



MARIAN COLLEGE KUTTIKANAM  
( AUTONOMOUS )

# MMH

POs, PSOs & COs



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Criterion II - Teaching-Learning and Evaluation

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## **MASTER OF MANAGEMENT IN HOSPITALITY**

### **PROGRAMME SPECIFIC OUTCOMES (PSO)**

**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.





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## COURSE OUTCOMES (CO)

### PMH2001: Management Principles and Practices

**CO1:** Apply the theories of directing function of management in real life like situations.

**CO2:** Develop an organization structure ideal for different types of hotels

**CO3:** evaluate and compare the different plans of tourism enterprises and analyze its relationship to its core business

**CO4:** Formulate appropriate strategies for implementing control systems in output, behavioral and culture andamp; clan control

**CO5:** Distinguish various types of hospitality and tourism organizations and its linkages with other businesses.

### PMH2002: Advanced English For Managerial Communication

**CO1:** Demonstrate listening skills relevant to business situations

**CO2:** Demonstrate the ability to start and sustain oral communication.

**CO3:** Design and deliver business presentations using multimedia tools.







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**CO4:** Distinguish speeches for different purposes, draft and deliver speeches to suit particular audiences and purposes.

**CO5:** Write brief and long messages relevant to business contexts.

**PMH2003: Research Methods and Quantitative Techniques**

**CO1:** Develop research orientation and soft skills like critical thinking, logical reasoning, problem solving etc.

**CO2:** Conduct scientific research in hospitality industry using appropriate methods.

**CO3:** Apply statistical tools and software for data analysis, interpretation, referencing etc.

**CO4:** Produce research articles and theses addressing the problems in the society

**CO5:** Awareness about the importance of research in improving the standard of living of the people and the nation building

**PMH2004: Accounting and Finance Management**

**CO1:** To prepare ledger books based business transactions

**CO2:** To draft basic financial statements





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**CO3:** To evaluate the financial performance of a business

**CO4:** To apply principles of budgeting in organizational context

**CO5:** To apply techniques of management and cost accounting to make sound managerial decisions

**PMH2005: Organisational Behaviour**

**CO1:** Analyse individual and group behaviour, and understand the implications of organizational behaviour on the process of management.

**CO2:** Apply different motivational theories by understanding personality types and comparing motivational strategies used in a variety of organizational settings.

**CO3:** Evaluate the appropriateness of various leadership styles and conflict management strategies used in organizations.

**CO4:** Understand how organizational change and culture affect working relationships within organizations.

**CO5:** Design strategies to manage professional and personal life in hospitality tourism organisations.





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## **PMH2006: Professionalism and Leadership Development-I**

**CO1:** Develop conceptual knowledge and hands-on experience of the subject dealt with in the professional development Workshop.

**CO2:** Demonstrate the ability to apply the knowledge in relevant areas.

**CO3:** Initiate reflective practices for personal development and apply insights from training in psychological models and concepts for developing leadership skills.

**CO4:** Assemble an individualised learner portfolio that showcases one's learning projects, competencies and accomplishments.

## **PMH2007: Viva Voce**

**CO1:** Illustrate the Integrated understanding of the knowledge gathered from the various s in the Semester

**CO2:** Demonstrate current knowledge about the industry

**CO3:** Assimilate information from different domains and show capability to apply it to managerial decision making.

**CO4:** Demonstrate professional communication skills







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**PMH2008: Managerial Economics**

**CO1:** To apply economic reasoning to micro and macroeconomic policy issues in a critical manner

**CO2:** To evaluate how the price and other determinants influence demand supply situation

**CO3:** To assess how the production policies of a firm impacts its survival and market dominance

**CO4:** To analyse how the competitive structure of a market impacts the cost revenue strategies of a firm

**CO5:** To synthesise market reports and justify the macro-economic significance of tourism industry

**PMH2009: Human Resource Management**

**CO1:** To analyse the effectiveness of appropriate recruiting andamp; selection methods

**CO2:** To design a training program by evaluating training needs, designing a training program, and evaluating training results





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**CO3:** 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

**CO4:** To demonstrate knowledge of employee benefit andamp; wellness concepts, and regulations governing employee benefit practices.

