



V. M. SALGAOCAR INSTITUTE  
*of*  
INTERNATIONAL HOSPITALITY EDUCATION

## **Course outcomes**

**Name of the Programme: M.Sc. International Hospitality and Tourism Management**

### **Semester I**

**Title of the Course: Advanced Hospitality Management**

**Course Code: IHT-500**

**Number of Credits: 4**

<b><u>Course Objectives</u></b>	The course is designed to understand the structure, nature and operating characteristics of the different sectors of the hospitality industry, food service, and lodging.
<b><u>Course Outcomes</u></b>	At the end of the course the students will be able to: <ol style="list-style-type: none"><li>1. Manage operations in Front Office Management</li><li>2. Design menu and control processes in Food and Beverage management</li><li>3. Plan and execute accommodation operations.</li><li>4. Apply concepts of resort management.</li></ol>

**Title of the Course: International Tourism Management**

**Course Code: IHT-501**

**Number of Credits: 4**

<b><u>Course Objectives</u></b>	The course aims to develop an insight into fields and patterns of international tourism in terms of past, present and future perspectives besides looking into the forces and factors influencing tourism growth.
<b><u>Course Outcomes</u></b>	At the end of the course the students will be able to: <ol style="list-style-type: none"><li>1. Comprehend the major concepts in tourism</li><li>2. Identify the different tourism organizations</li><li>3. Analyse and interpret tourist behavior.</li><li>4. Evaluate tourism Supply, Demand and Development</li></ol>

**Course Code: IHT-502**

**Title of the Course: Advanced International Human Resource Management**

**Course Code: IHT-502**

**Number of Credits: 4**

<b><u>Course Objectives</u></b>	The course aims to enhance the insight of the students regarding the various Human Resource Practices and concepts in Organizations.
<b><u>Course Outcomes</u></b>	At the end of the course, the student will have the competence in: <ol style="list-style-type: none"><li>1. Identifying pattern and philosophy of International HRM management</li><li>2. Man power planning in organizations.</li><li>3. Demonstrating training and development practices.</li><li>4. Comprehending HR trends and issues globally.</li></ol>

**Title of the Course: Advanced Revenue Management for Hospitality**

**Course Code: IHT-503**

**Number of Credits: 4**

<b><u>Course Objectives</u></b>	This course aims to provide an understanding of the aspects of revenue management.
<b><u>Course Outcomes</u></b>	At the end of the course students will be able to: <ol style="list-style-type: none"><li>1. Identify the components of revenue management and pricing.</li><li>2. Evaluate historical price/demand data to identify distinct customer segments.</li><li>3. Apply various pricing strategies in hospitality industry.</li><li>4. Operate revenue management system software.</li></ol>

**Title of the Course: Event Management**

**Course Code: IHT-521**

**Number of Credits: 4**

<b><u>Course Objectives</u></b>	The course will enable the students to organize events meetings, conventions and events/exhibitions in a professional way, and familiarize with management techniques and strategies required for successful planning, promotion, implementation and evaluation of special events.
<b><u>Course Outcomes</u></b>	The students will be able to: <ol style="list-style-type: none"><li>1. Prepare an event proposal.</li><li>2. Plan, budget and conduct marketing activities to promote the event.</li><li>3. Organize an event from conception, designing,</li></ol>

	<p>planning, and budgeting to execution.</p> <p>4. Organize Meetings Incentives, Conferences and Exhibitions</p>
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**Title of the Course: Cruise Line Management**

**Course Code: IHT-522**

**Number of Credits: 4**

<b><u>Course Objectives</u></b>	This course is designed to understand the operational aspects of the cruise line Industry.
<b><u>Course Outcomes</u></b>	<p>At the end of the course the students will be able to:</p> <ol style="list-style-type: none"> <li>1. Comprehend contemporary Cruise Line operations.</li> <li>2. Analyze the practical considerations of working on board.</li> <li>3. Assess supplies and services, food production and service delivery systems in cruise line operations.</li> <li>4. Handle emergencies, and customer's special needs.</li> </ol>

## Semester II

**Title of the Course: Management Information Systems In Hospitality (Practical)**

**Course Code: IHT-504**

**Number of Credits: 4 Credits**

<b><u>Course Objectives</u></b>	This Course aims to familiarize students with the concept of Management Information Systems and their use in modern day hospitality.
<b><u>Course Outcomes</u></b>	At the end of the course the students will be able to: <ol style="list-style-type: none"><li>1. Perform Managerial Applications on Computers</li><li>2. Apply Information systems for Rooms division management, property management system and various modules related to Front operations.</li><li>3. Create reservations using GDS.</li><li>4. Prepare night audits and generate reports related to MIS.</li></ol>

