

# MA (Hospitality and Tourism Management)

## Programme Specific Outcomes (PSO)

On completion of the MHTM 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.

## COURSE OUTCOMES

### SEMESTER - I

## **PMH2301: Management Principles and Practices**

- COPMH2301.1: Apply the theories of directing function of management in real life like situations.
- COPMH2301.2: Develop an organization structure ideal for different types of hotels
- COPMH2301.3: Evaluate and compare the different plans (mission, vision, core values etc.) of tourism enterprises and analyze its relationship to its core business
- COPMH2301.4: Formulate appropriate strategies for implementing control systems in output, behavioral and culture & clan control
- COPMH2301.5: Distinguish various types of hospitality and tourism organizations and its linkages with other businesses

## **PMH2302: Advanced English for Managerial Communication**

- COPMH2302.1: Demonstrate listening skills relevant to business situations
- COPMH2302.2: Demonstrate the ability to start and sustain oral communication
- COPMH2302.3: Design and deliver business presentations using multimedia tools
- COPMH2302.4: Distinguish speeches for different purposes, draft and deliver speeches to suit particular audiences and purposes
- COPMH2302.5: Write brief and long messages relevant to business contexts

## **PMH2303: Research Methods and Quantitative Techniques**

- COPMH2303.01: Design research projects in hospitality/social science discipline.
- COPMH2303.02: Create appropriate tools for data collection
- COPMH2303.03: Disseminate the knowledge through publication of articles, presentations etc.
- COPMH2303.04: Analyze and interpret collected data using adequate tools and software(s).
- COPMH2303.05: Prepare comprehensive report of the research conducted.

## **PMH2304: Accounting and Finance Management**

- COPMH2304.1: Perform bookkeeping functions for a business unit
- COPMH2304.2: Analyse the financial statements for organisational decision making purposes

- COPMH2304.3: Make cost and pricing decisions and optimally control inventory in hospitality business
- COPMH2304.4: Plan and direct actions towards organisational goals through efficient budgeting practices
- COPMH2304.5: Apply the provisions of GST especially in the context of an MSME

## **PMH2305: Organisational Behaviour**

- COPMH2305.01: Analyse individual and group behaviour, and understand the implications of organizational behaviour on the process of management.
- COPMH2305.02: Apply different motivational theories by understanding personality types and comparing motivational strategies used in a variety of organizational settings.
- COPMH2305.03: Evaluate the appropriateness of various leadership styles and conflict management strategies used in organizations.
- COPMH2305.04: Understand how organizational change and culture affect working relationships within organizations.
- COPMH2305.05: Design strategies to manage professional and personal life in hospitality tourism organisations.

## **PMH2306: Professionalism and Leadership Development-I**

- COPMH2306.01: Develop conceptual knowledge and hands-on experience of the subject dealt with in the professional development Workshop.
- COPMH2306.02: Demonstrate the ability to apply the knowledge in relevant areas.
- COPMH2306.03: Initiate reflective practices for personal development and apply insights from training in psychological models and concepts for developing leadership skills.
- COPMH2306.04: Assemble an individualised learner portfolio that showcases one's learning projects, competencies and accomplishments.

## **PMH2307: Viva Voce**

- COPMH2307.01: Illustrate the Integrated understanding of the knowledge gathered from the various courses in the Semester
- COPMH2307.02: Demonstrate current knowledge about the industry.
- COPMH2307.03: Assimilate information from different domains and show capability to apply it to managerial decision making.
- COPMH2307.04: Demonstrate professional communication skills.

## SEMESTER – II

### **PMH2308: Managerial Economics**

- COPMH2308.01: To apply economic reasoning to micro and macroeconomic policy issues in a critical manner.
- COPMH2308.02: To Apply critical thinking skills to assess the impact of demand and supply on the equilibrium price and quantity in a market.
- COPMH2308.03: To assess how the production policies of a firm impacts its survival and market dominance.
- COPMH2308.04: To analyse how the competitive structure of a market impacts the cost – revenue strategies of a firm.
- COPMH2308.05: To synthesise market reports and justify the macro-economic significance of tourism industry.

### **PMH2309: Human Resource Management**

- COPMH2309.01: To analyse the effectiveness of appropriate recruiting & selection methods
- COPMH2309.02: To design a training program by evaluating training needs, designing a training program, and evaluating training results.
- COPMH2309.03: 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.
- COPMH2309.04: To demonstrate knowledge of employee benefit & wellness concepts, and regulations governing employee benefit practices.
- COPMH2309.05: To build a strong analytical, communication, and decision making skills mandatory for an HR professional in the hospitality sector.