**CO5:** To build a strong analytical, communication, and decision making skills mandatory for an HR professional in the hospitality sector.

**PMH2010: Operations Management-Hotels and Restaurants**

**CO1:** Able to develop plan of action for hotel and resort classifications under Ministry of tourism guidelines as a consultant

**CO2:** Can replicate hotel check in and checkout procedures for various types of situations

**CO3:** Can demonstrate hotel room cleaning procedures

**CO4:** will able to suggest menu planning for different occasions in hospitality industry

**CO5:** explain the process in food and beverage operations and preparation to a potential guest interested in a food and beverage menu





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## PMH2011: Cultural Heritage and Tourism Management

**CO1:** Manage tourists/people evaluating the behaviour based on their cultural background

**CO2:** Apply the guidelines by government/national/international agencies on cultural tourism in local/ regional/ national/ international context.

**CO3:** Identify potential cultural products and create cultural tourism models

**CO4:** Promote indigenous cultural resources for tourism with focus on sustainability.

**CO5:** Appreciate gender roles in the hospitality industry.

## PMH2012: Corporate Communication and Public Relations

**CO1:** Design campaigns targeting different stakeholders in the hospitality and tourism industry

**CO2:** Develop content, tools and creatives for Public relations in the age of internet, social media, print and electronic media.

**CO3:** Demonstrate analytical ability to interpret socio-politico- environmental reality through media data gathering and analysis





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**CO4:** Apply strategies for communicating during times of crisis, transitions and managing issues.

**CO5:** Apply public relations strategies and techniques of stakeholder Communication.

**PMH2013: Professionalism and Leadership Development-II**

**CO1:** Develop conceptual knowledge and hands-on experience of the subject dealt with in the professional development Workshop.

**CO2:** Demonstrate the ability to apply the knowledge in relevant areas.

**CO3:** Initiate reflective practices for personal development and apply insights from training in psychological models and concepts for developing leadership skills.

**CO4:** Assemble an individualised learner portfolio that showcases one's learning projects, competencies and accomplishments.

**PMH2014: internship-I and Project Report**

**CO1:** Apply knowledge and skills in functional areas of Management

**CO2:** Identify organizational structure and management systems through experiential learning and build relationship with prospective employer





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**CO3:** Recognize strengths and weakness through practical experience and mentoring from the industry experts

**CO4:** Identify issues and suggest solutions through scientific research in the industry and society

**CO5:** Build new knowledge and enhance academic scenario through research and publications

**PMH2015: Viva Voce**

**CO1:** Illustrate the Integrated understanding of the knowledge gathered from the various s in the Semester

**CO2:** Demonstrate current knowledge about the industry

**CO3:** Assimilate information from different domains and show capability to apply it to managerial decision making.

**CO4:** Demonstrate professional communication skills





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## PMH2016: Legal Aspects of Business

**CO1:** Appraise various legal formalities to be complied while discharging business responsibilities in hospitality and tourism

**CO2:** Understand laws applicable in his/her career after MMH and be a law abiding citizen.

**CO3:** Grasp the legal implications while dealing with a customer as a hotelier.

**CO4:** Sensitive about laws relating to employment of people

**CO5:** Apply legal and contractual obligations in financial transactions as a corporate citizen.

## PMH2017: Travel and Tourism Management

**CO1:** To analyse the multi-disciplinary implications of travel phenomena and travel motivations

**CO2:** To evaluate the advances in transport to sector to deliver appropriate travel experiences to tourists considering the time cost constraints.

