



M.E.S MAMPAD COLLEGE (AUTONOMOUS)

MAMPAD COLLEGE P.O, MALAPPURAM, KERALA, INDIA, 676542

Affiliated to University of Calicut

Accredited by NAAC with A grade

Syllabus Year	2021-2022
Department	BVOC TOURISM AND HOSPITALITY MANAGEMENT
Programme	BVOC TOURISM AND HOSPITALITY MANAGEMENT

Programme outcome.

Sl.No	Programme Outcome
P01	Explain theoretical framework of Tourism & Hospitality Industry.
P02	Demonstrate the job role of F&B Service Steward in Hospitality Sector.
P02	Demonstrate the job role of Meeting, Conference and Event Planner
P04	Demonstrate the job role of Tour Manager in Tourism Sector.
P05	Demonstrate the job role of Asst. Catering Manager in Hospitality Industry.
P06	Effectively learn Customer Handling, service recovery & Guest Interfaces.

Programme specific outcome

Sl.No	Programme Specific Outcome.
1	To understand the basics and of the Travel industry.
2	To understand various types of Tourism resources and to execute planning events and guest relation management
	To understand the functions of a Hotel, role of the Front Office Executive, to execute guest relation management

3	
4	To execute the roles of a house keeping executive, to execute a tour itinerary, to operate a travel agency, to execute ticketing in airlines, to understand the operation of Hotel/ Airports.
5	To develop as a Customer care executive. To develop knowledge on hospitality laws, to execute functions as an HR executive
6	To enable the students to write competitive exams and to develop as a professional in the industry,

Course Out come

Semester	Course Code	Course Name	Course out come
SEMESTER 1	MBVT001	INTRODUCTION TO TOURISM & HOSPITALITY BUSINESS	<ul style="list-style-type: none"> To understand basics of Travel industry. To understand scope of industry. To memorise basic definitions.
	MBVT002	PERSONALITY DEVELOPMENT AND PRESENTATION SKILLS	<ul style="list-style-type: none"> To memorise the basic definitions To understand the basics of communication skills To acquire the Personality development ideas
	MBVT003	PRACTICES OF TOURISM – CASE STUDIES	<ul style="list-style-type: none"> To apply the knowledge on tourism statistics To apply the Ideas on tourism practices To understand current scenario of tourism

	MBVT004	TOURISM ORGANIZATION BEHAVIOURS- CASE STUDIES	<ul style="list-style-type: none"> • To practice case study of various organizations. • To Apply effective management strategies, principles and techniques • To demonstrate ability to communicate effectively.
	MBVT005	DESTINATION VISIT AND REPORT: 1 (FIELD STUDY)	<ul style="list-style-type: none"> • To describe various tourist destinations • To acquire an idea about transportation, accommodation, cuisine etc • To analyse about destination management strategies
SEMESTER II	MBVT006	TOURISM RESOURCES AND TOUR GUIDING	<ul style="list-style-type: none"> • To discuss various types of tourism resources • To apply guiding skills • To identify greeting etiquettes.
	MBVT007	FACILITY & EVENT MANAGEMENT	<ul style="list-style-type: none"> • To execute the planning of events • To understand Facility development • To acquire knowledge on Office gadgets
	MBVT008	DESTINATION MAPPING (INDIA)LAB	<ul style="list-style-type: none"> • To demonstrate destination mappings • To describe map reading • Knowledge on geographical particularities of Indian destinations
	MBVT009	IT IN TOURISM AND HOSPITALITY INDUSTRY LAB	<ul style="list-style-type: none"> • To apply computers in industry • To understand the basics of internet • To execute MS Office
	MBVT010	TOUR OPERATION INTERNSHIP	<ul style="list-style-type: none"> • To execute guest relation management • To demonstrate ticketing procedure • To organise tour packages

