

**Department of Tourism and Hotel Management
Kurukshetra University, Kurukshetra**

**Under
Faculty of Commerce and Management,
Kurukshetra University, Kurukshetra**

PROGRAMME TITLE

**MASTERS IN HOTEL MANAGEMENT
&
CATERING TECHNOLOGY
(MHM&CT)**

**Under
(CBCS / LOCF)**

**w.e.f
Session: 2020-2022**

Program Outcomes for the Faculty of Commerce and Management

On successful completion of a program under Faculty of Commerce and Management, students will be able to develop:

- PO1. Soft skills and Working Skills: To comprehend, communicate and execute effectively and efficiently in all of their dealings.
- PO2. Leadership: To develop abilities to both lead and respect the views, positions and beliefs of others and to plan and manage effectively
- PO3. Innovativeness and Entrepreneurship: To explore issues and problems that needs solutions with entrepreneurial orientation
- PO4. Ethics and Values: To recognize, appreciate and follow ethical standards in all walks of life
- PO5. Adaptability and Sociability: Ready to understand and adapt the changing environment.
- PO6. Research and Analytical abilities: To Explore, analyses and provide solutions on emerging issues concerning various fields including public policy.
- PO7. Practical exposure and Employability: Exposure to actual working environment leading to employability
- PO8. Environmental Consciousness: In every action, dealing, service and manifestation

Programme Specific Objectives (PSO)
of
MHM &CT Programme

- PSO 1 To prepare students for entry level / middle managerial positions in hotels / allied areas (such as food & beverage service outlets; retails outlets; event / MICE companies; Tourism services companies; entertainment ; hospitality academics etc.)
- PSO 2 Knowledge of hotel functions & management
- PSO 3 Ability to work in different departments of the hotels / allied areas (such as food & beverage service outlets; retails outlets; event / MICE companies; Tourism services companies; entertainment hospitality academics etc.)
- PSO 4 Apply standard hotel management practices to operational & managerial work requirements.
- PSO 5 Becoming socially responsible hotel professional

**Masters in Hotel Management & Catering Technology Programme
(MHM&CT Programme)
under
(CBCS / LOCF)**

A postgraduate degree in Masters in Hotel Management & Catering Technology Programme (MHM&CT Programme) under Choice based credit system (CBCS / LOCF) will be awarded if the student complete **12 Core courses / papers in the discipline, 02 AECC courses, 3 SEC courses and 13 DSE courses / papers.**

Proposed syllabus Structure of Masters in Hotel Management & Catering Technology Programme (MHMCT Programme) under CBCS / LOCF

Sem ester	CORE COURSE(CC) @6CREDITS	Ability Enhancement Compulsory Courses(AECC) @2 CREDITS	Skill Enhancement Courses (SEC) @2 CREDITS	Discipline Specific Elective (DSE) @6 CREDITS
1	CC-MHMCT-1	AECC-MHMCT-1	SEC-MHMCT-1	DSE-MHMCT-1
	CC-MHMCT-2		SEC-MHMCT-2	DSE-MHMCT-2
				DSE-MHMCT-3
				DSE-MHMCT-4
2	CC- MHMCT-3	AECC-MHMCT-2	SEC-MHMCT-3	DSE-MHMCT-5
	CC- MHMCT-4			DSE-MHMCT-6
				DSE-MHMCT-7
3	CC- MHMCT-5 A			DSE-MHMCT-8
	CC- MHMCT-5 B			DSE-MHMCT-9
	CC- MHMCT-5 C			DSE-MHMCT-10
	Or			DSE- MHMCT-11
	CC- MHMCT-5 D			
	CC- MHMCT-5 E			
	CC- MHMCT-5 F			
	CC- MHMCT-6			
4	CC- MHMCT-7A			DSE-MHMCT-12
	CC- MHMCT-7B			DSE-MHMCT-13
	CC- MHMCT-7 C			
	Or			
	CC- MHMCT-7 D			
	CC- MHMCT-8 E			
	CC- MHMCT-9 F			
	Or			

	CC- MHMCT-10 G		
	CC- MHMCT-11H		
	CC- MHMCT-12 I		
	CC- MHMCT-8		

AECC will be offered according to the time table adjustments in the University Teaching Department /College.

*MOOC Course from Swayam portal

General instructions:

1. One credit equivalent to 1 hour of teaching /2 hours of Practical work
2. One credit (teaching /Practical) equivalent to 20 marks

**Total credit hours for Masters in Hotel Management & Catering Technology Programme
(MHMCT Programme) under Choice based credit system (CBCS / LOCF)**

Course	Number of courses	Contact hrs	Credits
Core Course (CC)	12	6 (6x12=72)	72
Ability Enhancement compulsory course (AECC)	2	2 (2x2=4)	4
Skill Enhancement course (SEC)	3	6 (3x2=6)	6
Discipline Specific Elective Course (DSE)	13	6 (13x6=78)	78
Total	30	160	160

MHM & CT

(Detail Syllabus)

w.e.f

Session: 2020-2022

**Department of Tourism and Hotel Management
Kurukshetra University, Kurukshetra**

Programme- MHM&CT -2 Years

w.e.f

Session: 2020-2022

Semester I

Course Code	Course Title	T	P/ T u.	C	Max Marks			Total Mark s	Pas s Ma rks	
					Inte rnal	T	P			
CC- MHMCT-1	A	Front Office Operations (Theory)	4	0	4	16	64	-	80	32
	B	Front Office Operations (Practical)	0	4	2	08	-	32	40	16
CC- MHMCT-2	A	Housekeeping Operations (Theory)	4	0	4	16	64	-	80	32
	B	Housekeeping Operations (Practical)	0	4	2	08	-	32	40	16
DSC-MHMCT-1		Introduction to Hotel Industry	5	1	6	20	80	-	100	40
DSC-MHMCT-2		Fundamental of Management in Hotels	5	1	6	20	80	-	100	40
DSC-MHMCT-3		Hygiene, Sanitation & Medical Protocols	5	1	6	20	80	-	100	40
DSC-MHMCT-4		Tourism Business	5	1	6	20	80	-	100	40
SEC-MHMCT-1		ICT in Hotels	2	-	2	8	32	-	40	16
SEC-MHMCT-2		Hotel French –I	2	-	2	8	32	-	40	16
AECC-MHMCT-1		Communication Skills in Hotels	2	0	2	08	32	-	40	16
			34	12	42				760	

T-Theory, P- Practical, C-Credits, AECC - Ability Enhancement Compulsory Course, Skill Enhancement Course (SEC), Discipline Specific Elective (DSE)

