. 1
Semester 4			
TH/421	Soft Skills and	CO55	Develop business communication of students.
	Personality Development	CO56	Enable the students to speak English confidently and effectively in a wide variety of situations.
		CO57	Provide real world communication by presenting various real world business communication challenges in class room structure
TH/422	Tourism Ethics, Laws And Regulations	CO58	Understand the legal and regulatory frame work in the travel and tourism sector.
		CO59	Understand consumer protection legislation in relation to the travel and tourism sector
		CO60	Understand the role of business ethics in the travel and tourism sector.
TH/423	Sales, Advertising & Guest Relations in Tourism & Hotel	CO61	Develop creative strategies for advertising.
		CO62	Enable them to Ink media strategies, scheduling etc.
		CO63	Examine the importance of market segmentation, position and action of objectives to the development of an advertising and promotion programme.
		CO64	Define the basic concept related to event management.

TH/424	Event Management	CO65	Analyze financial management in events.
		CO66	Provide an opportunity for unleashing one's creative potential to achieve the goal.
TH/425	Tour Packaging & Itinerary Preparation	CO67	To know the science of tour package planning and itinerary rearrangement..
		CO68	To understand the various of recreation..
		CO69	To learn the cost sheet planning and preparation, costing various tours.
		CO70	To know the components of acquired tour
TH/426	Four months Internship	CO71	Enable the students to gain relevant experience working within the field and that will complement their classroom theo
		CO72	Enable the students to develop their practical and managerial skills in the working environment be able to supply them effectively
		CO73	Establish useful contacts for future employment.
SEMESTER 5			
TH/521	Environmental Studies	CO74	To bring in proper awareness among the students on environmental issues.
		CO75	To build a pro-environmental attitude and a behavioral pattern in social based on sustainable life styles.
		CO76	To impart basic knowledge on pollution and environmental degradation
TH/522	Managerial Accounts and	CO77	To enable students with elementary Business and accounting practice.
	Finance In Tourism	CO78	Describe about the basic financial concepts.

TH/523	Humane Resource Management	CO79	To provide basic knowledge about the concepts of Human Resource Management.
		CO80	To study the role and importance of Human Resources in tourism industry.
		CO81	Identify strategic HR planning and the HRM process to the organization's strategic management and decision-making process.
TH/524	Changing Trends and Opportunities in Tourism	CO82	To know about current and future trends affecting the tourism and hospitality industry
		CO83	To learn the latest tourism prospects world-wide.
		CO84	To familiarize new international tourism destinations
TH/525	Destination Planning and Development	CO85	To familiarize with the destination branding practices.
		CO86	To enable students to plan and develop destinations
		CO87	To facilitate the assessment of the tourism potential of a destination and tourism development .
TH/526	Study Tour and Report	CO88	To enables students to analyze the existing infrastructure and amenities of tourism development.
		CO89	Examine future prospectus in tourism promotion.
Semester 6			
TH/621	Entrepreneurship Development	CO90	To familiarize the students with the concept and overview of entrepreneurship with view to enhance entrepreneurial talent.
		CO91	To impart knowledge on the basics of entrepreneurial skills and competencies to provide the participants with necessary in creation of new ventures
		CO92	To explore new vistas of entrepreneurship in 21 st century environment to generate innovative business ideas.

TH/622	Research Methodology in Tourism	CO93	To know the role of research as a means to more effective decision making
		CO94	To familiarize the students with the fundamental concepts and various techniques of research that can be used in Business and Management
TH/623	Airfares, Ticketing and Airport Management	CO95	To understand the structure and dynamic of airline industry
		CO96	To understand the airport and airlines management
		CO97	To study the international air fare regulation and formality to travel
TH/624	Project	CO98	Develop student abilities in project development, tour operation, hotel management
		CO99	Develop and present a project in a manner that meets current industry expectations, and highlights one's creativity, skills and proficiency
		CO100	Investigate and evaluate the conceptual and commercial requirements for tourism products
		CO101	Organize, manage and perform key roles and activities within a production environment by efficiently and effectively working independently
		CO102	Assist the student's development of employer valued skills such as teamwork communication and attention to details
TH/625	Job training Internship	CO103	Explore the experiences of tourism and hospitality interns to identify the dimensions of internship learning and factors influencing these learning strategies

PO AND CO Mapping

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	Average
CO1	2	1	3	2	2	1	3	2	2.00
CO2	1	3	1	3	2	3	1	2	2.00
CO3	2	2	3	2	1	2	2	3	2.12
CO4	3	1	2	1	2	1	3	2	1.87
CO5	2	2	1	2	2	2	2	1	1.75
CO6	1	1	2	3	3	3	3	2	2.25
CO7	2	2	3	2	3	2	2	3	2.37
CO8	3	1	2	1	2	1	2	2	1.75
CO9	2	2	1	2	3	2	2	1	1.87
CO10	2	1	2	3	2	3	1	2	2.00
CO11	3	3	3	2	1	2	2	1	2.12
CO12	2	2	2	1	2	1	2	2	1.75
CO13	1	3	3	2	3	2	3	3	2.50
CO14	2	3	2	3	2	3	2	2	2.37
CO15	3	2	3	2	1	2	1	3	2.12
CO16	2	3	2	2	2	1	2	2	2.00
CO17	1	1	1	3	3	2	3	1	1.87
CO18	2	2	2	2	2	3	2	2	2.12
CO19	3	3	3	1	1	2	1	2	2.00
CO20	2	2	2	1	2	1	2	2	1.75
CO21	2	1	1	2	3	2	1	1	1.75
CO22	3	2	2	3	2	3	2	2	2.37
CO23	2	3	1	2	1	2	3	3	2.12
CO24	2	2	1	1	2	1	2	2	1.62
CO25	1	1	2	2	3	2	1	3	1.85
CO26	3	2	3	2	2	3	2	2	2.37
CO27	2	3	2	3	1	2	3	1	2.12
CO28	1	2	2	2	2	3	2	2	2.12
CO29	2	1	3	1	3	2	1	3	2.00

