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INTERNATIONAL HOSPITALITY EDUCATION

Course Outcomes

B. Sc. International Hospitality Management

Year 1

Trimester I

Title of the paper: Applied Communication 1 (IHSS101)

On completion the learner will be able to:

1. Describe the process and cycle of communication and understand the key elements.
2. Identify barriers to communication and explain the characteristics of an effective communicator.
3. Understand the process of internal communication in the Hospitality / Tourism / Leisure / Event industry.
4. Have an awareness of and appreciation for aural communication and active listening in the Hospitality/Tourism/Leisure/Event industry
5. Recognize and explain non-verbal communication, visual communication and perception in interpersonal communication.
6. Recognize and practice effective written communication applicable to the Hospitality / Tourism / Leisure / Event industry.
7. Be aware of good vocal technique in personal and professional development applicable to the Hospitality / Tourism / Leisure / Event industry.
8. Participate effectively in discussion groups, prepare and deliver an oral presentation using a range of resources and use self and peer evaluation to develop individual presentation techniques.

Title of the paper: Computer Applications (IHOH101)

On completion the learner should be able to use a computer to:

1. Undertake specified tasks in order to appropriately present a document using an industry standard word processor
2. Undertake specified tasks in order to appropriately prepare a presentation for delivery using industry standard software
3. Undertake specified tasks in order to appropriately process and present numerical data using an in industry standard spreadsheet
4. Demonstrate the ability to use e-mail, internet search
5. Demonstrate the storage, retrieval and backing up of data using appropriate processes and media
6. Demonstrate the use of available help functions and appropriate learning resources for all applications.



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Title of the paper: French (IHSS102)

On completion the learner should be able:

1. To create awareness about the importance of French in the hotel operations and to acquire the correct pronunciation of French terminology.
2. To use standard phrases in French in hotel operations.
3. In this module, students will learn a number of background topics - (geographie, francophonie, Uducation, gastronomie). These topics form the unifying themes which integrate the four language skills of listening, speaking, reading and writing.

Title of the paper: Fundamentals of Accounting (IHOH118)

This module will give a broad overview of the fundamental components of financial accounting that pertain to businesses incorporating hospitality, tourism and leisure activities. It will focus on the flows of accounting data that lead to the preparation of the final accounts of a sole proprietor operating within the above business contexts, and will prepare the student to undertake Financial Accounting module.

1. Differentiate between capital and revenue income and expenditure, income and expenses, and describe each one's effect on the final accounts of a hospitality, tourism or leisure business.
2. Describe, and account for value added tax with specific reference to the hospitality, tourism and leisure sectors.
3. Prepare bank reconciliation for a hospitality, tourism or leisure business.
4. Describe and apply the fundamental accounting concepts that underlie accounting practices.
5. Prepare the final accounts of a sole proprietor within the hospitality, tourism and leisure sectors, from transactions, through trial balance and final accounts, while applying adjustments to those accounts.
6. Explain the importance of financial accounting within the hospitality, tourism and leisure business sectors.

Title of the paper: Introduction to Drama (IHON101)

On completion the learner will be able to:

1. To be able to use the elements of theatre in current theatrical forms and utilize the different elements in a play effectively so as to meet the goal of the play.
2. To be able to identify the differences between different cultural forms of theatre
3. To recognize the similarities and differences between the Theatrics of Europe and the Orient and to learn of its process of growth to the present day.
4. To use Theatre in its different forms on the streets and other public spaces and effectively impart information to the public.

Title of the paper: Food & Beverage Service Operations (IHCH106)

At the end of the course the student will have the ability to

1. Identify different types of wines, spirits, beer and their manufacturing process, storage and service.
2. Differentiate between Fermented, Distilled and Compounded beverages
3. Setup a bar according to the layout.



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Title of the paper: Introductory Course in Food Microbiology (IHCH124)

At the end of the course the students will gain basic knowledge of different microorganisms that can lead to spoilage of food and understand the role of microbes in fermentation, spoilage, food borne illnesses and their preventive measures.

