



Master of Management in Hospitality (MMH)

**Programme Specific Outcomes &
Outcomes of Individual Courses**

MASTER OF MANAGEMENT IN HOSPITALITY SCHEME & SYLLABI

Semester	Course Code	Name of the Courses	Hours per week	Credits
Semester I	PMH1801	Fundamentals of Management in Hospitality and Tourism	5	3
	PMH1802	Advanced English for Managerial Communication	5	3
	PMH1803	Research Methods and Quantitative Techniques	5	3
	PMH1804	Accounting and Finance for Hospitality and Tourism	5	3
	PMH1805	Organisational Behaviour	5	3
	PMH1806	Professionalism and Leadership Development-I	-	2
	PMH1807	Research Workshop and Project Report	-	2
	PMH1808	Comprehensive Viva Voce	-	1
Semester II	PMH1809	Managerial Economics for Hospitality and Tourism	5	3
	PMH1810	Human Resource Management for Hospitality and Tourism	5	3
	PMH1811	Hotel and Restaurant Management- I	5	3
	PMH1812	Cultural Heritage and Tourism Management	5	3
	PMH1813	Public Relations Practices in Hospitality and Tourism	5	3
	PMH1814	Professionalism and Leadership Development-II	-	2
	PMH1815	Internship-I and Project Report	-	1
	PMH1816	Comprehensive Viva Voce	-	1
Semester III	PMH1817	Legal Aspects of Business	5	3
	PMH1818	Travel and Tourism Management	5	3
	PMH1819	Marketing Management for Hospitality and Tourism	5	3
	PMH1820	Cultural Tourism Resources in India	5	3
	PMH1821	Communication Competencies for Professional Advancement	5	3
	PMH1822	Professionalism and Leadership Development-III	-	2
	PMH1823	Internship-II and Project Report	-	1
	PMH1824	Comprehensive Viva Voce	-	1
Semester IV	PMH1825	Information Technology for Hospitality and Tourism	5	3
	PMH1826	Destination Planning, Development and Management	5	3
	PMH1827	Strategic Leadership and Change Management	5	3
	PMH1828	Entrepreneurship Development and Project Management	5	3
	PMH1829	Internship-III and Project Report	-	2
	PMH1830A	Global Tourism Geography	5	3
	PMH1830B	Hotel and Restaurant Management –II		
	PMH1830C	Event Management		
	PMH1830D	Airfares and Airlines Management		
	PMH1831	Fieldtrip and Learning Report		2
	PMH1832	Comprehensive Viva Voce		3
	PMH1833	Internship-IV		-
	Total Credits			80

PROGRAMME OUTCOMES (PO)

1. Domain Knowledge
2. Communicative Competence
3. Proficiency in Using Modern Technologies
4. Reflective Response to Ethical and Social Issues
5. Sustainability Values
6. Critical Thinking and Problem Solving
7. Entrepreneurship and Leadership
8. Team Work
9. Self-directed and Lifelong Learning

PROGRAMME SPECIFIC OUTCOMES (PSO)

On completion of the MMH programme the learners will

- PSO1:** Apply knowledge and skills required for managing different functions in the hospitality and tourism sector*
- PSO2:** Value the Indian socio-cultural ethos and develop competencies for multinational job assignments in hospitality and tourism.
- PSO3:** Demonstrate communication and interpersonal skills required for excellence in the hospitality and tourism industry and society at large.
- PSO4:** Analyse problems and make ethical decisions as upcoming leaders in hospitality and tourism industry.
- PSO5:** Develop awareness of their strengths and engage their autonomy to enhance their professional skillset and innovation in hospitality and tourism.

* Hotels, Resorts, Travel/Tour/Aviation Companies, Meetings Incentives Conferences Events Management, Leisure and Entertainment Organizations, Destination and Cultural Resources Management etc.