Semester II

Course Code	Course Title	T	P	C	Max Marks			Total Marks	Pass Marks	
					Internal	T	P			
CC- MHMCT-	A	Food Production (Theory)	4	0	4	16	64	-	80	32
	B	Food Production (Practical)	0	4	2	08	-	32	40	16
CC- MHMCT-3	A	Food & Beverage Service (Theory)	4	0	4	16	64	-	80	32
	B	Food & Beverage Service (Practical)	0	4	2	08	-	32	40	16
DSE-MHMCT- 5		Hotel Laws	5	1	6	20	80	-	100	40
DSE-MHMCT-6		Basics of Event Management	5	1	6	20	80	-	100	40
DSE-MHMCT-7		Service Marketing	5	1	6	20	80	-	100	40
SEC- MHMCT-3		Hotel French –II	2	-	2	8	32		40	16
AECC-MHMCT-2		Environmental Practices in Hotels	2	-	2	8	32	-	40	16
			27	11	34				620	

T-Theory, P- Practical, C-Credits, AECC - Ability Enhancement Compulsory Course, Skill Enhancement Course (SEC)

03 MONTHS VOCATIONAL TRAINING / HOTEL INDUCTION TRAINING

Semester III

Course Code	Course Title	T	P	C	Max Marks			Total Marks	Pass Marks	
					Internal	T	P			
DSE-MHMCT-8	HRM in Hotels	5	1	6	20	80	-	100	40	
DSE-MHMCT-9	Entrepreneurship and Innovation in Hotels	5	1	6	20	80	-	100	40	
DSE-MHMCT-10	Customer Relationship Mgt.	5	1	6	20	80	-	100	40	
DSE-MHMCT-4	Financial management in hotels	5	1	6	20	80	-	100	40	
OPTIONAL SPECIALIZATION (any one cluster)										
Specialization in Room Division										
CC-MHMCT-4	A	Advance Accommodation Management	5	1	6	20	80	-	100	40
	B	Advance Front Office Management	5	1	6	20	80	-	100	40
	C	Management of Housekeeping in Allied Sectors	5	1	6	20	80	-	100	40
Or Specialization in Food & Beverage Service Management										
CC-MHMCT-4	D	Specialized Catering Management	5	1	6	20	80	-	100	40
	E	F& B Control Management	5	1	6	20	80	-	100	40
	F	Bar operation & Management	5	1	6	20	80	-	100	40
COMPULSORY										
CC- MHMCT-5	Training Report & Viva- voce examination	-	-	12				300		
		35	7	54				1000		

T-Theory, P- Practical, C-Credits, SEC – Skill Enhancement Course

Semester IV (Specialization)										
Course Code	Course Title	T	P / T u.	C	Max Marks			Total Mark s	Pas s Ma rks	
					Inter nal	T	P			
DSE- MHMCT-11	Research Methodology	5	1	6	20	80	-	100	40	
DSE- MHMCT-12	Decision Science in Hotels	5	1	6	20	80	-	100	40	
Optional Specialization (any one cluster)										
Specialization (Event Management)										
CC-MHMCT-6	A	Event Product & Logistics Planning	5	1	6	20	80	-	100	40
	B	MICE Events Planning & Management	5	1	6	20	80	-	100	40
	C	Specialized Events in Hotels	5	1	6	20	80	-	100	40
Or Specialization (Hotel Marketing)										
CC-MHMCT-6	D	Hotel Marketing Research	5	1	6	20	80	-	100	40
	E	Sales Management in Hotels	5	1	6	20	80	-	100	40
	F	Digital and Social Media Marketing	5	1	6	20	80	-	100	40
Or Specialization (Human Resource)										
CC-MHMCT-6	G	Strategic HRM	5	1	6	20	80	-	100	40
	H	Training & Development in Hotels	5	1	6	20	80	-	100	40
	I	Employee Motivation and Welfares in Hotel	5	1	6	20	80	-	100	40
Compulsory										
CC-MHMCT-7	Dissertation in the area of specialization in Semester IVth & Viva Voce	-	-	12	-	-	-	300		
		25	5	42				800		

T-Theory, P- Practical, C-Credits, Core, SEC- Skill Enhancement Course

TOTAL SEMESTERS & CREDITS

Marks Distribution	Sem 1	Sem 2	Sem 3	Sem 4	Total
Credits allocated	42	34	54	42	172
Marks in Each Sem	760	620	1000	800	3,180
Grand Total Marks	3,180				
Grand Total credits	172				

SEMESTER I

CC-MHMCT-1 (A) FRONT OFFICE OPERATIONS (THEORY)		
		Credits –04
		External Marks -64
		Internal Marks -16
		Total Marks-80
COURSE OBJECTIVES:		
Co 1: Examining importance of front office and guest cycle.		
Co 2: Understanding the function, handling of situations and key control.		
Co 3: Summarizing organizational structure of front office and its coordination.		
Co 4: Memorizing guestrooms, tariff and guest cycle.		
UNIT-I	Hotel Front Office: Introduction, importance in hotel, Layout of the front office department Guest Cycle: Pre-Arrival, Arrival, Occupancy, Departure, Post Departure. Room tariff and room rates.	CO 1
UNIT-II	Role and function: Reception, reservation, registration and method of payment Handling Various: Complaints and emergency situations Keys and key control: Types of keys, handling guestroom keys and its control	CO 2
UNIT-III	Guest Departure and Guest Accounting: Folio, Ledgers, settlement of accounts, handling vouchers, Express check out and group departures, Message and left luggage handling procedure Cash and Credit Control	CO 3
UNIT-IV	Front Office Cashier Role of the Front desk cashier, Importance of front office cash, Duties and responsibilities of front desk cashier. Night Auditing: Introduction, Objective, functions and job description of Night Auditor, Night Audit process, Preparing night audit reports.	CO 4

SUGGESTED TEXT BOOKS

- Andrews, S. (2017). Hotel Front Office: A Training Manual. McGraw Hill Education; Third edition.
- Bhatnagar, S. K. (2011). Front Office Management. Frank Bros.
- Tewari, J. (2016). Hotel Front Office: Operations and Management. Oxford University Press; Second edition.

SUGGESTED REFERENCE BOOKS

- Gonda, M. C. (2015). Handbook of Attire & Grooming. Embassy Books; First edition.
- Kasavana, L. M, Cahil, J. J (1992). Managing Computers in the Hospitality Industry. Educational Institute of the Amer Hotel; 2nd edition
- Smart Family (2018). All Countries, Capitals and Flags of the World!.CreateSpace Independent Publishing Platform.
- Bardi, A. J. (2012). Hotel Front Office Management. Wiley India Pvt Ltd; Fifth edition.