Year 1

Trimester II

Title of the paper: Management Process 1 Hospitality Tourism, Leisure & Event (IHOH103)

On successful completion the learner will be able to: Identify and discuss management roles and activities as it applies to the hospitality, tourism, leisure and event industries. Recognize the external and internal business environments both nationally and internationally, and explain their importance to the hospitality, tourism, leisure and event industries. Explain and illustrate the important elements of management such as planning, decision-making, control, leadership and motivation as it applies to the hospitality, tourism, leisure and event industries. Demonstrate, through interaction within the subject, uses of the critical management elements of team building, time management, people management and communication. Identify and discuss elements of contemporary management issues.

Title of the paper: Foundation Course in Food & Beverage Service Theory (IHCH108)

1. To understand different types, Sectors and personnel staff organization of Food and service Industry.
2. To identify various types of Restaurant and their characteristics, organization and duties and responsibilities of Food & beverage Personnel.
3. To carry out the system of operating equipment and its maintenance.
4. To understand French classical Menu food and their accompaniments.
5. To identify the auxiliary departments of the restaurant. To familiarize with the restaurant preparation procedure and social skills

Title of the paper: Foundation Course in Food & Beverage Service Practical (IHCH111)

At the end of the course the student will be able to implement practices required in Food & Service

Title of the paper: Foundation Course in Food Production Theory & Practical (IHCH110)

The aim of this module is to introduce the learner to the production methods and techniques used in basic food preparation

At the end of the subject, student will have the ability in

Understanding the Historical, Scientific and Technological changes in Food service Industry, the key players and Current Trends in the Food and Beverage Industry

To identify the hierarchy, types and professional attributes in food service industry.

Identifying various methods, equipments and tools in culinary.

Choosing raw materials, and measuring them.

Preparing food in a variety of ways.

Title of the paper: Management Accounting- Costing & Decision –Making (IHOH105)

On successful completion of this module the learner would be expected to be able to:

1. Differentiate between fixed, variable and semi-variable costs.
2. Explain the importance of pricing and the factors that influence the pricing decision. and be able to calculate selling price of various hospitality, tourism and leisure based products and



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services applying appropriate accounting models such as cost- plus, breakeven and profit oriented pricing.

3. Describe, explain and use the concept of relevant costs and revenues for decision making.
4. Describe the process of overhead allocation and absorption costing, and calculate the full cost of a product/service within the hospitality, tourism and leisure sectors
5. Identify and describe the elements of costs and the various cost classification systems.
6. Explain the role of management and accounting within the hospitality, tourism and leisure sectors and how the accounting information system is an essential element within the whole management information system.
7. Describe the relationship between cost, volume and profit and prepare and present various cost volume profit and break-even analyses.

Title of the paper: Database and Industry Software (IHOH107)

The aim of the module is to provide the student with a comprehensive understanding of the many components involved in the design, development and delivery of the Hospitality, Tourism or Leisure Product through the use of both generic and Industry Specific Application Software (Hospitality, Tourism, Leisure or Event Management). On successful completion of this module the learner would be expected to be able to:

1. Design, develop and document a database application.
2. Provide a firm foundation in the concepts and components of Information and Communication Technology (ICT) both in general and within the hospitality/ tourism/ leisure and events industries.
3. Provide an understanding of the role and management of hardware and software in a business environment.
4. Describe the function of both generic and industry specific software.

Title of the paper: Introductory Food Science (IHCH125)

At the end of the course the students will be able to acquire knowledge of various concepts of Food Science and the composition of food.

Year 1

Trimester III

Title of the paper: International Human Resource Management (IHOH104)

The main aim of this module is to define and discuss the key issues in international and comparative HRM. On successful completion of this module the learner will be expected to be able to:

1. Apply the key components of human resource management to an international company.
2. Describe and illustrate the extent to which human resource management differs between different countries.
3. Exhibit an awareness of cultural differences between nations.
4. Work as part of a team and engage with others in the development of selection interviewing and appraisal skills.