**CO3:** To acquire necessary tour operation and guiding skills to effectively manage a tourism business







Criterion II - **Teaching-Learning and Evaluation**

**CO4:** To develop a detailed itinerary for national and international tour to specific destinations

**CO5:** To evaluate how business tourism contributes to the regional economy

**PMH2018: Marketing Management**

**CO1:** Understand the marketing mix of hospitality and tourism businesses.

**CO2:** Decide on the segmentation strategy, target and positioning of a hospitality product

**CO3:** Understand the buyer behaviour and be able to positively respond to customer needs.

**CO4:** Suggest methods of promotion and pricing of different tourism products.

**CO5:** Evaluate marketing strategies of tourism enterprises and suggest solutions and to develop an outline of a marketing plan





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## **PMH2019: Cultural Tourism Resources and Product Development**

**CO1:** Ability to describe about specific cultural products under tangible and intangible cultural resources in India

**CO2:** Apply standard tools to assess cultural products and evaluate its potential for cultural tourism

**CO3:** Demonstrate skill to develop cultural resources as cultural tourism resources

**CO4:** Conduct researches and suggest solutions on the issues in cultural tourism for a better tourism experience.

**CO5:** Assist local people to use their cultural resources in tourism market so as to lift quality of their living

## **PMH2020: Communication Competencies For Professional Advancement**

**CO1:** Demonstrate effective employment communication in terms of writing and conversing.

**CO2:** Apply reflective knowledge required for developing personal skills.

**CO3:** Demonstrate interpersonal communication competence needed in business contexts

**CO4:** Apply Group Communication Skills for effective leadership





Criterion II - Teaching-Learning and Evaluation

**CO5:** Become sensitized about the complexities of communication in the globalized world and demonstrate skills required for multi-cultural communication and for managing business meetings.

**PMH2021: Professionalism and Leadership Development-III**

**CO1:** Develop conceptual knowledge and hands-on experience of the subject dealt with in the professional development Workshop.

**CO2:** Demonstrate the ability to apply the knowledge in relevant areas.

**CO3:** Initiate reflective practices for personal development and apply insights from training in psychological models and concepts for developing leadership skills.

**CO4:** Assemble an individualised learner portfolio that showcases one's learning projects, competencies and accomplishments.





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**PMH2022: internship-II**

**CO1:** Apply knowledge and skills in functional areas of Management

**CO2:** Identify organizational structure and management systems through experiential learning

**CO3:** Build relationship and network with prospective employers

**CO4:** Recognize strengths and weakness through practical experience and mentoring from the industry experts

**CO5:** Recognize industrial standards through observation and involvement

**PMH2023: Viva Voce**

**CO1:** Illustrate the Integrated understanding of the knowledge gathered from the various s in the Semester

**CO2:** Demonstrate current knowledge about the industry

**CO3:** Assimilate information from different domains and show capability to apply it to managerial decision making.

**CO4:** Demonstrate professional communication skills





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**PMH2024: information Technology and E-Commerce**

**CO1:** To evaluate the potential role of E- Commerce, PMS and GDS in hospitality and tourism

**CO2:** To use spreadsheet packages for excel and provide appropriate analysis

**CO3:** To be able to configure and use of mail management software like outlook and be able to do mail merge options

**CO4:** To create a digital marketing plan for an upcoming or existing travel and hospitality business

**CO5:** To develop basic skills for creating an online business

**PMH2025: Destination Planning, Development and Management**

**CO1:** To demonstrate the understanding of the process involved in development of plan for destination development

**CO2:** To develop systems required for management of tourist attractions in a destination

**CO3:** To demonstrate necessary research skills to analyse various dimensions of tourism





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**CO4:** To critically evaluate the factors leading to formation of image of a destination

**CO5:** To assess the effectiveness of organisational and administrative mechanisms in promotion of tourism in destinations

**PMH2026: Strategic Leadership and Change Management**

**CO1:** Understand the relationship between strategic management and leadership in an organizational context.

**CO2:** Apply management and leadership theory to support organizational direction.

**CO3:** 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.

**CO4:** Comprehend the background to organizational strategic change and issues relating to change in an organization.

**CO5:** Plan and implement models for ensuring ongoing changes.







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## **PMH2027: Entrepreneurship Development and Project Management**

**CO1:** To evaluate the influence of various entrepreneurial competencies on business performance of SMEs and develop frameworks for conducting a typical EDP

**CO2:** To generate innovative business idea and analyse its potential market and demand feasibility

**CO3:** To evaluate the various funding options and choose the most suitable one for a given business

**CO4:** To apply various risk management strategies for an entrepreneurial project

**CO5:** To create a business plan for an entrepreneurial venture and identify an inventory of possible entrepreneurial opportunities in contemporary local, regional and national context