- Bhakta, A. (2011). Professional Hotel Front Office Management. McGraw Hill Education.
- Kasavana, L. M. (2000). Managing Front Office Operations. Educational Institute of the American Hotel & Motel Association; 5th edition edition
- Woods, H. R., Ninemeier, J. D., Hayes, D. K. and Austin, M. A (2013). Professional Front Office Management: Pearson New International Edition, Pearson Education Limited; illustrated.

**MAPPING OF COURSE OBJECTIVE AND PROGRAM OBJECTIVE
CC-MHMCT-1 (A)**

Mapping: CO-PO								
	PO 1	PO 2	PO 3	PO 4	PO 5	PO6	PO7	PO8
Co 1	2	1	1	2	2	1	3	1
Co 2	1	2	1	2	2	1	3	1
Co 3	1	1	2	1	1	1	2	1
Co 4	1	1	1	1	1	2	3	1
	1.25	1.25	1.25	1.5	1.5	1.25	2.75	1

**MAPPING OF COURSE OBJECTIVE AND PROGRAM SPECIFIC OBJECTIVE CC-
MHMCT-1(A)**

Mapping: CO-PSO					
	PSO1	PSO2	PSO3	PSO 4	PSO 5
Co 1	2	3	2	2	2
Co 2	2	3	2	3	2
Co 3	2	3	2	2	1
Co 4	3	3	2	3	1
	2.25	3	2	2.5	1.5

**MAPPING OF COURSE OBJECTIVE, PROGRAM OBJECTIVE AND PROGRAM
SPECIFIC OBJECTIVE CC-MHMCT-1 (A)**

Mapping: CO-PO-PSO													
	PO 1	PO 2	PO 3	PO 4	PO 5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
Co 1	2	1	1	2	2	1	3	1	2	3	2	2	2
Co 2	1	2	1	2	2	1	3	1	2	3	2	3	2
Co 3	1	1	2	1	1	1	2	1	2	3	2	2	1
Co 4	1	1	1	1	1	2	3	1	3	3	2	3	1
	1.2 5	1.2 5	1.25	1.5	1.5	1.25	2.75	1	2.25	3	2	2.5	1.5

CC-MHMCT-1 (B) FRONT OFFICE OPERATIONS (PRACTICAL)

Credits –02

External Marks -32

Internal Marks -08

Total Marks-40

- Grooming Standards of front office personnel
- Attributes and qualities of for new entrants/employees in the front office
- Basic front office terminology.
- Forms and Formats
- Skills to handle telephones
- Handling various category of guests, with children, business travellers, single woman traveller, differently abled travellers
- Familiarization with first aid kit and its contents.

CC- MHM&CT-2 (A) HOUSEKEEPING OPERATIONS (THEORY)**Credits –04**
External Marks -64
Internal Marks -16
TotalMarks-80**COURSE OBJECTIVES:**

CO1 Identify the elements involved in the managing of accommodation operations

CO2 Develop the skills and knowledge of the handling housekeeping operations

CO3 Familiarise with linen room management in hotels

CO4 Ability to handle emergency situations and security and safety of guest during stay in the hotel.

UNIT- I	MANAGING HOUSEKEEPING OPERATIONS <ul style="list-style-type: none">• Role of Housekeeping in Guest Satisfaction and Repeat Business.• Calculating standard time taken for performing tasks – productivity standards• Frequency schedules• Job Allocation• Work Schedules• Duty rosters• Work study• Ergonomics in housekeeping	CO1
UNIT- II	CLEANING ORGANISATION AND ROUTINE SYSTEMS OF HOUSE KEEPING DEPARTMENT <ul style="list-style-type: none">• Principles of cleaning• hygiene and safety factors in cleaning• Methods of organising cleaning• Frequency of cleaning daily, periodic, special Furniture/ Fixtures/ Reporting Staff placement• Room Occupancy Report• Guest Room Inspection• Entering Checklists, Floor Register Work Orders, Log Sheet.• Lost and Found Register and Enquiry File• Maid's Report and Housekeeper's Report• Handover Records• Guest's Special Requests Register• Record of Special Cleaning• Call Register• VIP Lists• Handling over at end of the shift	CO2

UNIT-III	LINEN ROOM MANAGEMENT <ul style="list-style-type: none"> • Activities of the linen room • Location, planning and layout of the linen room • Linen items used in the hotel • Selection criteria for various linen items • Calculation of linen requirements • Purchase of linen • Linen cycle and linen control • Daily routine control of linen procedures and records • Stocktaking procedures and records • Recycling of discarded linen • The importance of providing uniforms to staff • Selection and design of uniforms • Issuing and exchange of uniforms Procedures and records • Planning the layout of the uniform room • Activities of the sewing sections • Areas and equipment to be provided 	CO3
UNIT- IV	HANDLING EMERGENCY SITUATIONS AND TRENDS <ul style="list-style-type: none"> • Safety awareness and accident prevention –Procedure to be followed in the event of an accident. • Illness and First Aid procedures to combat the illness • Death of a guest • Fire Safety – detection and fire-fighting Procedure to be followed in the event of fire. • Dealing with emergency situations – bomb threats, natural disasters, etc. • Waste disposal • Related Case Studies • Trends in Housekeeping and front office operations 	CO4

SUGGESTED TEXT BOOKS

- Hotel Housekeeping Operations & Management by Raghubalan, Oxford University Press.
- Hotel House Keeping A Training Manual by Sudhir Andrews, Tata McGraw Hill publishing company limited New Delhi.