SEMESTER I- COURSES AND OUTCOMES:

PMH1801 FUNDAMENTALS OF MANAGEMENT IN HOSPITALITY AND TOURISM

Course Outcome

After the completion of the course, the students will be able to

- PMH1801.CO.1** Apply the theories of directing function of management.
- PMH1801.CO.2** Understand organization structure of different types of hotels
- PMH1801.CO.3** Identify the different plans (mission, vision, core values etc.) of tourism enterprises and analyse its relationship to its core business
- PMH1801.CO.4** Formulate appropriate strategies for implementing control systems in output, behavioural and culture & clan control
- PMH1801.CO.5** Distinguish various types of hospitality and tourism organizations

PMH1802 ADVANCED ENGLISH FOR MANAGERIAL COMMUNICATION

Course outcome

After the completion of the programme the students shall be able to:

- PMH1802.CO.1** Illustrate the significance of managerial communication in today's world and its various facets
- PMH1802.CO.2** Prepare notes, distinguishing relevant from irrelevant information; identify the topic and main idea and comprehend relationships between ideas - given an oral lecture or a listening comprehension passage
- PMH1802.CO.3** Distinguish main idea(s) from supporting detail and fact from opinion on reading a text and make inferences and predictions based on information in the text
- PMH1802.CO.4** Demonstrate the ability to start and sustain informal oral communication in English
- PMH1802.CO.5** Design and deliver business presentations using multimedia tools.
- PMH1802.CO.6** Distinguish speeches for different purposes, draft and deliver speeches to suit particular audiences and purposes.
- PMH1802.CO.7** Write brief and long messages relevant to business contexts.

PMH1803 RESEARCH METHODS AND QUANTITATIVE TECHNIQUES

Course Outcome

After the completion of the course the students will be able to:

- PMH1803.CO.1** Describe basic concepts and methodologies of scientific research
- PMH1803.CO.2** Conduct research in hospitality industry employing appropriate methods
- PMH1803.CO.3** Use statistical tools and software for data analysis and interpretation
- PMH1803.CO.4** Produce research reports and theses
- PMH1803.CO.5** Prepare articles/ proposals addressing the problems in the society.

PMH1804 ACCOUNTING AND FINANCE FOR HOSPITALITY AND TOURISM

Course Outcome:

After completing the course, the students shall be able:

- PMH1804.CO.1** To access financial information from various sources and use this information to research and assess corporations
- PMH1804.CO.2** To apply concepts and tools of capital budgeting to the decisions faced by a manager in investment decisions
- PMH1804.CO.3** To apply concepts of CVP analysis and cost control in aid of the managerial decision situations
- PMH1804.CO.4** To grasp the principles of preparing budgets in the context of hospitality business
- PMH1804.CO.5** To comprehend the inventory management principles, concepts, and techniques related to the hospitality organisations

PMH1805 ORGANISATIONAL BEHAVIOUR

Course Outcome

Upon completion of this course, the students will be able to

- PMH1805.CO.1** Analyze individual and group behaviour, and understand the implications of organizational behaviour on the process of management.
- PMH1805.CO.2** Apply different motivational theories and evaluate motivational strategies used in a variety of organizational settings.
- PMH1805.CO.3** Evaluate the appropriateness of various leadership styles and conflict management strategies used in organizations.
- PMH1805.CO.4** Explain how organizational change and culture affect working relationships within organizations.
- PMH1805.CO.5** Develop strategies to manage professional and personal life in hospitality tourism organisations.

PMH1806 PROFESSIONALISM AND LEADERSHIP DEVELOPMENT-I

Course Outcome

After completion of the Course the learners will

- PMH1806.CO.1** Develop conceptual knowledge and hands-on experience of the subject dealt with in the professional development Workshop.
- PMH1806.CO.2** Demonstrate the ability to apply the knowledge in relevant areas.
- PMH1806.CO.3** Initiate reflective practices for personal development and apply insights from training in psychological models and concepts for developing leadership skills.
- PMH1806.CO.4** Assemble an individualised learner portfolio that showcases one's learning projects, competencies and accomplishments.