## **PMH2028: internship-III and Project Report**

**CO1:** Apply knowledge and skills in functional areas of Management

**CO2:** Identify organizational structure and management systems through experiential learning and build relationship with prospective employer

**CO3:** Recognize strengths and weakness through practical experience and mentoring from the industry experts





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**CO4:** Identify issues and suggest solutions through scientific research in the industry and society

**CO5:** Build new knowledge and enhance academic scenario through research and publications

**PMH2029A: Global Tourism Geography**

**CO1:** Apply different approaches to study tourism geography

**CO2:** Read, interpret, and generate maps and other geographic representations

**CO3:** Locate and identify the countries, main cities and physical features of the world with particular emphasis on Europe, America, Middle East, Asia and Africa

**CO4:** Identify key tourism attractions from an international and global dimension with reference to its spatial, social, cultural, legal, political, labour and economic aspects.

**CO5:** Conduct local/ regional/ national/ international tours.

**PMH2029B: Operations Management For Hospitality and Tourism**

**CO1:** To empower students to meet challenges and contingencies in managing hospitality business





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**CO2:** To comprehend the hotel sales process and be able to distinguish different scenario

**CO3:** To suggest unit level different marketing options for hospitality business

**CO4:** To create appropriate F andamp; B sales strategies for business queries

**CO5:** To be familiar to the complexity and processes involved in a possible career in purchase and stores of hospitality and tourism

**PMH2029C: EVENT MANAGEMENT**

**CO1:** Apply the basic elements of events management

**CO2:** Analyze the steps to execute an event

**CO3:** Recognize the significance of MICE to the economy

**CO4:** Illustrate the nuances of marketing and promotion of events

**CO5:** Assess the importance of trade fairs and trade fair destinations

**PMH2029D: Airfares and Airlines Management**

**CO1:** Recognize the structure and dynamics of Airlines industry

**CO2:** develop a fundamental idea of how passengers are handled in





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the airport during arrival and departure

**CO3:** Design various types of airline itineraries

**CO4:** Analyze the process and procedures involved in issuance of  
airline tickets

**CO5:** Estimate the airfares for passengers travelling to domestic and  
international destinations

**PMH2029E: Business Environment and Corporate Ethics**

**CO1:** To analyse of the broader socio-political and economic environment within  
which they will operate as managers

**CO2:** To evaluate the interaction between the economy, polity, society and  
ethical practices in historical perspective

**CO3:** To design strategies based on internal and external factors as well as  
institutions and policies, influencing business,

**CO4:** Appraise the need and importance if corporate governance and business  
ethics





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## **PMH2029F: Finance and Revenue Management**

**CO1:** To apply various revenue management techniques for a hospitality business

**CO2:** To scientifically estimate the demand for a hospitality and tourism business

**CO3:** To prepare various budgets and estimate the key performance indicators for hotel business

**CO4:** To methodically identify the pricing strategies for various hospitality services and products

**CO5:** To estimate the requirement of working capital for a hospitality establishment

## **PMH2030: Fieldtrip and Learning Report**

**CO1:** Prepare tour itinerary for national and international destinations

**CO2:** Organize and manage tour operations

**CO3:** Analyse the relationship between industries and travel

**CO4:** Work as team player in organizations and the society

**CO5:** Express entrepreneurial skills suitable for hospitality sector





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**PMH2031: Comprehensive Viva Voce**

**CO1:** Illustrate the Integrated understanding of the knowledge gathered from the various s in the programme

**CO2:** Demonstration a wide gamut of current knowledge about the industry

**CO3:** Assimilate information from different domains and show capability to apply it to managerial decision making.

**CO4:** Demonstrate professional communication skills

**PMH2032: internship –IV**

**CO1:** Apply knowledge and skills in functional areas of Management

**CO2:** Identify organizational structure and management systems through experiential learning and build relationship with prospective employer

**CO3:** Recognize professional strengths and build on them through practical experience and mentoring from the industry experts

**CO4:** Make a headway towards right career choices by earning relevant industry experience.