SUGGESTED REFERENCE BOOKS

- Hotel Hostel and Hospital Housekeeping by Joan C Branson & Margaret Lennox, ELBS with Hodder & Stoughten Ltd.
- House Keeping Management by Matt A. Casado; Wiley Publications

- Management of Hotel & Motel Security (Occupational Safety and Health) by H. Burstein, CRC Publisher.
- Managing Housekeeping Operations by Margart M. Kappa, CHHE, American Hotel & Lodging Associations.
- Professional management of Housekeeping by Manoj Madhukar, Rajat Publications
- Professional Management of Housekeeping Operations (II Edn.) by Robert J. Martin & Thomas J.A. Jones, Wiley Publications

MAPPING OF COURSE OBJECTIVE AND PROGRAM OBJECTIVE (CC- MHM&CT-2 (A))

Mapping: CO-PO								
	PO 1	PO 2	PO 3	PO 4	PO 5	PO6	PO7	PO8
Co 1	1	1	1	2	1	1	2	2
Co 2	1	2	2	1	1	1	2	1
Co 3	1	2	1	1	1	1	2	1
Co 4	1	1	1	2	2	1	1	1
	1	1.5	1.25	1.5	1.25	1	1.75	1.25

MAPPING OF COURSE OBJECTIVE AND PROGRAM SPECIFIC OBJECTIVE CC- MHM&CT-2 (A)

Mapping: CO-PSO					
	PSO1	PSO2	PSO3	PSO 4	PSO 5
Co 1	3	2	2	2	1
Co 2	3	3	2	2	1
Co 3	3	2	2	2	1
Co 4	2	2	2	2	2
	2.75	2.25	2	2	1.25

MAPPING OF COURSE OBJECTIVE, PROGRAM OBJECTIVE AND PROGRAM SPECIFIC OBJECTIVE CC- MHM&CT-2 (A)

Mapping: CO-PO-PSO													
	PO 1	PO 2	PO 3	PO 4	PO 5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
Co 1	1	1	1	2	1	1	2	2	3	2	2	2	1
Co 2	1	2	2	1	1	1	2	1	3	3	2	2	1
Co 3	1	2	1	1	1	1	2	1	3	2	2	2	1
Co 4	1	1	1	2	2	1	1	1	2	2	2	2	2
	1	1.5	1.25	1.5	1.25	1	1.75	1.25	2.75	2.25	2	2	1.25

CC- MHM&CT-2 (B) ACCOMMODATION OPERATIONS (PRACTICAL)

Credits –02

External Marks -32

Internal Marks -08

TotalMarks-40

- Guest room Orientation (Single, Double, Twin and Suite room)
- Guest room supplies and placement (Standard room and VIP amenities)
- Soft Furnishing
- Introduction to Cleaning equipment and handling
- Setting up of Chambermaid's trolley
- cleaning agents (familiarization and function)
- Cleaning of public areas
- Brasso and Silvo
- Wooden surfaces- polished, painted, laminated.
- Cleaning of glass surfaces
- Wall cleaning-Dado/skirting
- Procedure for cleaning Bed Rooms & Bathrooms
- Evening Service
- Bed making (identifying of linen and step by step procedure for a day bed using traditional and modern methods)

DSC- MHM&CT- 1 INTRODUCTION TO HOTEL INDUSTRY**Credits –06****External Marks -80****Internal Marks -20****Total Marks-100****COURSE OBJECTIVES:**

Co 1 Knowledge of National and International Hotel Industry and enhance ability to classify various types of hotels.

Co 2 Develop an understanding of functions, organizational structure of major departments in a hotel.

CO3 Recognize different type of rooms and its features.

CO4 Cultivate the attributes and skills required to work efficiently in a hotel. Also recognize the latest trends of hotel industry.

Unit-I	INTRODUCTION TO HOTEL INDUSTRY <ul style="list-style-type: none">• Introduction, definition, origin and importance of hospitality industry. A brief history of hotels – India & Abroad• Classification of hotels based on – Location, Size, Type of guest, Length of stay of guest. Ownership basis- Independent Hotels, Affiliation and Accreditation. Ownership basis- Management contracts, Franchise, Chain Hotels. Vacation ownership/Time share and Condominium Hotels with examples of hotel groups involved in this business concept• On the Basis of Star Grading- Star ratings and Heritage Classifications, Government’s Classification Committee adopted in India, Basis on which Star ratings are granted along with the Performa of Star Classification.• OVERVIEW OF OTHER CONCEPTS- Spa, Boutique hotels, All Suite, Budget Hotels, Green Hotels, Ecotels etc.• Major hotel chains.	CO 1
UNIT- II	INTRODUCTION TO HOTEL DEPARTMENTS <ul style="list-style-type: none">• Introduction to front of house areas and Back of house areas of Hotel. Organizational structure of star categorized hotels.• Organisational Structure, functions and sections of Front Office, Housekeeping, F & B Service, F & B Production departments.• Functions of ancillary departments- Engineering &	CO 2

	<p>Maintenance Department, Human Resource Department, Finance Department, Accounts Department, Marketing & Sales Department, and Material Management & Purchasing Department.</p> <ul style="list-style-type: none"> • Job analysis of major position (Room Division and F & B Department) • Inter departmental Communication. 	
UNIT-III	<p>GUEST ROOM & PUBLIC AREA FACILITIES</p> <ul style="list-style-type: none"> • Types of rooms • Meal Plans (AP, MAP, CP, and EP). • Room Status Terminology • Standard layout (single, double, twin, suite rooms) • Smoking, Non Smoking & Barrier free rooms • Room Facilities and Room Supplies for standard rooms and VIP guest rooms. • Room Tariff • Public Area Facilities. 	CO 3
UNIT- IV	<p>IMPRESSION MANAGEMENT</p> <ul style="list-style-type: none"> • Attribute to work in hotel industry <ul style="list-style-type: none"> • Importance of looking presentable & attractive Right dressing & make-up, Hair & inner-glow Poise & Posture Eye-Contact & body language Physical fitness Appearance Speech-vocabulary, pronunciation, diction, voice tone, clarity Body language-verbal, non-verbal, postures, eye-contact etc Emerging trends, latest developments and future of hotel industry. 	CO4

SUGGESTED TEXT BOOKS

- Food & Beverage Training Manual– Sudhir Andrews (Tata McGraw Hill).
- Front Office Training Manual– Sudhir Andrews (Tata McGraw Hill).
- Housekeeping Training Manual– Sudhir Andrews (Tata McGraw Hill).
- Introduction to Tourism & Hospitality Industry – Sudhir Andrews – TATA Mc Graw Hill

SUGGESTED REFERENCE BOOKS

- Managing Hospitality Operations – Mohinder Chand, Anmol Publications New Delhi.
- Hotel Management-educational & environmental aspects-Yogender K. Sharma
- Hotel, Hostel and Hospital Housekeeping – Joan C Branson & Margaret Lennox

- Introduction to Hospitality-John R.Walker University of South Florida Publisher: Prentice Hall
- Managing Front Office Operations – Kasavana & Brooks

MAPPING OF COURSE OBJECTIVE AND PROGRAM OBJECTIVE DSC- MHM&CT-1

Mapping: CO-PO								
	PO 1	PO 2	PO 3	PO 4	PO 5	PO6	PO7	PO8
Co 1	1	1	1	1	1	1	2	1
Co 2	1	1	1	1	1	1	2	1
Co 3	1	1	1	1	1	1	2	1
Co 4	3	2	2	1	3	2	1	1
	1.5	1.25	1.25	1	1.5	1.25	1.75	1