PMH1807 RESEARCH WORKSHOP AND PROJECT REPORT

Course Outcome

After the completion of the course the students will be able to:

- PMH1807.CO.1** Apply softwares for data analysis and interpretation as part of quantitative and qualitative research
- PMH1807.CO.2** Identify issues and suggest solutions through scientific research in the industry and society
- PMH1807.CO.3** Build new knowledge and enhance academic scenario through research and publications

PMH1808 COMPREHENSIVE VIVA VOCE

Course Outcome

The students will be able to

- PMH1808.CO.1** Illustrate the Integrated understanding of the knowledge gathered from the various courses in the Semester
- PMH1808.CO.2** Demonstrate current knowledge about the industry
- PMH1808.CO.3** Assimilate information from different domains and show capability to apply it to managerial decision making.
- PMH1808.CO.4** Demonstrate professional communication skills

SEMESTER II- COURSES AND OUTCOMES:

PMH1809 MANAGERIAL ECONOMICS FOR HOSPITALITY AND TOURISM

Course Outcome

After the completion of the programme the students must be able:

- PMH1809.CO.1** To explain various fundamental economic concepts

PMH1809.CO.2 To use the concept of elasticity to make sound business decisions

PMH1809.CO.3 To identify how the market structures affect price-output decisions

PMH1809.CO.4 To demonstrate the interrelationship among various cost and revenue behaviours

PMH1809.CO.5 To critically evaluate the macroeconomic forces exercising controls over business firms

PMH1810 HUMAN RESOURCE MANAGEMENT FOR HOSPITALITY AND TOURISM

Course Outcome

After successful completion of the course, students should be able:

PMH1810.CO.1 To analyse the effectiveness of appropriate recruiting & selection methods

PMH1810.CO.2 To design a training program by evaluating training needs, designing a training program, and evaluating training results

PMH1810.CO.3 To properly interpret salary survey data and design a pay structure with appropriate pay grades and pay ranges and to design a viable performance-based pay system

PMH1810.CO.4 To demonstrate knowledge of employee benefit & wellness concepts, and regulations governing employee benefit practices.

PMH1810.CO.5 To build a strong analytical, communication, and decision making skills mandatory for an HR professional in the hospitality sector.

PMH1811 HOTEL AND RESTAURANT MANAGEMENT- I

Course Outcome

After the completion of the programme the students must be able:

PMH1811.CO.1 Understand the various departments and its functions

PMH1811.CO.2 Conceptualize plans for operations of front office management

PMH1811.CO.3 Identify the key issues and functions of housekeeping department of hotels.

PMH1811.CO.4 Gain a general understanding of food and beverage production function of a hotel

PMH1811.CO.5 Set food and beverage service operations and manage it.

PMH1812 CULTURAL HERITAGE AND TOURISM MANAGEMENT

Course Outcome

After completion of the course, the students shall be able:

- PMH1812.CO.1** Describe the concepts and significance of sociology of tourism
- PMH1812.CO.2** Identify the relationship between culture, tourism and management
- PMH1812.CO.3** Distinguish various components of cultural tourism
- PMH1812.CO.4** Formulate tourism planning and development practices into the cultural resource management process.
- PMH1812.CO.5** Develop models of cultural tourism destinations with proper management system.
- PMH1812.CO.6** Demonstrate an ability to work independently and in groups to write scholarly papers,
- PMH1812.CO.7** Express opinions and arguments with respect to contemporary cultural tourism issues and trends.

PMH1813 PUBLIC RELATIONS PRACTICES IN HOSPITALITY AND TOURISM

Course outcome

- PMH1813.CO.1** Develop a critical understanding of PR, its evolution and role in business.
- PMH1813.CO.2** Illustrate the models of communication and relate the role of PR using the systems theory perspective
- PMH1813.CO.3** Distinguish different types of campaigns and to develop a campaign
- PMH1813.CO.4** Enumerate and apply strategies and techniques of PR in stakeholder relations.
- PMH1813.CO.5** Understand the PR value of various PR tools and creatives
- PMH1813.CO.6** Prepare PR materials and design a few tools and creatives for Public relations.
- PMH1813.CO.7** Attempt creative writing exercises relevant to hospitality and Tourism

PMH1814 PROFESSIONALISM AND LEADERSHIP DEVELOPMENT-II

Course Outcome

After completion of the Course the learners will

PMH1814.CO.1 Develop conceptual knowledge and hands-on experience of the subject dealt with in the professional development Workshop.

PMH1814.CO.2 Demonstrate the ability to apply the knowledge in relevant areas.

PMH1814.CO.3 Initiate reflective practices for personal development and apply insights from training in psychological models and concepts for developing leadership skills.

