

M.S. Ramaiah University of Applied Sciences

New BEL Road, MSR Nagar, Bangalore – 560054



**RAMAIAH
UNIVERSITY**
OF APPLIED SCIENCES

PO, PSO, PEO & CO

Programme: B.H.M. (Bachelor of Hotel Management)

Programme Code: 008

Programme Outcome (PO)

Programme Specific Outcome (PSO)

Program Educational Objectives (PEO)

Course Outcomes (CO)

g Registrar
M.S. Ramaiah University of Applied Science
Bangalore - 560 054

Approved in 23rd ACM (Resolution 23.05) held on 15th July 2021

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Faculty of Hospitality Management &
Catering Technology
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Faculty of Hospitality Management and Catering Technology (FHMCT)

Programme Name: B.H.M. (Bachelor of Hotel Management)

Programme Outcomes (PO's)

B.H.M. graduates will be able to:

- PO-1. Develop students with an in-depth understanding of the operational aspects and knowledge of the underlying principles of the hotel industry.
- PO-2. Making students familiar with the practical aspects of the hospitality industry.
- PO-3. Develop professional skills in strategic management issues involved in operating hotels and train students for operational, supervisory and management positions.
- PO-4. Enhance the techniques of advanced technological uses in the hotel industry.
- PO-5. **Business Knowledge-** Students will be able to master the key frameworks, models, and skills that reflect the body of knowledge in their major, and will apply discipline-based habits of analytical thinking to problems and opportunities. Be skilled in the analysis of both qualitative information and quantitative data.
- PO-6. **Communication Skills-** Students will be able to synthesize and summarize information and professionally communicate their analyses, arguments, and recommendations to a variety of audiences. Be skilled in written, oral, and visual communication and will be able to effectively choose communication methods that are appropriate to the topic, objective, and setting.
- PO-7. **Quantitative Skills-** Students will be able to understand, analyse and use quantitative data to make business decisions and report to stakeholders. Identify quantitative characteristics of a problem, examine and interpret numerical data, and analyse numerical data to derive conclusions.
- PO-8. **Critical Thinking Skills-** Evaluate, analyse and interpret information to solve problems and make business decisions. Interpret and evaluate unstructured situations; define the problem; apply theories to ambiguous situations and to draw conclusions and implement solutions.
- PO-9. **Technology-** Demonstrate proficiency in the use of information technology. Students will use information systems to select, manipulate and process data in a meaningful way in order to make business decisions and use software tools to solve accounting, financial and quantitative problems.
- PO-10. **Ethics-** Understand and evaluate ethical issues and situations to make business decisions. Recognize ethical problems in both domestic and international business contexts identify alternatives and make appropriate ethical choices.
- PO-11. **Multicultural and Diversity-** Students, particularly those who pursue the degree in international business concentration, will develop an awareness and understanding of the cultural issues that impact business operations in a global society.
- PO-12. **Demonstrate Learning-** Enhancing skills in hospitality core areas at various positions in specialization addressing customer satisfaction.

Programme Specific Outcomes (PSOs)

- PSO-1. Apply advanced Culinary Technical Management skills with professional ethics towards service to society
- PSO-2. Apply core technical, conceptual and analytical skills to develop leaders in the Food and Beverage Service Industry
- PSO-3. Apply Front Office operational, managerial, and technological skills with emphasis on personality development, information handling and ethical practices required in global competitive environment
- PSO-4. Demonstrate advanced Housekeeping, Facilities Management and Entrepreneurial skills by imbibing leadership management qualities to succeed in a sustainable environment

Program Educational Objectives (PEOs)

The objectives of the B.H.M. (Hotel Management) Programme are:

- PEO-1. To provide students with knowledge of technical and management concepts to enhance competencies in Food & Beverage Production, Food & Beverage Service, Front Office and Housekeeping Operations to distinguish the graduates from others as innovative managers and leaders in hospitality sector.
- PEO-2. To facilitate proficiency in communication, soft skills, foreign language that promotes interpersonal skills, business etiquette and enhance professional qualities to be globally competent.
- PEO-3. To provide research opportunities to develop critical thinking abilities in the students and enable them and augment creative and innovative abilities of students to meet the challenges of the constantly evolving hospitality industry.
- PEO-4. To inculcate professional ethics, strong human values and social skills for the development of leadership skills.