**Title of the Course: Sustainable Tourism Management**

**Course Code: IHT-505**

**Number of Credits: 4 Credits**

<b><u>Course Objectives</u></b>	The course emphasizes on the role of sustainable tourism in the changing global scenario.
<b><u>Course Outcomes</u></b>	At the end of the course the students will be able to: <ol style="list-style-type: none"><li>1. Appreciate the global significance of sustainable tourism.</li><li>2. Differentiate between the role of different agencies in sustainable tourism</li><li>3. Identify the characteristics of responsible tourism</li><li>4. Analyze the green tourism practices adopted by the tourism sector.</li></ol>

**Title of the Course: Entrepreneurship In Tourism**

**Course Code: IHT-506**

**Number of Credits: 4 Credits**

<b><u>Course Objectives</u></b>	The course aims to enrich the students understanding about the concepts and scope of entrepreneurship in tourism and to inculcate entrepreneurial competencies to encourage students to take up tourism entrepreneurship ventures.
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<b><u>Course Outcomes</u></b>	<p>At the end of the course the students will be able to:</p> <ol style="list-style-type: none"> <li>1. Describe the entrepreneurial characteristics for travel, tourism and hospitality trade</li> <li>2. Appreciate the need and rationale of Small Scale Industries.</li> <li>3. Develop entrepreneurial competencies for successful start-ups and ventures.</li> <li>4. Prepare a business plan and take up special challenges of starting new ventures.</li> </ol>
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**Title of the Course: Advanced Marketing Management**

**Course Code: IHT-507**

**Number of Credits: 4**

<b><u>Course Objectives</u></b>	This course is designed to enable the students to understand the elements of marketing management and related processes.
<b><u>Course Outcomes</u></b>	<p>At the end of the course the students will be able to:</p> <ol style="list-style-type: none"> <li>1. To interpret the concept of product and brand business environment in India and overseas.</li> <li>2. Forecast and analyse market potential.</li> <li>3. Examine the new product development process</li> <li>4. Evaluate the marketing strategies for effective management of service marketing.</li> </ol>

**Title of the Course: Advertising Management in Tourism**

**Course Code: IHT-523**

**Number of Credits: 4**

<b><u>Course Objectives</u></b>	The course enables the student to understand advertising management in tourism, with its creative and ethical aspects.
<b><u>Course Outcomes</u></b>	<p>At the end of the course the students will be able to:</p> <ol style="list-style-type: none"> <li>1. Develop effective advertising techniques.</li> <li>2. Identify the importance of Integrated Marketing Communications (IMC) in the marketing process.</li> <li>3. Evaluate the role of media in marketing.</li> <li>4. Conduct surveys to measure effectiveness of marketing strategies.</li> </ol>

**Title of the Course: Travel Agency and Tour Operations Management**

**Course Code: IHT-524**

**Number of Credits: 4**

<b><u>Course Objectives</u></b>	The course equips the students with knowledge and skills to manage Travel Agency and Tour Operations in the tourism industry.
<b><u>Course Outcomes</u></b>	At the end of the course the students will be able to: <ol style="list-style-type: none"><li>1. Identify the various services provided by travel agencies and tour operators.</li><li>2. Distinguish between travel agency and tour operation management.</li><li>3. Compare the ancillary services and businesses and envisage the future of ancillary services.</li><li>4. Describe the contemporary trends and practices in travel and tourism.</li></ol>

**Semester III**

**Title of the Course: Qualitative Research Methods (Theory)**

**Course Code: IHT-600**

**Number of Credits: 2**

<b><u>Course Objectives</u></b>	To understand qualitative research methods in tourism studies.
<b><u>Course Outcomes</u></b>	At the end of the course the students will be able to: <ol style="list-style-type: none"><li>1. Describe the utility of qualitative research methods.</li><li>2. Apply the qualitative research methods to personal research questions.</li><li>3. Implement the data collection techniques applicable for qualitative research.</li><li>4. Analyse the data collected and present in a meaningful write-up.</li></ol>

**Title of the Course: Qualitative Research Methods (Practical)**

**Course Code: IHT-601**

**Number of Credits: 2**

<b><u>Course Objectives</u></b>	To understand qualitative research methods in tourism studies.
<b><u>Course Outcomes</u></b>	At the end of the course the students will be able to: <ol style="list-style-type: none"><li>1. Describe the utility of qualitative research methods.</li><li>2. Apply the qualitative research methods to personal research questions.</li><li>3. Implement the data collection techniques applicable</li></ol>