MAPPING OF COURSE OBJECTIVE AND PROGRAM SPECIFIC OBJECTIVE DSC- MHM&CT- 1

Mapping: CO-PSO					
	PSO1	PSO2	PSO3	PSO 4	PSO 5
Co 1	2	2	3	1	1
Co 2	3	3	3	2	1
Co 3	2	3	2	2	1
Co 4	3	2	3	2	1
	2.5	2.5	2.75	1.75	1

**MAPPING OF COURSE OBJECTIVE, PROGRAM OBJECTIVE AND PROGRAM
SPECIFIC OBJECTIVE DSC- MHM&CT- 1**

Mapping: CO-PO-PSO													
	PO 1	PO 2	PO 3	PO 4	PO 5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
Co 1	1	1	1	1	1	1	2	1	2	2	3	1	1
Co 2	1	1	1	1	1	1	2	1	3	3	3	2	1
Co 3	1	1	1	1	1	1	2	1	2	3	2	2	1
Co 4	3	2	2	1	3	2	1	1	3	2	3	2	1
	1.5	1.2 5	1.25	1	1.5	1.25	1.75	1	2.5	2.5	2.75	1.75	1

DSC-MHMCT-2 FUNDAMENTAL OF MANAGEMENT IN HOTELS**Credits – 04****External Marks - 80****Internal Marks - 20****Total marks – 100****COURSE OBJECTIVES:**

- Co 1 : Familiarizing with the concept of Management
 Co 2 : Integrate planning, decision making & organizing
 Co 3 : Telling about staffing, directing & motivation
 Co 4 : Explaining leadership & choose various control method

UNIT- I	CONCEPT OF MANAGEMENT Definition of Management: Art and Science, Management Vs Administration, Levels of Management, Functions of management, Management as a Profession, Management skills, Qualities and characteristics of managers. Evolution of Management thought: Traditional approach - Taylor and Scientific Management, Fayol's Administrative Management, Bureaucracy, Human Relations, and Modern Approach, Social responsibility of managers, Managerial Ethics.	CO 1
UNIT- II	PLANNING Concept of planning, Significance of planning, Classification of planning: Strategic plan, Tactical plan and Operational plan, Process of planning, Barriers to effective planning. MBO, Management by Exception. Decision Making: Strategies of decision making, Steps in rational decision making process, Factors influencing decision making process, Psychological bias and decision support system. Organizing: Defining organising, Principles of organising, Process of organising, Types of organizational structure, Span of control, Centralization vs. Decentralization of authority. Informal organization.	CO 2
UNIT- III	STAFFING, DIRECTING AND MOTIVATION Staffing: Concept, Objective of staffing, System approach to staffing, Manpower planning. Directing: Concept, Techniques of directing and supervision, Types of supervision, Essential characteristics of supervisor. Motivation: Concept, Forms of employee motivation, Need for motivation. Theories of motivation.	CO 3
UNIT- IV	LEADERSHIP AND CONTROL Leadership vs Management, Process of Leadership, Importance of leadership, Characteristics of an effective leader. Controlling: Concept, Importance of controlling, Types of control, Steps in control process.	CO4

REFERENCE:

- Wehrich, Heinz, Mark V Cannice & Harold Koontz: Management: A Global and Entrepreneurial Perspective, Tata McGraw –Hill, New Delhi.
- Ghuman, Karminder & K. Aswathappa: Management: Concept, Practice & Case, Tata McGraw – Hill, New Delhi.
- Stoner, Freeman & Gilbert Jr. (2009). Management. New Delhi: Prentice Hall.
- Becker, P.E, The Practices of Management, London, 1955.
- May, D., The Evolution of Management Thought. Ronald Press, New York, 1972.
- Singh, A.N., The Skills of Management, GoverEarnborough, 1980.

MAPPING OF COURSE OBJECTIVE AND PROGRAM OBJECTIVE DSE-MHMCT-2

Mapping: CO-PO								
	PO 1	PO 2	PO 3	PO 4	PO 5	PO6	PO7	PO8
Co 1	3	3	3	3	3	3	3	2
Co 2	3	3	3	3	3	3	3	2
Co 3	3	3	3	3	3	3	3	2
Co 4	3	3	3	3	3	3	3	2
	3	3	3	3	3	3	3	2

MAPPING OF COURSE OBJECTIVE AND PROGRAM SPECIFIC OBJECTIVE DSE-MHMCT-2

Mapping: CO-PSO					
	PSO1	PSO2	PSO3	PSO 4	PSO 5
Co 1	3	3	3	3	3
Co 2	3	3	3	3	3
Co 3	3	3	3	3	3
Co 4	3	3	3	3	3
	3	3	3	3	3

MAPPING OF COURSE OBJECTIVE, PROGRAM OBJECTIVE AND PROGRAM SPECIFIC OBJECTIVE DSE-MHMCT-2

Mapping: CO-PO-PSO													
	PO 1	PO 2	PO 3	PO 4	PO 5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
Co 1	3	3	3	3	3	3	3	2	3	3	3	3	3
Co 2	3	3	3	3	3	3	3	2	3	3	3	3	3
Co 3	3	3	3	3	3	3	3	2	3	3	3	3	3
Co 4	3	3	3	3	3	3	3	2	3	3	3	3	3
	3	3	3	3	3	3	3	2	3	3	3	3	3

DSC-MHMCT-4 HYGIENE, SANITATION AND MEDICAL PROTOCOLS		
Credits –04		
External Marks -64		
Internal Marks -16		
TotalMarks-80		
COURSE OBJECTIVES:		
Co 1: Creating awareness about Hygiene in accommodation and catering Industry		
Co 2: Develop sensitivity and high work ethics towards cleanliness and hygiene and the factors that contribute to it.		
Co 3 : Develop knowledge towards food hygiene and safety aspects		
Co 4: Construct management practices and WHO guidelines		
UNIT-I	HYGIENE AND SANITATION IN HOSPITALITY SECTOR Hygiene, Sanitation, meaning, uses in hotel industry Importance of hygiene and sanitation in catering industry Personal hygiene for staff members in the hotels and special emphasis on those coming in contact with the guest GHP for commodities, equipment, work area and personnel Cleaning and disinfection (Methods and agents commonly used in the hospitality industry)	CO 1
UNIT-II	Premises and Equipment care Design of premises Indoor environment management Protective clothing, selection, efficiency, comfort, care and maintenance. Pest control Air, Water and waste Disposal	CO 2
UNIT-III	FOOD SAFETY Basic Introduction To Food Safety General Principles of Food Hygiene kitchen Hygiene Food Hygiene Regulations, Food Safety Act Food Hazards & Risks, Contaminants HACCP & Its terminologies	CO 3
UNIT-IV	MANAGEMENT PRACTICES AND WHO GUIDELINES Management team to address health threats Recent concern for emerging pathogens Handling cases of illness and pandemic (Covid-19) Guideline & Specifications for tourism & Hotel Industry.	CO 4

SUGGESTED TEXT BOOKS

- Food Hygiene- Kavita Ed Marwaha
- Handbook of Hygiene and Public Health- Bedi Y.P.

