



STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 600 086

DEPARTMENT OF HISTORY

PROGRAMME – BVOC TOURISM AND HOSPITALITY

### Programme Learning Outcomes

Graduates of a Bachelor's Degree will have a broad and coherent body of knowledge in their disciplines, with a deep understanding of the underlying principles and concepts in one or more disciplines as a basis for independent lifelong learning.

PLO.NO.	PROGRAMME LEARNING OUTCOMES At the end of an undergraduate programme students will be able to
1.	Describe and define critical concepts in their discipline
2.	Explain and discuss concepts and ideas pertaining to their discipline
3.	Demonstrate a broad understanding of their discipline
4.	Demonstrate communication skills to present a clear, coherent and independent exposition of knowledge and ideas
5.	Demonstrate understanding of the interconnections of knowledge within and across disciplines
6.	Apply knowledge, theories, methods, and practices in their chosen field of study to address real-world challenges and opportunities
7.	Demonstrate proficiency in experimental techniques and methods of analysis appropriate for their area of specialisation
8.	Generate and analyse data using appropriate quantitative tools
9.	Construct and test hypotheses
10.	Demonstrate cognitive and technical skills to synthesise knowledge in interrelated disciplines
11.	Demonstrate critical thinking and judgement in identifying and solving problems with intellectual independence
12.	Demonstrate the skills needed to be able to function successfully in their field
13.	Show responsibility and understanding of local and global issues
14.	Demonstrate through their actions and speech that they are agents of social justice and change
15.	Practice the discipline's code of ethics in their academic, professional and personal lives
16.	Practice the values of democracy and principles of human rights
17.	Show self-awareness and emotional maturity
18.	Demonstrate career and leadership readiness
19.	Demonstrate intercultural, interracial, interclass, inter-caste, and ethical competency

20.	Exhibit the ability to work in teams
21.	Exhibit a strong sense of professionalism in a range of contexts
22.	Demonstrate sensitivity and readiness to share their knowledge, experience, and capabilities with the marginalised and oppressed in their communities

PSLO NO.	PROGRAMME SPECIFIC LEARNING OUTCOMES
	On successful completion of this programme, students will be able to
1.	Describe the facts of history
2.	Discuss aspects of social, cultural and political evolution of mankind
3.	Analyse the present in the light of the past
4.	Collect, organise and interpret historical data
5.	Objectively and Form independent judgments about historical material
6.	Explain facets of tourism
7.	Express an appreciation for Indian heritage and culture
8.	Become an entrepreneur in the tourism and hospitality industry.
9.	Take up entrepreneurship in the Tourism Industry
10.	Demonstrate knowledge and skills necessary to be successful managers in the tourism business

COURSE TITLE	MAJOR CORE: INVERTEBRATA		
CODE	19ZL/MC/IV14		
CLO NO.	COURSE LEARNING OUTCOMES	PSLOs Addressed	Cognitive Level
1.	Distinguish unique characters of different phyla	PSLOs 1,2	U, An
2.	Classify the primitive and organized forms and relate their phylogenetic significance	PSLOs 1,2	U, Ap, An
3.	Explain the structural organization and functions of various invertebrates	PSLOs 1,2	U, An
4.	Describe various conservation strategies	PSLOs 1,2	U, Ap
5.	Identify and report the local fauna	PSLOs 9,10	U, Ap, An
6.	Recognize the economic importance of some invertebrate forms	PSLOs 1,2	U, Ap, An

**KEY: R- Remember, U- Understand, Ap – Apply, An – Analyse, E- Evaluate, C- Create**

Note:

Only for 2019 syllabus (UG - 6 semesters and PG – 4 semesters)

Only MC, ME, IC, AC, PC, departmental PE

Instructions:

- I. Folder to be created for the question 1.1

Name of the Folder (eg): EL-SI-Q1.1

*Please Note:* EL – Department of English, SI - Shift I / SII- Shift II

COURSE TITLE	MAJOR CORE: INTRODUCTION TO TOURISM		
CODE	19VT/VM/IT16		
CLO NO.	COURSE LEARNING OUTCOMES	PSLOs Addressed	Cognitive Level
1.	List out places associated with the history of India	PSLOs 6	U, R
2.	Discuss aspects of Indian culture and heritage	PSLOs 7	An, U
3.	Collect, collate and analyse facts on the subject	PSLOs 8	Ap, E
4.	Understand the dimensions of the tourism industry	PSLOs 6	Ap, An, E
5.	prepare tourism brochures and itinerary	PSLOs 10	Ap, C