Course Outcomes (COs)

Course Title & Code: Fundamentals of Food and Beverage Production (BHC101A)

After the successful completion of this course, the student will be able to:

- CO-1. Explain the organisation hierarchy and hygiene practices of the food and beverage production department
- CO-2. Describe cooking equipment and their uses in a professional kitchen
- CO-3. Identify and explain basic food and beverage ingredients and their uses in cooking
- CO-4. Demonstrate knife skills and proficiency in processing food ingredients
- CO-5. Demonstrate skills of combining and cooking ingredients to produce basic food products
- CO-6. Display proficiency in appropriate culinary practices


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Course Outcomes (COs)

Course Title & Code: Fundamentals of Food and Beverage Service (BHC102A)

After the successful completion of this course, the student will be able to:

- CO-1. Explain the segments of the food and beverage industry
- CO-2. Demonstrate service methods suitable for various scenarios
- CO-3. Identify and use basic food and beverage service equipment
- CO-4. Display professional communication skills, practice teamwork and professional ethics and uphold human values
- CO-5. Classify and serve non-alcoholic beverages and breakfast menus
- CO-6. Discuss products and procedures used in the food and beverage industry

Course Outcomes (COs)

Course Title & Code: Fundamentals of Front Office (BHC103A)

After the successful completion of this course, the student will be able to:

- CO-1. Explain the concept and components of the Hospitality Industry and hotel classification
- CO-2. Explain hotel types, brands, structure and prominent hotel personalities
- CO-3. Describe the sections and functions of the front office in a hotel
- CO-4. Demonstrate professional qualities and the attributes of the Front Office staff
- CO-5. Demonstration of the skill of identifying and using front office stationery and equipment
- CO-6. Discuss general knowledge and current affairs related to hotels and front office

Course Outcomes (COs)

Course Title & Code: Fundamentals of Housekeeping (BHC104A)

After the successful completion of this course, the student will be able to:

- CO-1. Identify and explain services offered by the Housekeeping Department in hotels
- CO-2. Identify activities performed by sections of housekeeping in hotels
- CO-3. Illustrate guest room layouts and demonstrate placement of supplies and amenities in rooms and public areas
- CO-4. Identify and describe housekeeping cleaning equipment, cleaning agents
- CO-5. Discuss the products and procedures used in housekeeping operations
- CO-6. Apply suitable housekeeping techniques for cleaning hotel surfaces

Course Outcomes (COs)

Course Title & Code: Computer Fundamentals (BHM101A)

After the successful completion of this course, the student will be able to:

- CO-1. Describe types of computer hardware, software, networks, search engines and browsers



- CO-2. Explain email etiquette and ethics for business communication
- CO-3. Perform fundamental tasks of Microsoft application and basics of plagiarism
- CO-4. Demonstrate fundamental file management abilities
- CO-5. Discuss techniques, skills and tools necessary for latest computing practice
- CO-6. Demonstrate best practices in ethical and professional manner on social media platform

Course Outcomes (COs)

Course Title & Code: Basic Communication Skills - I (BHM102A)

After the successful completion of this course, the student will be able to:

- CO-1. Describe and exhibit the essential components of effective communication
- CO-2. Practice effective listening and conversation skills
- CO-3. Explain and exhibit skills of speaking English with a neutral accent
- CO-4. Demonstrate basic comprehension and narration skills
- CO-5. Explain and demonstrate skills of written and spoken communication
- CO-6. Discuss the various methods of communication used in the hospitality industry

Course Outcomes (COs)

Course Title & Code: Food and Beverage Production-I (BHC105A)

After the successful completion of this course, the student will be able to:

- CO-1. Explain and apply suitable techniques of processing food ingredients efficiently and safely
- CO-2. Demonstrate professional communication skills, practice teamwork, professional ethics and uphold values
- CO-3. Classify and use masalas and gravies in the preparation and presentation of Indian dishes
- CO-4. Explain and use stocks and sauces in the preparation and presentation of Continental dishes
- CO-5. Discuss purchase, receiving and storage procedures for product quality management
- CO-6. Plan, prepare and present three course Indian and Continental menus

Course Outcomes (COs)

Course Title & Code: Food and Beverage Service-I (BHC106A)

After the successful completion of this course, the student will be able to:

- CO-1. Explain food and beverage outlet operations, menus, alcoholic beverages and tobacco
- CO-2. Classify and serve breakfast and tea menus, cigars and brewed & distilled beverages
- CO-3. Demonstrate professional communication skills, practice teamwork, professional ethics uphold values and use relevant technological applications
- CO-4. Examine trends in food and beverage outlet operations, menus, varieties of cigars and styles of brewed & distilled beverages
- CO-5. Compare food and beverage outlet operations, menus, varieties of cigars and styles of brewed & distilled beverages
- CO-6. Discuss the products and operational procedures in food and beverage outlets


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Course Outcomes (COs)

Course Title & Code: Front Office- I (BHC107A)

After the successful completion of this course, the student will be able to:

- CO-1. Explain the various types of Front Office products and packages offered to guests
- CO-2. Summarize the role, functions, and co-ordination of Telephones, Uniformed Services and Reservations
- CO-3. Demonstrate the role of Front Office at various stages of guest cycle
- CO-4. Practice telephone handling skills and etiquette displaying professional communication skills and ethics
- CO-5. Demonstrate the activities of uniformed staff and Reservations in a hotel
- CO-6. Interpret Reservations activities in PMS software

Course Outcomes (COs)

Course Title & Code: Housekeeping-I (BHC108A)

After the successful completion of this course, the student will be able to:

- CO-1. Explain the Housekeeping organisation and Operations
- CO-2. Summarize and demonstrate the daily routine activities and operational procedures of various shifts of the housekeeping department
- CO-3. Demonstrate professional communication skills, practice teamwork, professional ethics, uphold values and use relevant technological applications
- CO-4. Classify and use commercial cleaning equipment and agents as per the latest trend
- CO-5. Examine trends in the procedures of Hotel Housekeeping
- CO-6. Discuss the products and procedures followed in the Housekeeping Department emphasising on eco-friendly practices

Course Outcomes (COs)

Course Title & Code: Basic Communication Skills – II (BHM103A)

After the successful completion of this course, the student will be able to:

- CO-1. Describe and exhibit the effective skills of formal introductions, welcoming, thank you addresses and professional conversation
- CO-2. Practice verbal presentation skills with appropriate grammar and pronunciation
- CO-3. Explain and demonstrate language building skills through reading and listening
- CO-4. Display professional written communication skills incorporating ethical guidelines
- CO-5. Explain and exhibit the process of creating resumes and appearing for interviews
- CO-6. Discuss and demonstrate the essence of ethics in interview preparation

Course Outcomes (COs)

Course Title & Code: Industrial Exposure Training (BH201A)

After the successful completion of this course, the student will be able to:

- CO-1. Summarize the features and operational units of the hotel
- CO-2. Illustrate and explain organizational structure of the hotel, job specification and job description of the staff
- CO-3. Examine the operational procedures of the department/section
- CO-4. Summarize observations and activities performed during the internship in the logbook
- CO-5. Explain the SOPs followed in each department/section of the hotel
- CO-6. Compile and present the internship report based on the information collected

Course Outcomes (COs)

Course Title & Code: Food & Beverage Production - II (BHC201A)

After the successful completion of this course, the student will be able to:

- CO-1. Explain and apply functional properties of bakery and Oriental ingredients
- CO-2. Classify, prepare and present various types of baked products and desserts
- CO-3. Demonstrate the skill of processing ingredients for bakery and Oriental cuisine
- CO-4. Analyze regulatory requirements of food safety, professional ethics and food costing in catering operations
- CO-5. Discuss the importance of nutrition in food production
- CO-6. Plan, prepare and present Oriental menu

Course Outcomes (COs)

Course Title & Code: Food & Beverage Service - II (BHC202A)

After the successful completion of this course, the student will be able to:

- CO-1. Classify menus, bars, wines and mixed drinks
- CO-2. Explain and apply principles of menu planning, food and wine harmony and mixology
- CO-3. Summarise old and new world wines and practice service of wine
- CO-4. Demonstrate professional communication skills, practice teamwork and professional ethics, uphold human values and use relevant technological applications
- CO-5. Examine bartending and food and wine trends
- CO-6. Discuss the products and operational procedures in food and beverage service outlets

Course Outcomes (COs)

Course Title & Code: Front Office - II (BHC203A)

After the successful completion of this course, the student will be able to:

- CO-1. Explain the various procedures followed in Front Office operations
- CO-2. Demonstrate the role of the Front Office at the arrival stage of guest cycle