SUGGESTED REFERENCE BOOKS

- Food and Hygiene- William Tibbles
- Elements of Hygiene and sanitation- Theodore Hough
- Food Hygiene and Sanitation – S. Roday-Hill Publication
- The Essentials of Food Safety and Sanitation- David McSwane, Nancy R. Rue

MAPPING OF COURSE OBJECTIVE AND PROGRAM OBJECTIVE DSC-MHMCT-4

Mapping: CO-PO								
	PO 1	PO 2	PO 3	PO 4	PO 5	PO6	PO7	PO8
Co 1	1	2	2	2	2	1	2	2
Co 2	1	1	2	2	2	2	1	3
Co 3	1	1	1	2	2	2	2	2
Co 4	1	1	1	2	2	3	1	2
	1	1.25	1.5	2	2	2	1.5	2.25

MAPPING OF COURSE OBJECTIVE AND PROGRAM SPECIFIC OBJECTIVE DSC-MHMCT-4

Mapping: CO-PSO					
	PSO1	PSO2	PSO3	PSO 4	PSO 5
Co 1	2	1	1	1	2
Co 2	2	2	1	1	3
Co 3	2	2	2	2	2
Co 4	1	1	1	2	3
	1.75	1.5	1.25	1.5	2.5

**MAPPING OF COURSE OBJECTIVE, PROGRAM OBJECTIVE AND PROGRAM
SPECIFIC OBJECTIVE DSC-MHMCT-4**

Mapping: CO-PO-PSO													
	PO 1	PO 2	PO 3	PO 4	PO 5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
Co 1	1	2	2	2	2	1	2	2	2	1	1	1	2
Co 2	1	1	2	2	2	2	1	3	2	2	1	1	3
Co 3	1	1	1	2	2	2	2	2	2	2	2	2	2
Co 4	1	1	1	2	2	3	1	2	1	1	1	2	3
	1	1.2 5	1.5	2	2	2	1.5	2.25	1.75	1.5	1.25	1.5	2.5

DSC-4 MHM&CT- FUNDAMENTALS OF TOURISM BUSINESS**Credits –06****External Marks -80****Internal Marks -20****TotalMarks-100****COURSE OBJECTIVES:**

Co 1 Knowledge of basic concepts and essentials of Destination

Co 2 Analysis of Tourism Demand & Travel Motivations

Co 3 Identify travel and tourism sector stakeholders and their role

Co 4 Recognize the travel documentations and analyse the future trends

Unit-I	BASIC CONCEPTS OF TOURISM <ul style="list-style-type: none">• Meaning and Definitions Tourism,• Characteristics of Tourism,• Forms & Types of tourism• 5 A's of Tourism• Concept of Destination• Tourism System- Leiper Model• Environmental, Economic, Socio-cultural Impacts of Tourism.• Doxey's Irridex Index- Demonstration Effect• Butler's Tourism Area Life Cycle (TALC)	CO 1
UNIT- II	TOURISM DEMAND & MOTIVATIONS <ul style="list-style-type: none">• Travel Motivation: Concept• Theory of Travel Motivations• Crompton's Push and Pull Theory• Tourism Demand• Typology of Tourists, Tourist Plog's Allo-centric and Psycho-centric Model of Destination Preferences.	CO 2
UNIT-III	TOURISM SECTOR <p>Type and Role of following stakeholder in Tourism Industry.</p> <ul style="list-style-type: none">• Hospitality• Intermediaries• Transport• Government & Tourism- Major Tourism Schemes of Government of India: Visa on Arrival (VOA), PRASAD Scheme, HRIDAY Scheme, Travel Circuits; Incredible India	CO 3
UNIT- IV	TRAVEL ESSENTIALS <ul style="list-style-type: none">• Travel Documents: Passport, VISA, Health regulations for International tourist, Special permits, Custom Regulations, Emigration and immigration• Crisis management & Tourism	CO4

- | | | |
|--|--|--|
| | • Future Trends and prospects of Tourism | |
|--|--|--|

SUGGESTED TEXT BOOKS

- Swain, K.S & Mishra, M.M. (2012). Tourism Principles and Practices. Delhi: Oxford University
- Bhatia A.K. (2002), International Tourism Management, Sterling Publishers, New Delhi.
- Roday. S, Biwal. A & Joshi. V. (2009). Tourism Operations and Management, Oxford University Press, New Delhi.

SUGGESTED REFERENCE BOOKS

- Goeldner, C.R. & Brent Ritchie, J.R. (2006). Tourism, Principles, Practices, Philosophies. John Wiley and Sons, New Jersey.
- Page Stephen J. Brunt Paul, Busby Graham and Cornell .J (2007). Tourism: Modern Synthesis. Thomson Learning. London. U.K.
- Gee, Chuck Y., James C. Makens,, and Dexter J.L. Choy. (1997). The Travel Industry, Van Nostrand Reinhold, New York.
- Youell, R.(1998). Tourism-An Introduction. Addison Wesley Longman, Essex.
- Michael M. Coltman. (1989). Introduction to Travel and Tourism- An International Approach. Van Nostrand Reinhold, New York.
- Burkart A.J., Medlik S. (1992). Tourism - Past, Present and Future. Heinemann, London.