Assemble an individualised learner portfolio that showcases one's learning projects, competencies and accomplishments

PMH1815 INTERNSHIP-I AND PROJECT REPORT

Course Outcome

After the completion of the course the students will be able to:

PMH1815.CO.1 Apply knowledge and skills in functional areas of Management

PMH1815.CO.2 Identify organizational structure and management systems through experiential learning and build relationship with prospective employer

PMH1815.CO.3 Recognize strengths and weakness through practical experience and mentoring from the industry experts

PMH1815.CO.4 Identify issues and suggest solutions through scientific research in the industry and society

PMH1815.CO.5 Build new knowledge and enhance academic scenario through research and publications

PMH1816 COMPREHENSIVE VIVA VOCE

Course Outcome

The students will be able to

PMH1816.CO.1 Illustrate the Integrated understanding of the knowledge gathered from the various courses in the Semester

PMH1816.CO.2 Demonstrate current knowledge about the industry

PMH1816.CO.3 Assimilate information from different domains and show capability to apply it to managerial decision making.

PMH1816.CO.4 Demonstrate professional communication skills

SEMESTER III- COURSES AND OUTCOMES:

PMH1817 LEGAL ASPECTS OF BUSINESS

Course Outcome

After the completion of the course students will be able to

PMH1817.CO.1 Appraise various legal formalities to be complied while discharging business responsibilities in hospitality and tourism

PMH1817.CO.2 Understand laws applicable in his/her career after MMH and be a law abiding citizen.

PMH1817.CO.3 Grasp the legal implications while dealing with a customer as a hotelier.

PMH1817.CO.4 Sensitive about laws relating to employment of people

PMH1817.CO.5 Apply legal and contractual obligations in financial transactions as a corporate citizen.

PMH1818 TRAVEL AND TOURISM MANAGEMENT

Course Outcome

After the completion of the course, the students shall be able:

PMH1818.CO.1 To understand the importance and evolution of tourism

- PMH1818.CO.2** To grasp the practical aspects of operation of a tour operation business
- PMH1818.CO.3** To design a tour itinerary and estimate the costing of the itinerary
- PMH1818.CO.4** To be familiar with documentation requirements for travel by Indian citizens to major international destinations
- PMH1818.CO.5** To demonstrate the knowledge as to how tourism is promoted in Kerala and appreciate the importance of developing destination image

PMH1819 MARKETING MANAGEMENT FOR HOSPITALITY AND TOURISM

Course outcomes

On successful completion of this course, students will be able:

- PMH1819.CO.1** Understand the marketing mix of hospitality and tourism businesses.
- PMH1819.CO.2** Decide on the segmentation strategy, target and positioning of a hospitality product
- PMH1819.CO.3** Understand the buyer behaviour and be able to positively respond to customer needs.
- PMH1819.CO.4** Suggest methods of promotion and pricing of different tourism products.
- PMH1819.CO.5** Evaluate marketing strategies of tourism enterprises and suggest solutions and to develop an outline of a marketing plan

PMH1820 CULTURAL TOURISM RESOURCES IN INDIA

Course Outcomes (CO)

After completion of the course the students shall be able:

- PMH1820.CO.1** Explain the meaning and significance of Indian art and architecture.
- PMH1820.CO.2** Prepare itinerary based on the types of cultural tourism in India
- PMH1820.CO.3** Identify the potential of tourism in cultural resources on the globe.
- PMH1820.CO.4** Assist tourists as tour guides for exploring and experiencing Indian Culture
- PMH1820.CO.5** Conduct researches on the issues in cultural tourism for improving the quality

PMH1821 COMMUNICATION COMPETENCIES FOR PROFESSIONAL ADVANCEMENT

Course Outcome

After the completion of the course students

- PMH1821.CO.1** Write effective résumés and cover letters and draft relevant follow up letters after a job interview.
- PMH1821.CO.2** Demonstrate how to present oneself well during job interviews- face to face and telephonic.
- PMH1821.CO.3** Recognize that conflict is natural and demonstrate competent methods of conflict management and demonstrate the steps of win-win conflict resolution
- PMH1821.CO.4** Apply knowledge required to develop personal skills.
- PMH1821.CO.5** Demonstrate understanding and application of Group Communication Skills
- PMH1821.CO.6** Improve ability to apply principles of supportive communication and to build relationships.
- PMH1821.CO.7** Become sensitised about the complexities of communication in the globalised world and demonstrate skills required for intercultural communication