COURSE TITLE	MAJOR CORE: TRAVEL AGENCY AND TOUR OPERATORS' MANAGEMENT		
CODE	19VT/VM/TA16		
CLO NO.	COURSE LEARNING OUTCOMES	PSLOs Addressed	Cognitive Level
1.	List out the responsibilities of the Travel agents	PSLOs 6, 8	An, Ap
2.	Understand the structure of the Travel Agencies	PSLOs 8, 9	U, Ap
3.	Learn the formalities of Tour Operations	PSLOs 10	Ap
4.	Manage finances in a Travel Agency	PSLOs 10	Ap
5.	Collect and collate aspect of tour operations	PSLOs 10	Ap

COURSE TITLE	ALLIED CORE: MAP STUDY – Practical		
CODE	19VT/VA/MS15		
CLO NO.	COURSE LEARNING OUTCOMES	PSLOs Addressed	Cognitive Level
1.	Identify the different kinds of maps	PSLOs 1, 3	U, An
2.	Identify places on maps	PSLOs 10	U, Ap
3.	Identify and read map with expertise	PSLOs 10	U, Ap
4.	Understand the uses of maps	PSLOs 6,10	U, C
5.	List out the various time zones	PSLOs 10	U, Ap

COURSE TITLE	MAJOR CORE: FRONT OFFICE MANAGEMENT		
CODE	19VT/VM/FM26		
CLO NO.	COURSE LEARNING OUTCOMES	PSLOs Addressed	Cognitive Level
1.	Understand front office operations	PSLOs 8, 10	U, Ap
2.	Perform the functions of the front desk	PSLOs 8, 10	U, Ap
3.	Display front office etiquette	PSLOs 10	Ap
4.	Maintain paperwork requisites at the front office	PSLOs 10	U, An
5.	Handle guest reservations	PSLOs 10	U, R
6.	List out tariff structures	PSLOs 6	U, Ap

COURSE TITLE	MAJOR CORE: INDIAN HERITAGE AND CULTURE		
CODE	19VT/VM/IH26		
CLO NO.	COURSE LEARNING OUTCOMES	PSLOs Addressed	Cognitive Level
1.	Apply their knowledge in appreciating, promoting and preserving the natural heritage of our country.	PSLOs 6, 7	Ap, An
2.	Demonstrate the various methods of preservation and conservation of our heritage	PSLOs 6, 7	Ap, U
3.	Describe the tangible and intangible heritage of the country	PSLOs 6, 7	U, R
4.	Speak about India's heritage and culture in a knowledgeable and coherent manner	PSLOs 6, 7	U, R
5.	Write about India's heritage and culture in a knowledgeable and coherent manner	PSLOs 2, 6, 7	U, E

COURSE TITLE	ALLIED CORE: INTERNATIONAL TOURISM GEOGRAPHY		
CODE	19VT/VA/IG25		
CLO NO.	COURSE LEARNING OUTCOMES	PSLOs Addressed	Cognitive Level
1.	list out places of tourist significance globally	PSLOs 8, 9	U, Ap
2.	locate places accurately	PSLOs 8, 9	U, C
3.	explain geographical linkages	PSLOs 8, 9	U, Ap
4.	prepare travel itineraries	PSLOs 8, 9	U, An, C
5.	prepare tour packages	PSLOs 8, 9	U, An, C

COURSE TITLE	MAJOR CORE: ART AND ARCHITECTURE OF INDIA		
CODE	19VT/VM/AA36		
CLO NO.	COURSE LEARNING OUTCOMES	PSLOs Addressed	Cognitive Level
1.	Apply their knowledge in promoting and preserving the Art and Architecture of our country.	PSLOs 6, 7	U, Ap
2.	Describe the various types of temple architecture	PSLOs 1, 6	U, An
3.	Describe Mughal, Sultanate and Rajput architecture	PSLOs 6, 7	An, Ap
4.	Describe modern Indian architecture and Indian sculpture and painting	PSLOs 6, 7	An, E
5.	Appreciate the significant features of Indian art and Architecture as a resource for tourism	PSLOs 6, 7	An, E

COURSE TITLE	MAJOR CORE: HOSPITALITY MANAGEMENT		
CODE	19VT/VM/HM36		
CLO NO.	COURSE LEARNING OUTCOMES	PSLOs Addressed	Cognitive Level
1.	Understand and describe the hotel industry	PSLOs 8, 10	U, Ap
2.	Understand the different key departments in hotels	PSLOs 8, 10	U, Ap
3.	Manage guest relations effectively	PSLOs 8, 10	An, Ap
4.	Work in a range of industry roles like guest service manager or food service manager	PSLOs 8, 10	U, Ap
5.	Work in tourism roles as a travel manager, travel information manager, event and meeting manager and corporate travel manager	PSLOs 8, 10	Ap