### **PMH2310: Operations Management-Hotels and Restaurants**

- COPMH2310.01: Develop plan of action for hotel and resort classifications under Ministry of tourism guidelines as a consultant.
- COPMH2310.02: Replicate hotel check in and checkout procedures for various types of situations.
- COPMH2310.03: Demonstrate housekeeping functions and procedures.
- COPMH2310.04: Suggest food service planning for different occasions in hospitality industry.
- COPMH2310.05: Explain the process in food and beverage operations and preparation to a potential guest interested in a food and beverage menu.

# **PMH2311: Cultural Heritage and Tourism Management**

- COPMH2311.1: Manage tourists/people evaluating the behaviour based on their cultural background.
- COPMH2311.2: Present tangible and intangible cultural tourism resources in India to the tourists.
- COPMH2311.3: Apply the guidelines by government/national/international agencies on cultural tourism in local/ regional/ national/ international context.
- COPMH2311.4: Develop potential cultural resources into cultural tourism resources and create sustainable cultural tourism models.
- COPMH2311.5: Manage cultural heritage resources and indigenous cultural resources for the cultural tourism industry.

## **PMH2312: Corporate Communication and Public Relations**

- COPMH2312.01: Analyze the different facets of corporate communication and public relations in organisations.
- COPMH2312.02: Demonstrate analytical ability to interpret socio-politico-environmental reality through media data gathering and analysis.
- COPMH2312.03: Apply strategies for communicating during times of crisis, transitions and managing issues.
- COPMH2312.04: Apply public relations strategies and techniques of stakeholder Communication in hospitality and Tourism organisations.
- COPMH2312.05: Develop content, tools and creatives for Public relations in the age of internet, social media, print and electronic media.

## **PMH2313: Professionalism and Leadership Development-II**

- COPMH2313.01: Develop conceptual knowledge and hands-on experience of the subject dealt with in the professional development Workshop.
- COPMH2313.02: Demonstrate the ability to apply the knowledge in relevant areas.
- COPMH2313.03: Initiate reflective practices for personal development and apply insights from training in psychological models and concepts for developing leadership skills.
- COPMH2313.04: Assemble an individualised learner portfolio that showcases one's learning projects, competencies and accomplishments.

## **PMH2314: Internship-I and Project Report**

- COPMH2314.01: Apply knowledge and skills in functional areas of Management
- COPMH2314.02: Identify organizational structure and management systems through experiential learning and build relationship with prospective employer.
- COPMH2314.03: Recognize strengths and weakness through practical experience and mentoring from the industry experts.
- COPMH2314.04: Identify issues and suggest solutions through scientific research in the industry and society.
- COPMH2314.05: Build new knowledge and enhance academic scenario through research and publications.

## **PMH2315: Viva Voce**

- COPMH2315.01: Illustrate the Integrated understanding of the knowledge gathered from the various courses in the Semester.
- COPMH2315.02: Demonstrate current knowledge about the industry.
- COPMH2315.03: Assimilate information from different domains and show capability to apply it to managerial decision making.
- COPMH2315.04: Demonstrate professional communication skills.

### SEMESTER – III

## **PMH2316: Legal Aspects of Business**

- COPMH2316.01: Appraise various legal formalities to be complied while discharging business responsibilities in hospitality and tourism.
- COPMH2316.02: Understand laws applicable in his/her career after MHTM and be a law abiding citizen.
- COPMH2316.03: Grasp the legal implications while dealing with a customer as a hotelier.
- COPMH2316.04: Sensitive about laws relating to employment of people.
- COPMH2316.05: Apply legal and contractual obligations in financial transactions as a corporate citizen.

## **PMH2317: Travel and Tourism Management**

- COPMH2317.01: To analyse the multi-disciplinary implications of travel phenomena and travel motivations.
- COPMH2317.02: To evaluate the advances in transport to sector to deliver appropriate travel experiences to tourists considering the time-cost constraints.
- COPMH2317.03: To acquire necessary tour operation and guiding skills to effectively manage a tourism business.
- COPMH2317.04: To develop a detailed itinerary for national and international tour to specific destinations.
- COPMH2317.05: To evaluate how business tourism contributes to the regional economy.

## **PMH2318: Marketing Management**

- COPMH2318.01: Understand the marketing mix of hospitality and tourism businesses and apply it effectively.
- COPMH2318.02: Decide on the segmentation strategy, target and positioning of hospitality products.