PMH1822 PROFESSIONALISM AND LEADERSHIP DEVELOPMENT-III

Course Outcome

After completion of the Course the learners will

- PMH1822.CO.1** Develop conceptual knowledge and hands-on experience of the subject dealt with in the professional development Workshop.
- PMH1822.CO.2** Demonstrate the ability to apply the knowledge in relevant areas.
- PMH1822.CO.3** Initiate reflective practices for personal development and apply insights from training in psychological models and concepts for developing leadership skills.
- PMH1822.CO.4** Assemble an individualised learner portfolio that showcases one's learning projects, competencies and accomplishments.

PMH1823 INTERNSHIP-II AND PROJECT REPORT

Course Outcome

After the completion of the course the students will be able to:

- PMH1823.CO.1** Apply knowledge and skills in functional areas of Management
- PMH1823.CO.2** Identify organizational structure and management systems through experiential learning and build relationship with prospective employer
- PMH1823.CO.3** Recognize strengths and weakness through practical experience and mentoring from the industry experts
- PMH1823.CO.4** Identify issues and suggest solutions through scientific research in the industry and society
- PMH1823.CO.5** Build new knowledge and enhance academic scenario through research and publications

PMH1824 COMPREHENSIVE VIVA VOCE

Course Outcome

The students will be able to

- PMH1824.CO.1** Illustrate the Integrated understanding of the knowledge gathered from the various courses in the Semester
- PMH1824.CO.2** Demonstrate current knowledge about the industry
- PMH1824.CO.3** Assimilate information from different domains and show capability to apply it to managerial decision making.
- PMH1824.CO.4** Demonstrate professional communication skills

SEMESTER IV- COURSES AND OUTCOMES:

PMH1825 INFORMATION TECHNOLOGY FOR HOSPITALITY AND TOURISM

Course outcome

After the completion of the course students will be able:

- PMH1825.CO.1** To understand the importance of technology in hospitality and tourism
- PMH1825.CO.2** To grasp the relevance of e-commerce promoting the business and the ethical challenges of technology
- PMH1825.CO.3** To recognize and identify the role of hospitality managers in information system development
- PMH1825.CO.4** To evaluate the current information technology applications and discuss the future trends in the hospitality
- PMH1825.CO.5** To carry out the email communication through MS outlook and to apply MS Excel with proficiency while manipulating quantitative data

PMH1826 DESTINATION PLANNING, DEVELOPMENT AND MANAGEMENT

Course Outcome

Upon completion of this course, the students will

- PMH1826.CO.1** Have the ability to understand business in tourism and its principles and applications
- PMH1826.CO.2** Gain basic orientation in destination planning and management issues
- PMH1826.CO.3** Create the ability to facilitate the assessment of the tourism potential of a destination
- PMH1826.CO.4** Learn how to analyze the importance and potential of destination management models in managing tourism
- PMH1826.CO.5** Use knowledge of theoretical bases for creating a destination product, the ability to create a product for target segment.

PMH1827 STRATEGIC LEADERSHIP AND CHANGE MANAGEMENT

Learning outcome:

After the completion of the course the students will be able to:

PMH1827.CO.1 Understand the relationship between strategic management and leadership in an organizational context.

PMH1827.CO.2 Apply management and leadership theory to support organizational direction.

PMH1827.CO.3 Understand the impact of leadership styles and how leadership style can be adapted to different situations and to exhibit various leadership skills at various levels of organisation.

PMH1827.CO.4 Comprehend the background to organizational strategic change and issues relating to change in an organization.

PMH1827.CO.5 Plan and implement models for ensuring ongoing changes.