COURSE TITLE	ALLIED CORE: TOURISM MARKETING		
CODE	19VT/VA/TM35		
CLO NO.	COURSE LEARNING OUTCOMES	PSLOs Addressed	Cognitive Level
1.	Understand the principles of Marketing and Management and its applications to the tourism industry	PSLOs 6, 10	U, Ap
2.	Use different marketing information systems and perform SWOT analyses	PSLOs 8, 10	U, An, E
3.	Apply the concepts practically	PSLOs 10	U, C
4.	Understand the special requirements of the tourism industry	PSLOs 6, 9	Ap, E
5.	Demonstrate the requisite skills for Tourism Marketing and Management	PSLOs 10	Ap, E

COURSE TITLE	MAJOR CORE: <b>TOURISM AND CUISINES</b>		
CODE	19VT/VM/TC46		
CLO NO.	COURSE LEARNING OUTCOMES	PSLOs Addressed	Cognitive Level
1.	Categorize the different types of cuisines	PSLOs 8	U, R
2.	Examine and experiment on the combinations of cuisines and on specific cuisines	PSLOs 8	U, E, Ap
3.	Recommend selective culinary styles and procedures	PSLOs 8	An, U
4.	Interpret new techniques in international cuisines	PSLOs 8	U, Ap
5.	Develop new methods in international cuisines	PSLOs 8	C

COURSE TITLE	MAJOR CORE: <b>PUBLIC RELATIONS FOR TOURISM</b>		
CODE	19VT/VM/PT46		
CLO NO.	COURSE LEARNING OUTCOMES	PSLOs Addressed	Cognitive Level
1.	Understand the importance of Public Relations in tourism	PSLOs 3, 8	U, R
2.	Formulate corporate plans and objectives and	PSLOs 6, 8	An, Ap
3.	Use different components of Public Relations for Tourism	PSLOs 6, 9	U, Ap
4.	Formulate internal and external communication methods to develop business tourism	PSLOs 6, 9	An, C
5.	Use the press, broadcast media and the internet for promotion	PSLOs 6, 8	U, Ap

COURSE TITLE	MAJOR ELECTIVE: <b>TOURISM LAW</b>		
CODE	19VT/VE/TL45		
CLO NO.	COURSE LEARNING OUTCOMES	PSLOs Addressed	Cognitive Level
1.	apply the laws learnt in the field of tourism	PSLOs 6	U, R
2.	understand the legal requirements in the field of tourism	PSLOs 6	R, An
3.	know how to register and set up a tourism company	PSLOs 9, 10	Ap
4.	comply with laws regarding consumers and contracts	PSLOs 8, 10,	E
5.	know the requirements under customs and the Foreigners Registration Act.	PSLOs 6, 10	E

COURSE TITLE	MAJOR ELECTIVE: ECO TOURISM AND SUSTAINABILITY		
CODE	19VT/VE/EC45		
CLO NO.	COURSE LEARNING OUTCOMES	PSLOs Addressed	Cognitive Level
1.	Classify ecological holdings and understand the importance of each	PSLOs 6, 10	R, U
2.	Understand the global growth of eco-tourism and opportunities available	PSLOs 6, 10	U, E
3.	Describe India's eco-tourism resources	PSLOs 8, 9	An, Ap, C
4.	Formulate methods to conserve ecology and develop the business of eco-tourism	PSLOs 9, 10	Ap, C
5.	Manage the impacts of eco-tourism so that it is sustainable	PSLOs 9, 10	An, E

COURSE TITLE	MAJOR CORE: EMERGING TRENDS IN TOURISM		
CODE	19VT/VM/ET56		
CLO NO.	COURSE LEARNING OUTCOMES	PSLOs Addressed	Cognitive Level
1.	Identify the various trends in the field of tourism	PSLOs 6, 9	U, Ap
2.	Experiment with the new aspects of the tourism industry	PSLOs 6, 10	U, E
3.	Explain the significance of each new form of tourism	PSLOs 6, 9	U, R, Ap
4.	Explain the impact of the new trends in tourism	PSLOs 6, 9, 10	An, Ap
5.	Make use of emerging opportunities in tourism	PSLOs 9, 10	C