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Title of the paper: Foundation Course in Front Office (IHCH103)

At the end of the course the student will be able to perform the functions of front office management and their operations.

Title of the paper: Foundation Course in Accommodation Operations (IHCH104)

At the end of the subject student will become skilled at various functions, duties and responsibilities of housekeeping department. The student will become familiar with cleaning materials and methods and linen procedures as well as lighting, ventilation, pest control and flower arrangements and will be able to design room concepts in relation to Interior Decoration and Color schemes.

Title of the paper: Baking and Pastry Arts (IHCH105)

The aim of this module is to introduce the learner to the production methods and techniques used in the manufacture of pastry and pastries and to provide the learner with the skills and understanding of the ingredients and their functions in quality pastry production, both traditional and modern and to create an awareness of the emerging interest in specialty pastries and in the field of baking and pastry arts. At the end of the course the student will be able to:

Identify ingredients used in morning goods and biscuits and their characteristics.

Demonstrate an understanding of the importance of weighing, temperature and time control.

Identify baking equipment/ utensils and handle them safely and properly.

Demonstrate an ability to mix, aerate, portion, prepare receptacle, deposit and bake.

Demonstrate an ability to achieve a balance of nutritional value, texture, flavour and colour in each item.

Critically evaluate and understand the importance of selection, identification, preparation, combination, manipulation and processing, baking and presentation of the products.

Demonstrate an understanding of the importance of hygiene and safety in the production of food.

Title of the paper: Appreciation of Music (IHON103)

On completion the learner will be able to:

1. Appreciate the different forms of music across the world based on their new found awareness.
2. Students will additionally be able to identify the ideal types of music for various settings and the effects such music has on audiences/ clients in the hospitality industry.
3. Students will gain knowledge of Western musical styles touching upon their historic context.
4. Students will develop an awareness of major composers, their contributions to music, and their prospective stylistic significance.
5. Students will come away with a new artistic experience which they may continue to explore in more advanced ways, related to other course work or assimilated into their own personal lives as expressive human beings.

Title of the paper: Hospitality Management Operations (Bar Management) (IHCH107)

On successful completion of this module the learner would be expected to be able to:

1. Manage customer care in an effective and efficient manner –
2. Control the performance of all product systems and stock control procedures in the bar. - Implement systems and procedures for administering functions, security and training in relation to bar operations.



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Title of the paper: Report Writing Skills (IHSS104)

At the end of the subject the student will be able to write reports effectively.

Title of the paper: Basic Nutrition (IHCH126)

At the end of the course the students will understand the role of nutrients in the maintenance of health, their digestion, absorption and utilization in the body and learn the basic steps of meal planning.

Year 2

Trimester IV

Title of the paper: Financial Accounting (IHOH106)

To enhance the management effectiveness of students, by providing students with a theoretical and practical understanding of financial accounting statements and their usefulness and role in hospitality, tourism and leisure organizations. On completion the student will be able to:

1. Describe the broad legal aspects of different forms of business organization.
2. Explain the role of financial accounting information in hospitality, tourism and leisure organizations.
3. Prepare and present, for internal use, the annual income statement and balance sheet of limited companies in the hospitality, tourism and leisure sectors.
4. Prepare and present cash flow statements.
5. Analyze and interpret the financial statements of hospitality, tourism and leisure companies, and prepare comments and reports thereon.
6. Describe and explain the accounting concepts and principles, and the regulatory framework, underlying financial accounting statements.

Title of the paper: Food & Beverage Management (IHCH112)

On successful completion of this subject, students should be able to:

Plan, design, and operate an event

Understand a customer and marketing led approach to the running of F&B operations.

Understand the part marketing plays in running competitive operations.