PMH1828 ENTREPRENEURSHIP DEVELOPMENT AND PROJECT MANAGEMENT

Course Outcome

After completing the course, the students must be able:

PMH1828.CO.1 To have a grasp of important provisions of MSME Act in India

PMH1828.CO.2 To know the support system available in the country for start ups

PMH1828.CO.3 To perform cost benefit analysis of a project

PMH1828.CO.4 To create network chart and WBS for project implementation

PMH1828.CO.5 To develop feasibility reports for establishing new tour/hospitality undertakings

PMH1829 INTERNSHIP-III AND PROJECT REPORT

Course Outcome

After the completion of the course the students will be able to:

PMH1829.CO.1 Apply knowledge and skills in functional areas of Management

PMH1829.CO.2 Identify organizational structure and management systems through experiential learning and build relationship with prospective employer

PMH1829.CO.3 Recognize strengths and weakness through practical experience and mentoring from the industry experts

PMH1829.CO.4 Identify issues and suggest solutions through scientific research in the industry and society

Build new knowledge and enhance academic scenario through research and publications

PMH1830A GLOBAL TOURISM GEOGRAPHY

Course Outcome

After completing the course, the students shall be able:

- PMH1830A.CO.1** Describe approaches and methodology used in geography of tourism
- PMH1830A.CO.2** Read maps, measure latitude and longitude and conduct time calculations etc.
- PMH1830A.CO.3** Describe uniqueness of tourism geography of India
- PMH1830A.CO.4** Explain the of features of global tourism geography
- PMH1830A.CO.5** Conduct national/ international tours.

PMH1830B HOTEL AND RESTAURANT MANAGEMENT –II

Course outcome:

After the completion of the programme students shall be able to:

- PMH1830B.CO.1** Distinguish various cuisines around the world
- PMH1830B.CO.2** Understand Hotel Associations, MICE and Recreation
- PMH1830B.CO.3** Apply the basics of front office sales of hotels
- PMH1830B.CO.4** Elucidate the idea of the purchase and stores functions.
- PMH1830B.CO.5** Understand the implications of design, engineering and maintenance to hotel's profitability

PMH1830C EVENT MANAGEMENT

Learning outcomes:

After the completion of the course, a student will be able to

- PMH1830C.CO.1** Explain the basic elements of events management
- PMH1830C.CO.2** Delineate the steps to execute an event
- PMH1830C.CO.3** Understand the significance of MICE to the economy
- PMH1830C.CO.4** Illustrate the nuances of marketing and promotion of events
- PMH1830C.CO.5** Identify the important trade fairs and trade fair destinations

PMH1830D AIRFARES AND AIRLINES MANAGEMENT

Course outcome

On successful completion of the course, the students shall be able to:

- PMH1830D.CO.1** To grasp the structure and dynamics of Airlines industry
- PMH1830D.CO.2** To have a fundamental idea of how passengers are handled in the airport during arrival and departure
- PMH1830D.CO.3** To understand various types of airline itineraries
- PMH1830D.CO.4** To understand the process and procedures involved in issuance of airline tickets
- PMH1830D.CO.5** To estimate the airfares for passengers travelling to domestic and international destinations

PMH1831 FIELDTRIP AND LEARNING REPORT

Course Outcome

After the completion of the course the students will be able to:

- PMH1831.CO.1** Prepare tour itinerary for national and international destinations
- PMH1831.CO.2** Organize and manage tour operations
- PMH1831.CO.3** Analyse the relationship between industries and travel
- PMH1831.CO.4** Work as team player in organizations and the society
- PMH1831.CO.5** Express entrepreneurial skills suitable for hospitality sector

PMH1832 COMPREHENSIVE VIVA VOCE

Course Outcome

- PMH1832.CO.1** Illustrate the Integrated understanding of the knowledge gathered from the various courses in the programme
- PMH1832.CO.2** Demonstration a wide gamut of current knowledge about the industry
- PMH1832.CO.3** Assimilate information from different domains and show capability to apply it to managerial decision making.
- PMH1832.CO.4** Demonstrate professional communication skills

PMH1833 INTERNSHIP-IV

Course Outcome

After the completion of the course the students will be able to:

PMH1833.CO.1 Apply knowledge and skills in functional areas of Management

PMH1833.CO.2 Identify organizational structure and management systems through experiential learning and build relationship with prospective employer

PMH1833.CO.3 Recognize professional strengths and build on them through practical experience and mentoring from the industry experts

PMH1833.CO.4 Make a headway towards right career choices by earning relevant industry experience.

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