MAPPING OF COURSE OBJECTIVE AND PROGRAM OBJECTIVE DSC-4 MHM&CT

Mapping: CO-PO								
	PO 1	PO 2	PO 3	PO 4	PO 5	PO6	PO7	PO8
aCo 1	1	2	2	1	1	1	3	1
Co 2	1	2	2	1	1	1	3	1
Co 3	1	2	2	1	1	1	3	1
Co 4	2	2	2	1	1	1	3	1
	1.25	2	2	1	1	1	3	1

**MAPPING OF COURSE OBJECTIVE AND PROGRAM SPECIFIC OBJECTIVE DSC-4
MHM&CT**

Mapping: CO-PSO					
	PSO1	PSO2	PSO3	PSO 4	PSO 5
Co 1	3	1	3	1	1
Co 2	3	1	3	1	1
Co 3	3	2	3	1	1
Co 4	3	1	3	1	1
	3	1.25	3	1	1

**MAPPING OF COURSE OBJECTIVE, PROGRAM OBJECTIVE AND PROGRAM
SPECIFIC OBJECTIVE DSC-4 MHM&CT**

Mapping: CO-PO-PSO													
	PO 1	PO 2	PO 3	PO 4	PO 5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
Co 1	1	2	2	1	1	1	3	1	3	1	3	1	1
Co 2	1	2	2	1	1	1	3	1	3	1	3	1	1
Co 3	1	2	2	1	1	1	3	1	3	2	3	1	1
Co 4	2	2	2	1	1	1	3	1	3	1	3	1	1
	1.2 5	2	2	1	1	1	3	1	3	1.25	3	1	1

SEC-MHMCT-1 ICT IN HOTELS

Credits – 02
External Marks - 32
Internal Marks - 08
Total marks –40

COURSE OBJECTIVES:		
Co 1 : Describing Computers; its characteristics & application of computers		
Co 2 : Discussing internet, its uses & understanding Word		
Co 3 : Practicing Excel & PowerPoint for effective managerial presentation		
Co 4 : Planning E-Commerce, its features & different types of ecommerce		
UNIT- I	Information to Computers, Characteristics of Computers, applications of Computers in hotel industry, Different unit of Computers, Components of Computers, Input/output and auxiliary storage devices	CO 1
UNIT- II	Internet: concepts of Internet, Use of Internet, requirements of Internet, Internet Domain, Internet Server, Establishing Connectivity on the Internet, types of Internet providers, Procedure of Opening E-mail Account on Internet, Browsing the Internet, Internet and Chatting, Internet Phone and Video. Introduction to MS word – Creating – Editing – Formatting – Saving documents – Types of document format – Mail Merge features – Parts of MS word window – Features of Ribbons – Using MS word Tools – Spelling and Grammar – Mail merge – Printing Envelops and labels	CO 2
UNIT-III	Introduction of Spreadsheet & excel - Getting started with excel- Editing cells - Using commands and functions - Moving and copying - Inserting and deleting rows & columns -Getting help and formatting a worksheet - Printing the worksheet - Creating charts - Using date and time - Addressing modes - Naming ranges – Statistical and mathematical functions.-Database in a worksheet – Additional formatting commands and drawing tool bar – Internet usage in Business Email - Multiple worksheets and macros. Introduction to MS Power Point - Power point basics - Editing text - Adding subordinate points -Deleting slides - Working in outline view - Using design templates - Adding graphs – Adding organization Charts - Running an electronic slide show - Adding special effects - Creating Presentation using MS power point	CO 3
UNIT- IV	E-Commerce Concepts: Meaning, Definition, Concepts, Features, Function of E-commerce, E-commerce practices v/s traditional practices, scope & Basic models of E-commerce, Limitations of E-commerce, Precaution for secure E-commerce. Types of E-commerce: Meaning of Business to Customers (B2C), Business to Business (B2B), Consumer to Consumer (C2C), Peer to Peer (P2P), A brief overview on: E-Marketing, E-Payments & E-Finance. Introduction to Information and Communication Technology: Definition, ICT in Hospitality sector: Accommodation establishment, types and ICT utilization, strategic and tactical role of ICTs for Hotels, Issues for future of E-hospitality	CO4

REFERENCE:

- Leon Alexis and Mathews Leon: Introduction to Computers, Vikas Publishing House Pvt Ltd. New Delhi
- Bhatnagar S C and Ramani K V: Computers and information management. A Primer for Practicing Managers, New Delhi, Prentice Hall of India Pvt. Ltd.
- Bansundara, S: Computer Today.
- Goel Ritender and D N Kakkar: Computer Application in Management, New Age International Publishers, New Delhi.
- Ragaraman, V: Fundamental of Computers, PHI, New Delhi.

MAPPING OF COURSE OBJECTIVE AND PROGRAM OBJECTIVE SEC-MHMCT-1

Mapping: CO-PO								
	PO 1	PO 2	PO 3	PO 4	PO 5	PO6	PO7	PO8
Co 1	2	3	3	2	3	3	3	1
Co 2	2	3	3	2	3	3	3	1
Co 3	2	3	3	2	3	3	3	1
Co 4	2	3	3	2	3	3	3	1
	2	3	3	2	3	3	3	1

MAPPING OF COURSE OBJECTIVE AND PROGRAM SPECIFIC OBJECTIVE SEC-MHMCT-1

Mapping: CO-PSO					
	PSO1	PSO2	PSO3	PSO 4	PSO 5
Co 1	2	2	2	2	1
Co 2	2	2	2	2	1
Co 3	2	2	2	2	1
Co 4	2	2	2	2	1
	2	2	2	2	1

MAPPING OF COURSE OBJECTIVE, PROGRAM OBJECTIVE AND PROGRAM SPECIFIC OBJECTIVE SEC-MHMCT-1

Mapping: CO-PO-PSO													
	PO 1	PO 2	PO 3	PO 4	PO 5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
Co 1	2	3	3	2	3	3	3	1	2	2	2	2	1
Co 2	2	3	3	2	3	3	3	1	2	2	2	2	1
Co 3	2	3	3	2	3	3	3	1	2	2	2	2	1
Co 4	2	3	3	2	3	3	3	1	2	2	2	2	1
	2	3	3	2	3	3	3	1	2	2	2	2	1

SEC-MHMCT-2 HOTEL FRENCH -I**Credits –02****External Marks -32****Internal Marks -08****TotalMarks-40**

- CO 1 Identify & use small French expression, vocabulary, articles indefinite & definite, auxiliary 1st group verbs
- CO 2 Reading & Reciting various Expressions/vocabulary used for seasons, colors & telling the time; Counting (51-100); Translation; Comprehension based on simple text basic French introduction, fruits, vegetables & 1st group French verbs.
- CO 3 Describing & role playing various French conversation.
- Co 4 familiarizing for with tourism & hospitality related situations & grammar.