Develop menu planning concepts that consider the competitive edge and market components.

Understand the key processes involved in developing food service operations.

Examine current trends in the contemporary food operations.

Apply a financial and analytical approach in order to positively affect the operational functions of the food & beverage operation.

Communicate effectively in discussions and presentations and function effectively in a group.

Title of the paper: Front Office Management Accommodation Management (IHCH109)

At the end of the course the student will be able to plan, evaluate and prepare budgets needed for front office operations.

Title of the paper: Presentation Skills (IHSS103)

At the end of the subject the student will be able present effectively.

Title of the paper: Interview Facing Skills (IHSS105)

The student will also be equipped with the requisite skills to face entry level selection processes of organizations



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Title of the paper: Management Process 2 Hospitality Tourism, Leisure & Event (IHOH108)

To further examine management activities (national & international), to develop the key elements of management through an integrated framework, based on year one material, and to contribute to the learner's personal development. On successful completion the learner will be able to:

1. Identify and discuss contemporary management issues.
2. Recognize organizational structures and apply them to a related organization.
3. Explain organizational culture and discuss cultural diversity.
4. Define change management and illustrate the process.
5. Discuss the importance of ethics and social responsibility in business.
6. Identify the strategic management process.
7. Reflect on personal development of learning skills relevant to the module.

Title of the paper: Food Production Operations Theory & Practical (IHCH113)

At the end of the course the student will identify different types of Indian Regional cuisines, and will have the ability in menu compiling and Quantity Food Preparation and presentation skills

At the end of the subject, student will have the ability in

1. Planning for quantity food production with regard to Space allocation, Equipment selection & Staffing
2. Selecting, care & Use of equipment required for mass/volume feeding
3. Menu planning for various volume feeding outlets such as Industrial, Institutional, Mobile Catering Units
4. Indenting for volume feeding
5. Quantity Purchase & Storage
6. Gain an in-depth knowledge of Indian regional cookery

Title of the paper: Sustainable Tourism (IHON110)

At the end of the course, the student will be able to assess:

The impact of tourism and plan tourism while ensuring sustainable development, explore the ways in which tourism could be managed in ways that would make it more sustainable, identify the latest trends in sustainable tourism, and incorporate them while planning for new/modified tourism products.

Year 2

Trimester V & VI

Title of the paper: Internship Seminars (IHCH122)

To enable students to understand how industry works in order to enhance learning from real life Case Studies

Year 3

Trimester VII

Title of the paper: Management Accounting- Planning and Control (IHOH109)

On successful completion the learner will be able to:

1. Identify and use key forecasting variables to develop projected financial statements for hospitality, tourism and leisure business entities and outline the factors to consider when forecasting these variables.
2. Prepare forecast budgeted financial statements for organizations within the hospitality, tourism and leisure sectors and explain their usefulness for decision-making purposes.
3. Compare actual performance to budget, calculating and evaluating variances.



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4. Outline the importance of performance appraisal within hospitality, tourism and leisure organizations, distinguishing between benchmarking and inter-firm comparisons as performance appraisal tools.
5. Prepare, analyze and appraise key financial performance indicators under the headings of profitability and cost analysis, management efficiency and operations, liquidity and capital structure. Focusing on key performance indicators for the hospitality, tourism and leisure sectors.
6. Outline the importance of budgetary planning and control within the hospitality, tourism and leisure sectors and describe the various stages in the budgetary process.

Title of the paper: Hygiene Health & Safety (IHCH127)

At the end of the course, the students will learn about health, hygiene and sanitation which is followed in the hospitality sector, gain basic understanding in food safety aspects and lifestyle management in an effort to promote good health.

Title of the paper: Management Information Systems (IHOH110)

On successful completion of this module the student will be expected to be able to: Define and summarize various aspects of information systems and their applications within hospitality, tourism and leisure organizations. Explain various telecommunications systems/networks and their usage within hospitality tourism and leisure organizations. Discuss E-Commerce and its applications. Describe various aspects of Mobile Computing. Explain the processes of evaluating, analyzing and developing information systems.