- COPMH2318.03: Understand individual and organisational buyer behaviour and be able to positively respond to customer needs through successful strategies of personal selling.
- COPMH2318.04: Evaluate latest brand management strategies of tourism enterprises.
- COPMH2318.05: Design innovative marketing solutions by developing an outline of a digital marketing plan.

## **PMH2319: Adventure Tourism Management**

- COPMH2319.01: Demonstrate essential knowledge about adventure tourism and its essential requirements.
- COPMH2319.02: Apply first aid and CPR.
- COPMH2319.03: Design and develop adventure tourism products.
- COPMH2319.04: Conduct adventure tours within applicable laws, policies, and regulations, and across cultural and geographical contexts.
- COPMH2319.05: Manage the adventure tourism industry by applying principles and methods for successful supervision of employees and/or volunteers.

## **PMH2320: Communication Competencies for Professional Advancement**

- COPMH2320.01: Reflectively analyze the various communication competencies for a professional career.
- COPMH2320.02: Demonstrate effective employment communication in terms of writing and conversing.
- COPMH2320.03: Apply a communication competency in a real life context and document the learning process.

## **PMH2321: Professionalism and Leadership Development-III**

- COPMH2321.01: Develop conceptual knowledge and hands-on experience of the subject dealt with in the professional development Workshop.
- COPMH2321.02: Demonstrate the ability to apply the knowledge in relevant areas.
- COPMH2321.03: Initiate reflective practices for personal development and apply insights from training in psychological models and concepts for developing leadership skills.
- COPMH2321.04: Assemble an individualised learner portfolio that showcases one's learning projects, competencies and accomplishments.

## **PMH2322: Internship-II**

- COPMH2322.01: Apply knowledge and skills in functional areas of Management.
- COPMH2322.02: Identify organizational structure and management systems through experiential learning.

- COPMH2322.03: Build relationship and network with prospective employers
- COPMH2322.04: Recognize strengths and weakness through practical experience and mentoring from the industry experts.
- COPMH2322.05: Recognize industrial standards through observation and involvement.

## **PMH2323: Viva Voce**

- COPMH2323.01: Illustrate the Integrated understanding of the knowledge gathered from the various courses in the Semester.
- COPMH2323.02: Demonstrate current knowledge about the industry.
- COPMH2323.03: Assimilate information from different domains and show capability to apply it to managerial decision making.
- COPMH2323.04: Demonstrate professional communication skills.

### **SEMESTER – IV**

## **PMH2324: E-Commerce and Digital Marketing**

- COPMH2324.01: Suggest E tourism tools to run hospitality and tourism business like GDS, PMS and other tools.
- COPMH2324.02: Recommend and demonstrate a basic E- Commerce portal for an online business.
- COPMH2324.03: Apply digital marketing techniques to create awareness and leads in digital platforms.
- COPMH2324.04: Generate ideal social media programs and campaigns that support tourism business and marketing goals.
- COPMH2324.05: Create a digital advertising strategies for an upcoming or existing travel and hospitality business.

## **PMH2325: Destination Planning, Development and Management**

- COPMH2325.01: Demonstrate the understanding of the process involved in development of plan for destination development.
- COPMH2325.02: Develop systems required for management of tourist attractions in a destination.
- COPMH2325.03: Demonstrate necessary research skills to analyse various dimensions of tourism.
- COPMH2325.04: Critically evaluate the factors leading to formation of image of a destination.



COPMH2325.05: Assess the effectiveness of organisational and administrative mechanisms in promotion of tourism in destinations.

## **PMH2326: Strategic Leadership and Change Management**

- COPMH2326.01: Evaluate the relationship between strategic management and leadership in an organizational context.
- COPMH2326.02: Apply management and leadership theory to support organizational direction.
- COPMH2326.03: Evaluate 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.
- COPMH2326.04: Evaluate the background, actors and issues relating to change in an organization thereby facilitating change management.
- COPMH2326.05: Application of Artificial Intelligence & Innovative technologies for Strategic Management in VUCA world.

## **PMH2327: Entrepreneurship Development and Project Management**

- COPMH2327.01: Evaluate the influence of various entrepreneurial competencies on business performance of SMEs and develop frameworks for conducting a typical EDP.
- COPMH2327.02: Generate innovative business idea and analyse its potential market and demand feasibility.
- COPMH2327.03: Evaluate the various funding options and choose the most suitable one for a given business.
- COPMH2327.04: Apply various risk management strategies for an entrepreneurial project.
- COPMH2327.05: Create a business plan for an entrepreneurial venture and identify an inventory of possible entrepreneurial opportunities in contemporary local, regional and national context.