CO30	2	2	2	2	2	3	2	2	2.12
CO31	1	2	1	3	1	2	3	1	1.75
CO32	3	2	2	2	2	1	2	2	2.00
CO33	2	1	3	3	3	2	3	3	2.50
CO34	1	3	2	3	2	3	2	2	2.25
CO35	2	3	1	2	1	2	1	1	1.62
CO36	3	2	2	1	2	1	2	3	2.00
CO37	2	2	3	1	3	2	3	3	2.37
CO38	3	3	2	2	2	3	2	2	2.37
CO39	2	2	1	3	1	2	1	1	1.62
CO40	1	2	2	2	2	1	2	3	1.85
CO41	2	3	3	3	3	2	3	2	2.62
CO42	3	2	2	2	3	3	2	1	2.25
CO43	2	2	1	3	2	2	1	3	1.75
CO44	3	2	2	2	1	1	2	2	1.85
CO45	2	2	3	1	2	2	3	3	2.25
CO46	1	3	2	1	3	3	2	2	2.12
CO47	2	2	1	2	2	2	1	3	1.85
CO48	3	3	2	1	1	3	2	2	2.12
CO49	2	3	2	2	2	2	3	3	2.37
CO50	3	1	3	3	3	2	2	3	2.50
CO51	1	3	2	3	2	3	1	2	2.12
CO52	2	1	3	2	2	2	1	2	1.85
CO53	3	1	2	3	3	1	2	2	2.00
CO54	2	3	1	1	2	2	2	3	2.00
CO55	1	2	2	2	1	3	2	2	1.85
CO56	2	3	3	3	2	2	3	1	1.85
CO57	3	2	2	3	2	2	2	2	2.25
CO58	2	2	2	2	1	1	1	2	1.62
CO59	2	1	2	1	1	2	2	2	1.62

CO60	3	2	3	3	2	1	3	2	2.37
CO61	2	3	3	2	3	2	2	3	2.50
CO62	1	2	2	3	2	3	1	2	2.00
CO63	2	1	2	3	1	2	2	2	1.85
CO64	3	2	2	2	3	3	2	2	2.37
CO65	2	3	3	2	2	2	3	2	2.37
CO66	1	2	3	3	2	3	2	2	2.25
CO67	2	1	3	3	1	2	2	2	2.00
CO68	3	2	1	2	2	1	3	3	2.12
CO69	2	3	1	2	1	2	2	2	1.85
CO70	3	2	2	3	1	1	1	3	2.00
CO71	2	1	3	2	2	2	1	3	2.12
CO72	1	2	2	1	1	1	2	1	1.37
CO73	2	3	1	1	2	2	3	3	2.12
CO74	1	2	3	3	3	3	2	1	2.25
CO75	1	1	2	3	1	3	2	1	1.75
CO76	2	2	1	1	1	2	1	2	1.50
CO77	3	3	2	2	2	2	2	2	2.25
CO78	2	2	3	3	2	3	2	3	2.50
CO79	1	1	2	3	2	3	3	1	2.00
CO80	2	2	1	2	2	2	2	3	2.00
CO81	3	3	2	1	3	3	1	1	2.12
CO82	2	2	2	2	2	2	2	3	2.12
CO83	3	1	3	3	2	2	3	3	2.50
CO84	2	2	3	3	2	2	3	2	2.37
CO85	3	3	2	2	3	2	2	1	2.25
CO86	2	2	2	3	2	3	2	3	2.37
CO87	2	2	2	3	2	2	3	2	2.25
CO88	3	3	3	2	1	2	2	2	2.25
CO89	1	2	2	1	1	2	2	3	1.75

CO90	3	2	2	2	2	3	3	2	2.37
CO91	1	1	1	3	1	2	2	1	1.50
CO92	2	3	2	2	2	1	2	2	2.00
CO93	3	2	2	1	3	2	3	3	2.37
CO94	2	1	3	2	2	3	3	2	2.25
CO95	1	2	3	3	1	3	2	3	2.25
CO96	1	3	2	3	2	2	2	3	2.25
CO97	3	2	1	2	3	2	2	2	2.12
CO98	2	1	2	3	2	2	2	3	2.12
CO99	2	2	2	2	1	2	2	2	1.85
CO100	3	3	3	3	2	3	3	1	2.62
CO101	1	2	2	2	3	2	3	1	2.00
CO102	3	2	1	2	3	2	3	3	2.37
CO103	3	3	3	1	2	3	1	2	2.25

Mapping correlation

3	2	1
High	Medium	Low



[Signature]
Principal
Mugbera Gangadhar Mahavidyalaya

TOURISM & HOTEL MANAGEMENT