Title of the paper: International Hospitality Management (IHCH119)

On completion, the learner will be able to:

1. Identify and examine a wide variety of issues within the international and global hospitality environment.
2. Discuss the theories underpinning international hospitality operations and expansion.
3. Evaluate the impact of culture, geography, regionalization and communication among international hospitality organizations.
4. Operate as part of a team in analyzing international issues in a commercial context.
5. Apply theory critically to investigate international hospitality organizations.
6. Reflect on personal development of learning skills relevant to the module.

Title of the paper: Marketing for Hospitality, Tourism & Leisure (IHCH116)

On completion the learner will be able to: Have an understanding of marketing concepts, theories and applications. Appreciate that marketing is a guiding philosophy for tourism organizations operating at home and abroad. Appreciate the importance of the internal and external marketing environment in the development of marketing strategy. Demonstrate an ability to use a variety of marketing techniques in a range of contexts. This module will provide students with a comprehensive and practical introduction to marketing concepts, theories and principles. The context for the exploration of marketing encompasses the areas of Hospitality, Tourism and Leisure organizations.

Title of the paper: Film Studies (IHON105)

On completion the learner will be able to:

1. Critically analyze films and their messages
2. Change and improve students' perspectives of the film industry.



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Title of the paper: Hospitality Law (IHCH114)

The aim of the module is to build awareness of the legal dimension to management activity in the hospitality industry. After completing this course, the learner will be able to: recognize the importance of the legal dimension to professional activity in the hospitality industry; interact at an appropriate level with regulatory and professional legal opinion; have an appropriate knowledge and understanding of the range and detail of laws applicable to the main areas of the hospitality industry; analyze issues in the hospitality industry with a heightened logical focus.

Year 3

Trimester VIII

Title of the paper: Research Methods (IHOH112)

On completion the learner will be able to: Formulate a research question from a business or academic perspective. Critically evaluate academic literature in writing. Synthesize academic literature. Creatively employ an appropriate range of data collection and analysis tools. This module provides an introduction to research methods appropriate to the undertaking of a thesis at undergraduate level. It provides support to the student undertaking significant research for the first time.

Title of the paper: Strategic Management (IHCH117)

On successful completion the learner will be able to:

1. Identify and differentiate strategic objectives for a tourism/leisure/hospitality/event organization.
2. Analyze, synthesize and evaluate the external and internal environments resulting in the formulation of a range of strategic options.
3. Assess the implementation and evaluation of an organization's strategies.
4. Further develop intellectual and personal qualities while facilitating and advancing their own learning.
5. Appreciate the importance of a strategic approach to managing an organization.

Title of the paper: Marketing Strategy for Hospitality, Tourism and Leisure (IHCH118)

On completion the learner will be able to:

1. Integrate and synthesize concepts, principles and practices that the student has become aware of through their studies of marketing.
2. Formulate and appraise marketing strategy to achieve organizational goals.
3. Justify decisions in marketing situations that are typically complex and deal with issues associated with the hospitality, tourism and leisure industries.
4. Appraise strategic tools and frameworks to practical situations in the industry.

Title of the paper: Event Management (IHCH121)

The aim of this module is to facilitate the development of students as professionals in the event sector. And develop advanced skills pertaining to the management and marketing of events.

On completion the learner will be able to:

1. Demonstrate a thorough understanding of the theoretical concerns, principles and dynamics of changing practices in the event sector
2. Utilize diagnostic and creative skills to deal with a range of issues in a wide variety of event contexts
3. Identify and comprehend the issues, tasks and procedures involved in the running of an



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event.

4. Accept accountability for determining and achieving personal and group outcomes, through the completion of a group project. This also requires taking responsibility for one's self and others.