		TRAINING -01 AND VIVA VOCE	
SEMESTER III	MBVT011	Hotel Industry Management	<ul style="list-style-type: none"> • To discuss the Important functions of hotel departments • To explain the services of hotel • To understand the service outlets of hotels
	MBVT012	Front Office Management Theory	<ul style="list-style-type: none"> • To define the role of front office executives • To define the role of guest relation assistants. • To understand the duties of reservation agent
	MBVT013	Airport and Cargo Management	<ul style="list-style-type: none"> • To apply the knowledge of airport ground handling • To define the role of travel assistants • To understand the duties of reservation agents.
	MBVT014	Front Office Executive Practical	<ul style="list-style-type: none"> • To execute the roles of front office executives. • To operate as a guest relation assistant • To schedule as a reservation agent
	MBVT015	Destination Mapping World Practical (Lab)	<ul style="list-style-type: none"> • To demonstrate destination mappings • To describe map reading • To acquire the knowledge on geographical particularities of Indian destinations
	MBVT016	Destination Visit and Report (Field Study)	<ul style="list-style-type: none"> • To describe various tourist destinations • To acquire an idea about transportation, accommodation, cuisine etc • To analyse about destination management strategies
Semester IV	MBVT017	House Keeping Management	<ul style="list-style-type: none"> • To execute the roles of a house keeping executive. • To implement the functions of Room division head

	MBVT018	Tour Packaging and Itinerary Preparation	<ul style="list-style-type: none"> • To interpret the duties of a floor supervisor • To execute a tour Itinerary. • To implement tour packages • Travel documentation
	MBVT019	Travel Agency and Tour Operation Business	<ul style="list-style-type: none"> • To operate a travel agency. • To execute a tour. • To organise entrepreneurship in travel and tourism industry.
	MBVT020	House Keeping Operation Practical	<ul style="list-style-type: none"> • To execute as an executive house keeper • To operate as a floor supervisor • To analyse the nterior designing
	MBVT021	Air Ticketing – Skills Lab	<ul style="list-style-type: none"> • To operate CRS (Computer Reservation System) • To execute ticketing in airlines. • To schedule a journey
	MBVT022	Hotel/ Airport Internship Training and Viva Voce	<ul style="list-style-type: none"> • To understand the operation of Hotel/ Airports.
SEMESTER V	MBVT023	Customer Relationship Management	<ul style="list-style-type: none"> • To develop as a Customer care executive • To develop as a Customer relation executive • To support in Guest handling
	MBVT024	Hospitality Law	<ul style="list-style-type: none"> • To develop knowledge on hospitality laws. • To understand government regulations. • To describe industrial legislation.

	MBVT025	Human Resource Management	<ul style="list-style-type: none"> • To execute the functions of an HR executive • Can develop as a Personnel Assistant • To design a team for work
	MBVT026	Sales and Advertisements in Tourism – Theory	<ul style="list-style-type: none"> • To execute the functions of an HR executive • Can develop as a Personnel Assistant • To design a team for work
	MBVT027	Tourism Development and Government Policy	<ul style="list-style-type: none"> • Can acquire knowledge on tourism laws. • Can explain government regulations on Tourism. • Can create an awareness on industrial legislation.
	MBVT028	Customer Care Executive Lab	<ul style="list-style-type: none"> • Can apply the knowledge of customer handling through parctices • Can evaluate a team and can become a Team leader • Can design customer handling procedure
	MBVT029	Event Operations Lab	<ul style="list-style-type: none"> • Can formulate a plan for events. • Can organise events. • Can manage events
	MBVT030	Pre Tour and Post Tour Activities - Study Tour	<ul style="list-style-type: none"> • To develop and formulate tour plans and operate tours. • To solve the problems during tour operations. • To design the management of destinations.
	MBVT031		<ul style="list-style-type: none"> • To enable the students to write competitive exams

SEMESTER VI	MBVT03	Comprehensive Self Study	<ul style="list-style-type: none"> • To remember the various terms used in the industry
		Industry Training and Project	<ul style="list-style-type: none"> • To acquire hands on experience of the industry. • To develop as a professional in the industry • To enable problem solving abilities. • To enable decision making ability.