## **PMH2328: Internship-III and Project Report**

- COPMH2328.01: Apply knowledge and skills in functional areas of Management.
- COPMH2328.02: Identify organizational structure and management systems through experiential learning and build relationship with prospective employer.
- COPMH2328.03: Recognize strengths and weakness through practical experience and mentoring from the industry experts.
- COPMH2328.04: Identify issues and suggest solutions through scientific research in the industry and society.
- COPMH2328.05: Build new knowledge and enhance academic scenario through research and publications.

## **PMH2329A: Global Tourism Geography**

- COPMH2329A.01: Apply different approaches to study tourism geography.

- COPMH2329A.02: Read, interpret, and generate maps and other geographic representations (latitude, longitude, flying time calculations as well as extract, analyse, and present information from a spatial perspective).
- COPMH2329A.03: Locate and identify the countries, main cities and physical features of the world with particular emphasis on Europe, America, Middle East, Asia and Africa.
- COPMH2329A.04: Identify key tourism attractions from an international and global dimension with reference to its spatial, social, cultural, legal, political, labour and economic aspects.
- COPMH2329A.05: Conduct local/ regional/ national/ international tours.

## **PMH2329B: Operations Management for Hospitality and Tourism**

- COPMH2329B.01: Evaluate students' ability to meet challenges and contingencies in managing hospitality business.
- COPMH2329B.02: Distinguish different scenarios in hotel sales and design appropriate sales strategies.
- COPMH2329B.03: Develop strategies for unit level marketing of hospitality business.
- COPMH2329B.04: Create appropriate F & B sales strategies for business queries.
- COPMH2329B.05: Assess the complexity and processes involved in a career in purchase and stores of hospitality and tourism.

## **PMH2329C: Event Management**

- COPMH2329C.01: Plan an Event
- COPMH2329C.02: Organize an Event
- COPMH2329C.03: Market an Event
- COPMH2329C.04: Execute an Event
- COPMH2329C.05: Evaluate an Event

## **PMH2329D: Airline Passenger Handling and Ground Operations Management**

- COPMH2329D.01: Design strategies by assessing market potential in Airlines industry .
- COPMH2329D.02: Analyse passenger handling in the airport during arrival and departure.
- COPMH2329D.03: Demonstrate procedural knowledge of aviation ground handling Operations.
- COPMH2329D.04: Design various types of airline itineraries.
- COPMH2329D.05: Analyze the process and procedures involved in issuance of airline tickets.

## **PMH2329E: Business Environment and Corporate Ethics**

- COPMH2329E.01: Analyse the broader socio-political and economic environment within which they will operate as managers.
- COPMH2329E.02: Evaluate the interaction between the economy, polity, society and ethical practices in historical perspective.

- COPMH2329E.03: Design strategies based on internal and external factors as well as institutions and policies, influencing business.
- COPMH2329E.04: Appraise the need and importance of corporate governance and business ethics.
- COPMH2329E.05: Create Ethical Social Leadership.

## **PMH2329F: Finance and Revenue Management**

- COPMH2329F.01: Apply various revenue management techniques for a hospitality business.
- COPMH2329F.02: Scientifically estimate the demand for a hospitality and tourism business.
- COPMH2329F.03: Prepare various budgets and estimate the key performance indicators for hotel business.
- COPMH2329F.04: Identify the pricing strategies for various hospitality services and products.
- COPMH2329F.05: Estimate the requirement of working capital for a hospitality establishment.

## **PMH2330: Fieldtrip and Learning Report**

- COPMH2330.01: Prepare tour itinerary for national and international destinations.
- COPMH2330.02: Organize and manage tour operations.
- COPMH2330.03: Analyse the relationship between industries and travel.
- COPMH2330.04: Demonstrate teamwork skills.
- COPMH2330.05: Demonstrate entrepreneurial skills suitable for hospitality. Sector.

## **PMH2331: Comprehensive Viva Voce**

- COPMH2331.01: Illustrate the Integrated understanding of the knowledge gathered from the various courses in the programme.
- COPMH2331.02: Demonstrate a wide gamut of current knowledge about the industry.
- COPMH2331.03: Assimilate information from different domains and show capability to apply it to managerial decision making.
- COPMH2331.04: Demonstrate professional communication skills.

## **PMH2332: Internship –IV (Audited)**

- COPMH2332.01: Apply knowledge and skills in functional areas of Management.
- COPMH2332.02: Identify organizational structure and management systems through experiential learning and build relationship with prospective employer.
- COPMH2332.03: Recognize professional strengths and build on them through practical experience and mentoring from the industry experts.
- COPMH2332.04: Make right career choices by earning relevant industry experience.