	<p>for qualitative research.</p> <p>4. Analyse the data collected and present in a meaningful write-up.</p>
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**Title of the Course: Quantitative Research Methods (Theory)**

**Course Code: IHT-602**

**Number of Credits: 2**

<b><u>Course Objectives</u></b>	To understand quantitative research methods in tourism studies.
<b><u>Course Outcomes</u></b>	<p>At the end of the course the students will be able to:</p> <ol style="list-style-type: none"> <li>1. Identify merits of questionnaire methods.</li> <li>2. Derive the relationship between research problems and information requirement</li> <li>3. Design questionnaire to collect data</li> <li>4. Analyse quantitative data to draw information specific to research question.</li> </ol>

**Title of the Course: Case Writing and Analysis**

**Course Code: IHT-604**

**Number of Credits: 4 Credits**

<b><u>Course Objectives</u></b>	To develop the competence to analyze and use robust frameworks for dealing with short term and long-term managerial situations and arrive at solutions that can be implemented using knowledge and framework integrated from various courses and document real life organizational situations in case format and deal with them.
<b><u>Course Outcomes</u></b>	<p>At the end of the course the students will be able to:</p> <ol style="list-style-type: none"> <li>1. Analyze a situation and make managerial decisions considering all the probable solutions.</li> <li>2. Document in detail a situation that enables the organization to take implementable decisions.</li> <li>3. Analyse case writing.</li> <li>4. Comprehend complex situations and decision-making process in hospitality and tourism industry.</li> </ol>

**Title of the Course: Research in Cultural studies**

**Course Code: IHT-605**

**Number of Credits: 4 Credits**

<b><u>Course Objectives</u></b>	The aim is to enable the students to comprehend the cultural forms and identities that manifest within a society and their ramifications from a global perspective.
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<b><u>Course Outcomes</u></b>	<p>At the end of the course the students will be able to:</p> <ol style="list-style-type: none"> <li>1. Infer the concept of cultural studies and its relevance to present times and needs.</li> <li>2. Describe the socio-cultural perspectives of Goa.</li> <li>3. Identify the unique customs and traditions in India</li> <li>4. Manage cross cultural communication and negotiations.</li> </ol>
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**Title of the Course: Food and Beverage Tourism**

**Course Code: IHT-621**

**Number of Credits: 4 Credits**

<b><u>Course Objectives</u></b>	The aim is to introduce the student to the social, cultural and environmental aspects of food and beverage tourism in regards to people, places and celebrations.
<b><u>Course Outcomes</u></b>	<p>At the end of the course the students will be able to:</p> <ol style="list-style-type: none"> <li>1. Appreciate the role of gastronomic tourism as a contributor towards regional economic development.</li> <li>2. Describe the role of alcotourism from a global perspective.</li> <li>3. Identify new trends in the hotel industry and restaurants to promote and encourage gastronomic tourism</li> <li>4. Design servicescapes for gastronomic tourism experiences.</li> </ol>

**Title of the Course: Consumer Behaviour**

**Course Code: IHT-622**

**Number of Credits: 4 Credits**

<b><u>Course Objectives</u></b>	The aim of this course is to enable the students to understand the significance of Consumer Behaviour and how individuals make their decision to spend their available resources.
<b><u>Course Outcomes</u></b>	<p>At the end of the course, the students will be able to:</p> <ol style="list-style-type: none"> <li>1. Explain marketing strategy and consumer behavior.</li> <li>2. Describe the impact of external influences.</li> <li>3. Assess the impact of Internal Influences on consumer behaviour.</li> <li>4. Develop competence in analysing consumer behaviour to make marketing decisions.</li> </ol>



**Title of the Course: Business Communication**

**Course Code: IHT-623**

**Number of Credits: 4 Credits**

<b><u>Course Objectives</u></b>	To understand written communication in a business setting, to understand how to approach internal and external interactions strategically and how to plan for these meetings and events, and to develop the fundamental skills of business communication techniques and the ability to be effective in writing business documents.
<b><u>Course Outcomes</u></b>	At the end of the course, the students will be able to: <ol style="list-style-type: none"><li>1. Develop skills for effective business communication and correspondence.</li><li>2. Apply standard formats, techniques, and documents to gain credibility in business settings.</li><li>3. Develop effective writing skills to write in a clear, concise, persuasive and audience centred manner.</li><li>4. Develop Cross Functional Communication.</li></ol>