COURSE TITLE	MAJOR CORE: TOUR GUIDING AND TRAVEL CONSULTANCY		
CODE	19VT/VM/TG56		
CLO NO.	COURSE LEARNING OUTCOMES	PSLOs Addressed	Cognitive Level
1.	Communicate better and demonstrate better interpersonal skills	PSLOs 10	Ap
2.	Guide tourists	PSLOs 10	U, Ap
3.	Perform as tour managers	PSLOs 9, 10	U, Ap, C
4.	Organize tours	PSLOs 9, 10	C
5.	Take up careers in travel consultancy	PSLOs 9, 10	An, Ap



COURSE TITLE	MAJOR CORE: HUMAN RESOURCE MANAGEMENT		
CODE	19VT/VM/HR56		
CLO NO.	COURSE LEARNING OUTCOMES	PSLOs Addressed	Cognitive Level
1.	Identify the tasks connected with Human Resource Management.	PSLOs 3,6	U, An, Ap
2.	Demonstrate skills necessary for success as a Human Resource Manager Professional.	PSLOs 10	U, Ap
3.	Perform a job analysis	PSLOs 8, 10	U, Ap
4.	Write a job description.	PSLOs 10	Ap, C
5.	Demonstrate knowledge, orally and in writing, of the processes of recruitment and selection, the challenges of retention, training and development.	PSLOs 10	U, C

COURSE TITLE	MAJOR CORE: AIR TICKETING AND FARE CONSTRUCTION		
CODE	19VT/VM/TF56		
CLO NO.	COURSE LEARNING OUTCOMES	PSLOs Addressed	Cognitive Level
1.	Apply ticketing procedures	PSLOs 6	U, Ap
2.	Enlist international airport regulations	PSLOs 6	R, Ap
3.	Construct fares with expertise	PSLOs 6	U, Ap
4.	Explain baggage policies	PSLOs 6	U, R
5.	Explain passport and visa regulations	PSLOs 6	U, R, Ap

COURSE TITLE	MAJOR CORE: GLOBAL TOURISM		
CODE	19VT/VM/GT66		
CLO NO.	COURSE LEARNING OUTCOMES	PSLOs Addressed	Cognitive Level
1.	Explain the process and linkage responsible for generation of tourism flows	PSLOs 3, 6	U, R
2.	Apply the knowledge of global tourism	PSLOs 2, 3, 6	U, Ap
3.	Explain global tourism statistics	PSLOs 4, 5, 6	U, An, R
4.	Describe the tourist attractions in the various continents	PSLOs 6	R
5.	Explain international travel formalities	PSLOs 6	U, Ap

COURSE TITLE	MAJOR CORE: MEDICAL TOURISM		
CODE	19VT/VM/MT66		
CLO NO.	COURSE LEARNING OUTCOMES	PSLOs Addressed	Cognitive Level
1.	Differentiate between medical tourism and other types of tourism	PSLOs 6	U, R
2.	Explain the various aspects of medical tourism	PSLOs 6	U, An
3.	Apply the gained knowledge in the tourism industry	PSLOs 6	Ap, R
4.	Describe the importance of India as a medical tourism destination	PSLOs 6, 8	U, C
5.	List out the various types of therapies	PSLOs 6	R

COURSE TITLE	MAJOR CORE: <b>ENTREPRENEURSHIP IN TOURISM</b>		
CODE	19VT/VM/EI66		
CLO NO.	COURSE LEARNING OUTCOMES	PSLOs Addressed	Cognitive Level
1.	Take up entrepreneurial ventures,	PSLOs 8, 9, 10	U, Ap, C
2.	Identify entrepreneurial opportunities	PSLOs 8, 9, 10	U, C
3.	Gain confidence to undertake tourism related jobs	PSLOs 8, 9, 10	An, C
4.	Describe financial planning for entrepreneurship	PSLOs 8, 9, 10	U, Ap, C
5.	List out the challenges of tourism entrepreneurship	PSLOs 8, 9, 10	R

COURSE TITLE	MAJOR ELECTIVE: <b>PROJECT</b>		
CODE	19VT/VM/PR615		
CLO NO.	COURSE LEARNING OUTCOMES	PSLOs Addressed	Cognitive Level
1.	A small-scale research which can be completed in the amount of time one would spend in and out of class for a regular 6-credit module	PSLOs 3, 4	U, Ap, C
2.	Organised into chapters and with a contents page, references and bibliography	PSLOs 3, 4	U, Ap, C
3.	Preferable link made between theory and practise	PSLOs 3, 4	U, Ap, C
4.	There should be empirical research, though may be modest in scale but first-hand research is essential to enhance the overall quality of the project	PSLOs 3, 4	U, Ap, C