Title of the paper: Organizational Behavior 1 (IHOH113)

At the end of the subject, the student will have the ability to understand and demonstrate the ability to tackle various real life situations within the educational institution itself which involve:

1. Individual behavior in organizations
2. Interpersonal behavior in organizations
3. Group behavior in organizations
4. Leadership in organizations

Title of the paper: Media and Public Affairs (IHON102)

On completion the learner will be able to:

1. Choose the ideal forms of Media that can be used by different groups of society
2. Identify the different forms of communication that can be adapted based on the message to be communicated to the targeted audiences

Title of the paper: Cultural Studies (IHON104)

On successful completion the learner will be able to:

1. Identify and discuss various cultures and their implications on society.
2. Explain the meaning of Marxism and the formation of cultural ideology.
3. Discuss the relevance of languages in culture
4. Identify with feminism in today's society.
5. Reflect on the culture that youth carry with them.
6. Appreciate how the body can be used to reflect a particular culture.
7. Identify the new media cultures.

Year 3

Trimester IX

Title of the paper: Organizational Behavior 2 (IHOH114)

At the end of the subject, the student will have the ability to understand the

1. Organization in its totality and
2. The organizational change processes

Title of the paper: Financial Management (IHOH115)

On completion the learner will be able to:

1. Critically analyze and interpret the published financial statements of companies in the hospitality, tourism and leisure sectors, and carry out performance evaluation using both accounting and market value measures.
2. Identify and evaluate the various sources of finance available to hospitality, tourism and leisure businesses, and outline the role of financial institutions in the provision of finance.
3. Assess and appraise the factors determining dividend policy in a company.
4. Assess the importance of the firm's cost of capital and its components, including the



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relationship between risk and return, as a benchmark in the context of investment decision making, and calculate the cost of capital.

5. Describe the nature and importance of capital investment decision-making, and use and evaluate the various investment appraisal methods used to inform management in the investment decision-making process in hospitality, tourism and leisure companies.
6. Describe the nature, role and scope of financial management in hospitality, tourism and leisure companies.
7. Assess and evaluate the role of discounted cash flows in valuation in the world of finance.

Title of the paper: Data Analysis (IHOH116)

This module focuses on basic business management data analysis techniques. On completion of the module the learner will be able to: Have the knowledge and confidence to apply statistical techniques to practical problems and specifically tourism and hospitality industry related problems

Title of the paper: Dissertation (IHCH120)

This module facilitates undergraduate students to undertake and complete an independent investigation in a research area of their choice. This module shall enable students to research a particular area of interest through the preparation and completion of an undergraduate dissertation. On completion the learner will be able to:

1. Have a complete undergraduate dissertation, having investigated an individual subject/research area or tested a hypotheses outlined in a research proposal.
2. Have conducted an analytical literature review appropriate to the research area under investigation
3. Have utilized appropriate research methodological techniques within the context of their research.
4. Presented their findings, conducted an analysis of same, drawn conclusions and provided recommendations within their research area.

Title of the paper: Revenue Management (IHOH119)

The aim of this module is provide an understanding of the basic concepts, definitions and terms of Revenue Management and that can be used as a baseline for the implementation of revenue management in the hospitality industry. On completion the learner will be able to:

1. Understand the main concepts behind Revenue Management and how RM can improve performance
2. Outline a Revenue Management implementation process
3. Discuss how RM can be applied to rooms division, restaurant and conference and banqueting departments
4. Understand what RM strategies and tactics can be implemented to manage demand

Title of the paper: Case Analysis (IHOH111)

At the end of the subject, the student will be able to

1. Use robust frameworks for dealing with short term and long term organizational situations, and
2. Document real life organizational situations in case format and deal with them



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Title of the paper: Social Psychology (IHON106)

On completion the learner will have:

1. Basic understanding of social psychology and human behavior
2. Understand of oneself in a better light
3. Better understanding of others around
4. Building stronger personal relationships
5. Deal with adversities and walk towards achieving a happy life