**Title of the Course: Negotiations And Conflict Management**

**Course Code: IHT-624**

**Number of Credits: 4 Credits**

<b><u>Course Objectives</u></b>	The course aims at providing a systematic introduction of concepts, theories and practices of negotiations and handling conflicts.
<b><u>Course Outcomes</u></b>	At the end of the course, the students will be able to: <ol style="list-style-type: none"><li>1. Apply the acquired skills in conducting business negotiations.</li><li>2. Identify critical issues in collective bargaining.</li><li>3. Effectively manage conflicts at workplace.</li><li>4. Prevent and resolve grievances at work place.</li></ol>

**Title of the Course: Hiring and Talent Management**

**Course Code: IHT-625**

**Number of Credits: 4 Credits**

<b><u>Course Objectives</u></b>	To familiarize students with hiring procedures and talent management, to help them understand the acquisition, retention, development and compensation practices and to enhance understanding of talent management practices globally.
<b><u>Course Outcomes</u></b>	At the end of the course, the students will be able to: <ol style="list-style-type: none"><li>1. Explain the significance of talent management.</li><li>2. Design a compensation system.</li></ol>

	<ol style="list-style-type: none"> <li>3. Analyze performance management and reward systems.</li> <li>4. Demonstrate knowledge and skills in hiring, talent and compensation systems to take decisions.</li> </ol>
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**Title of the Course: Portuguese Language**

**Course Code: IHT-626**

**Number of Credits: 4 Credits**

<b><u>Course Objectives</u></b>	To train the students to communicate in basic Portuguese and familiarize them with tourism and hospitality terminologies.
<b><u>Course Outcomes</u></b>	<p>At the end of the course, the students will be able to:</p> <ol style="list-style-type: none"> <li>1. Apply phonetics and grammar in Portuguese language</li> <li>2. Pronounce Portuguese words effectively.</li> <li>3. Read information using material of appropriate complexity and length.</li> <li>4. Introduce self and others, write and converse in Portuguese language.</li> </ol>

**Title of the Course: French Language**

**Course Code: IHT-627**

**Number of Credits: 4 Credits**

<b><u>Course Objectives</u></b>	To train the students to communicate in basic French and familiarize them with hospitality terminologies
<b><u>Course Outcomes</u></b>	<p>At the end of the course, the students will be able to:</p> <ol style="list-style-type: none"> <li>1. Introduce one self and third person.</li> <li>2. Describe the weather</li> <li>3. Describe their family members.</li> <li>4. Communicate effectively in a restaurant and hotel</li> </ol>

**Title of the Course: Marketing Research**

**Course Code: IHT-606**

**Number of Credits: 4 Credits**

<b><u>Course Objectives</u></b>	The course aims to build proficiency in carrying out market research.
<b><u>Course Outcomes</u></b>	<p>At the end of the course, the students will be able to:</p> <ol style="list-style-type: none"> <li>1. Create Market research design.</li> <li>2. Apply Qualitative Research in marketing</li> <li>3. Analyze using quantitative research</li> <li>4. Apply market research to segment markets, to improve brand position, and customer</li> </ol>

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**Title of the Course: Academic Writing and Research Ethics**

**Course Code: IHT-607**

**Number of Credits: 4 Credits**

<b><u>Course Objectives</u></b>	This course will enable students to learn and apply the essentials of academic writing and research ethics.
<b><u>Course Outcomes</u></b>	At the end of the course, the students will be able to: <ol style="list-style-type: none"> <li>1. Apply skills in Academic writing.</li> <li>2. Design and report surveys.</li> <li>3. Develop research standards in a digitalized world.</li> <li>4. Use the plagiarism software, databases and research metrics.</li> </ol>

**Title of the Course: Internship**

**Course Code: IHT-652**

**Number of Credits: 16 Credits**

<b><u>Course Objectives</u></b>	The aim is to provide the student with the actual working environment in a reputed starred hotel, multi-national tourism/hospitality organizations, and acquire a set of practical skills. On completion of internship, the student shall have to prepare a report and presentation.
<b><u>Course Outcomes</u></b>	At the end of the internship, the students will have the ability to: <ol style="list-style-type: none"> <li>1. Develop employability skills and competencies required for a career in Hospitality and tourism.</li> <li>2. Demonstrate team spirit.</li> <li>3. Communicate effectively.</li> <li>4. Prepare a comprehensive report based on the internship taken.</li> </ol>