Unit I	Unit 1 (French Basics-I) Vocabulary & written expression: Expressions used for introduction, greetings, salutations; Days of the week; Month of the year; counting (1-50); translation (simple) Grammar: Definite article; Indefinite article; Subjective pronouns; Conjugation of auxiliary verbs & first group verbs (-er group in positive form in present tense) Oral/Situation: Presentez-vous: (in conversation) Civilization: Name of various countries and their nationality in French.	CO1
Unit II	Unit-II (French Basics-II) Vocabulary & written expression: Expressions/vocabulary used for seasons, colours & telling the time; Counting (51-100); Translation; Comprehension based on simple text Grammar: Pronouns: Conjugation of first group verbs in negative & interrogative Adjectives. Oral/Situation: to be given by concern teacher Civilization: Name & description of Indian festivals & their importance-(2); Important Indian dishes, their preparation & ingredients-(2)	CO2
Unit III	Unit-III (Book: Bon Voyage , Unit-I: Embarquement Situaion 1: Bienvenue; Situation2: vous parlez francais; Situation3; Quel est votre nom(Includes grammar exercise associated with it)	CO3
Unit IV	Unit-IV (Book: Bon Voyage , Unit-I: Embarquement (conti.) Situation 4: une table pour deux personnes; Situation 5: isabelle quelle surprise (Incudes grammar exercises associated with it)	CO4

REFERENCE:

- Vasanti Gupta, Malini Gupta, Usha Ramchandran, Bon Voyage, W. R. goyal Publishes and Distributions, New Delhi.
- Odilechantellauvechiari, Sophie, C and Chantal, D., Les Metiers de Tourism, Hachette, Paris.
- French for hotels, frank brothers, New Delhi

MAPPING OF COURSE OBJECTIVE AND PROGRAM OBJECTIVE SEC-MHMCT-2

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	3	3	3	3	3	3	2
CO2	3	3	3	1	2	3	3	2
CO3	2	2	3	2	2	2	3	2
CO4	3	3	3	2	3	3	3	2
	2.5	2.75	3	2	2.5	2.75	3	2

MAPPING OF COURSE OBJECTIVE AND PROGRAM SPECIFIC OBJECTIVE SEC-MHMCT-2

Mapping: CO-PSO					
	PSO1	PSO2	PSO3	PSO4	PSO5
Co 1	2	3	3	3	3
Co 2	3	3	3	3	3
Co 3	3	3	3	3	3
Co 4	3	3	3	3	3
	2.75	3	3	3	3

MAPPING OF COURSE OBJECTIVE, PROGRAM OBJECTIVE AND PROGRAM SPECIFIC OBJECTIVE SEC-MHMCT-2

Mapping: CO-PO-PSO													
	PO 1	PO 2	PO 3	PO 4	PO 5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO 4	PSO 5
CO 1	2	3	3	3	3	3	3	2	2	3	3	3	3
CO 2	3	3	3	1	2	3	3	2	3	3	3	3	3
CO 3	2	2	3	2	2	2	3	2	3	3	3	3	3
CO 4	3	3	3	2	3	3	3	2	3	3	3	3	3
	2.5	2.75	3	2	2.5	2.75	3	2	2.75	3	3	3	3

AECC-MHMCT-1-COMMUNICATION SKILLS IN HOTELS**Credits –02****External Marks -32****Internal Marks -08****TotalMarks-40**

Co 1 : Knowledge of business communication in Hotels
Co 2 : Developing business communication writing skills
Co 3 : Ability to speak verbal communication.
Co 4 : Develop cross cultural communication .

Unit I	Communication theory: Meaning, Significance & Scope of Communication: Models of Communication Process; Filtering in Communication; Words & Meanings, Perception & Reality, Barriers of Communication. Flow of information in business organizations & role of effective communication in improving it.	CO1
Unit II	Business Writing Principles for Clear Business Writing; Adoption, Word Selection, Sentence Construction. Qualities of Business Correspondence, Letters. Important Business correspondence; Letters. Important Business correspondence; Memos, Reports, Inquires and Responses, Persuasive Requests, Sales Letters, Facsimile, Curriculum Vitae, Email, Use of MS Office in Business Communication. Business Report Writing – Organization and Makeup of Different Types of Reports. Techniques of Writing Visual aspects of Reports; layout options & Illustrations.	CO2
Unit III	Verbal communication: Oral Business Communication: Dictation, Telephone conversation, Public speaking & oral reporting, Interviews, demonstration, Meeting-Process & Organization of Meetings, Group Discussions. Nonverbal Communication: Body Language, Importance of Gestures in Communication. Reading Body Language in Business Communication.	CO3
Unit IV	Cross- Cultural Communication –Concepts of Cultures, Function of Culture, Impact of Culture on Communication, Important expressions in Cross Cultural Communication.	CO4

REFERENCE:

- Snell shelagh & Carpenter Jeff, “Communication in Travel & Tourism” Hodder& Stoughton Ltd. Kent by Page Bros. (Norwich) Ltd. 1990.
- Leisikar V Raymond & Petit d. John. “Business Communication” Richard D Irwin, 1992.
- Allan Peas, Body Language.
- Desmand Morris, People Watching.
- RK Maddhukar, Business Communication, Vikas Publishing House, New Delhi.

MAPPING OF COURSE OBJECTIVE AND PROGRAM OBJECTIVE AECC-MHMCT-1

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	3	3	3	3	3	3	2
CO2	3	3	3	1	2	3	3	2
CO3	2	2	3	2	2	2	3	2
CO4	3	3	3	2	3	3	3	2
	2.5	2.75	3	2	2.5	2.75	3	2

MAPPING OF COURSE OBJECTIVE AND PROGRAM SPECIFIC OBJECTIVE AECC-MHMCT-1

Mapping: CO-PSO					
	PSO1	PSO2	PSO3	PSO 4	PSO 5
Co 1	2	3	3	3	3
Co 2	3	3	3	3	3
Co 3	3	3	3	3	3
Co 4	3	3	3	3	3
	2.75	3	3	3	3

**MAPPING OF COURSE OBJECTIVE, PROGRAM OBJECTIVE AND PROGRAM SPECIFIC
OBJECTIVE AECC-MHMCT-1**

Mapping: CO-PO-PSO													
	PO 1	PO 2	PO 3	PO 4	PO 5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO 4	PSO 5
CO 1	2	3	3	3	3	3	3	2	2	3	3	3	3
CO 2	3	3	3	1	2	3	3	2	3	3	3	3	3
CO 3	2	2	3	2	2	2	3	2	3	3	3	3	3
CO 4	3	3	3	2	3	3	3	2	3	3	3	3	3
	2.5	2.75	3	2	2.5	2.75	3	2	2.75	3	3	3	3