- CO-3. Demonstrate professional communication skills, practice teamwork, and professional ethics, uphold values, and use relevant technological applications
- CO-4. Examine and demonstrate the latest hotel check-in procedures
- CO-5. Interpret and practice Front Office activities in PMS software
- CO-6. Discuss the different guest service procedures followed in hotel Front Office

Course Outcomes (COs)

Course Title & Code: Housekeeping - II (BHC204A)

After the successful completion of this course, the student will be able to:

- CO-1. Explain and practice standard operating procedures followed in housekeeping supervision
- CO-2. Identify and discuss fabrics used in hotels
- CO-3. Demonstrate the operations of the linen room, uniform room and laundry using latest technology
- CO-4. Explain the operations of laundry, uniform room and linen room
- CO-5. Analyze and design hotel uniform patterns
- CO-6. Discuss and practice green housekeeping in hotels

Course Outcomes (COs)

Course Title & Code: Food & Beverage Production - III (BHC301A)

After the successful completion of this course, the student will be able to:

- CO-1. Explain and apply professional techniques of processing food ingredients of regional Indian and international cuisines
- CO-2. Demonstrate proficiency in planning, costing and pricing of menus for outlets serving Indian and international cuisines
- CO-3. Apply techniques of food styling and plating of dishes as per industry standards
- CO-4. Demonstrate professional communication skills, practice teamwork, professional ethics and uphold human values
- CO-5. Classify and demonstrate the principles, ingredients, methods and trends in garde manger
- CO-6. Discuss and plan Indian and international menus for different scenarios

Course Outcomes (COs)

Course Title & Code: Food & Beverage Service - III (BHC302A)

After the successful completion of this course, the student will be able to:

- CO-1. Explain and practice administrative and operations management of food and beverage outlets
- CO-2. Classify and plan menus for food service outlets
- CO-3. Demonstrate professional communication skills, practice teamwork and professional ethics, uphold human values and use relevant technological applications

- CO-4. Categorise old and new world wines, practice suggestive selling and service of wines
- CO-5. Recommend and apply special service techniques to enhance restaurant business
- CO-6. Discuss the products and operational procedures in food and beverage service outlets

Course Outcomes (COs)

Course Title & Code: Front Office- III (BHC303A)

After the successful completion of this course, the student will be able to:

- CO-1. Explain and exhibit the responsibilities and ethical practices followed in the hotel front office cash section
- CO-2. Demonstrate the role of cash section at various stages of guest cycle
- CO-3. Demonstrate professional communication skills, practice teamwork, and professional ethics, uphold values, and use relevant technological applications
- CO-4. Examine various departure procedures followed in hotels and illustrate documents generated
- CO-5. Analyze different safety and security measures followed by hotels for their external and internal customers
- CO-6. Discuss the role of revenue management in hotel operations

Course Outcomes (COs)

Course Title & Code: Housekeeping - III (BHC304A)

After the successful completion of this course, the student will be able to:

- CO-1. Explain and apply principles of colour, lighting and flower arrangement in hotel areas
- CO-2. Demonstrate latest housekeeping technology
- CO-3. Analyse and illustrate types, selection and care of furniture and fixtures
- CO-4. Analyse and illustrate latest window treatments, wall coverings, floor finishes and their care and maintenance for guest rooms and public areas
- CO-5. Appraise sustainable and contemporary housekeeping
- CO-6. Discuss and demonstrate the safety, security and emergency situation handling

Course Outcomes (COs)

Course Title & Code: Principles of Management (BHN301A)

After the successful completion of this course, the student will be able to:

- CO-1. Explain the role and concepts of management in the hospitality sector
- CO-2. Identify the 'Basis of Departmentalization' in a hotel organization
- CO-3. Discuss the dimensions of the P-O-L-C (Planning-Organizing-Leading-Controlling) framework
- CO-4. Analyse the dynamics of effective leadership, motivation, communication and coordination
- CO-5. Appraise the importance of communication, communication barriers and techniques of control in hotel operations


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- CO-6. Display professional skills and ethics, practice teamwork and use relevant technological applications

Course Outcomes (COs)

Course Title & Code: Specialization Training (BHI301A)

After the successful completion of this course, the student will be able to:

- CO-1. Summarize the features of the organisation
- CO-2. Examine the operational, financial, administrative and managerial procedures
- CO-3. Summarize observations and activities performed during the internship in the logbook
- CO-4. Recommend possible solutions for operational and managerial issues
- CO-5. Compile and present the internship report based on the information collected
- CO-6. Create an e-portfolio to showcase personal and professional learning and achievements

Course Outcomes (COs)

Course Title & Code: Professional Core Elective - I - World Cuisine Management (BHE411A)

After the successful completion of this course, the student will be able to:

- CO-1. Demonstrate knowledge and understanding of fundamentals of culinary concepts
- CO-2. Apply preparation and presentation techniques of contemporary and advanced menus
- CO-3. Demonstrate professional communication skills, practice teamwork, professional ethics and uphold human values
- CO-4. Analyse and develop standard recipes for contemporary menus of industry standard
- CO-5. Discuss materials management for efficient organization and control of culinary activities
- CO-6. Create and present a culinary portfolio

Course Outcomes (COs)

Course Title & Code: Professional Core Elective – I – Bar and Beverage Management (BHE412A)

After the successful completion of this course, the student will be able to:

- CO-1. Demonstrate knowledge and understanding of fundamentals of food and beverage service
- CO-2. Explain and practice beverage control and service procedures followed in compliance with local laws
- CO-3. Apply techniques in planning and supervising bar operations
- CO-4. Demonstrate professional communication skills, practice teamwork, and professional ethics uphold human values and use relevant technological applications
- CO-5. Recommend and practice bar operations in outlets to maximize quality, efficiency and profitability
- CO-6. Discuss and plan the operational and managerial aspects of the bar

Course Outcomes (COs)

Course Title & Code: Professional Core Elective – I – Guest Relationship Management (BHE413A)

After the successful completion of this course, the student will be able to:

- CO-1. Demonstrate skills of applying professional functions of Front Office operations
- CO-2. Develop skills of enhancing guest experience in different scenarios
- CO-3. Demonstrate professional communication skills, practice teamwork, and professional ethics, uphold values, and use relevant technological applications
- CO-4. Explain the impact of hospitality and guest service on improving profitability
- CO-5. Discuss popular strategies employed by hotels to ensure guest satisfaction
- CO-6. Discuss and exhibit skills of dealing with demands, solving problems and handling complaints

Course Outcomes (COs)

Course Title & Code: Professional Core Elective – I – Hospitality Facility Management (BHE414A)

After the successful completion of this course, the student will be able to:

- CO-1. Explain concepts and demonstrate skills in fundamentals of housekeeping operations
- CO-2. Explain the role, importance and concepts of facility management
- CO-3. Identify the components of facility management and plan facilities for a given scenario
- CO-4. Appraise and practice the latest technological trends in context to soft services
- CO-5. Evaluate a facility and develop a report for different scenarios
- CO-6. Discuss vendor and risk management in facility management

Course Outcomes (COs)

Course Title & Code: Hospitality Research and Project - I (BHP401A)

After the successful completion of this course, the student will be able to:

- CO-1. Identify quality journal papers, articles and conduct a systematic review of literature
- CO-2. Analyse the research gaps in hospitality market with the relevance to innovation, product development, entrepreneurship, operations, management and ethics
- CO-3. Formulate structured research topic to address the identified gaps
- CO-4. Formulate achievable objectives for an organised research
- CO-5. Develop appropriate research design and data collection tools
- CO-6. Exhibit research aptitude, ethics, professional skills, project management skills, practice teamwork and use relevant technological applications


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Course Outcomes (COs)

Course Title & Code: Research Methodology (BHC401A)

After the successful completion of this course, the student will be able to:

- CO-1. Explain the significance of research and essentials of a good research
- CO-2. Describe the various types of research and research process
- CO-3. Discuss the various sources of information for literature review
- CO-4. Discuss 'Research Design' and 'Sampling', the various statistical tools for data analysis
- CO-5. Design a sample report based on data collected, analysed and interpreted
- CO-6. Display professional communication skills and research ethics, practice teamwork and use relevant technological applications

Course Outcomes (COs)

Course Title & Code: Hospitality Human Resource Management (BHC402A)

After the successful completion of this course, the student will be able to:

- CO-1. Describe the role of the human resource department and its significance in hospitality operations
- CO-2. Discuss human resource planning techniques
- CO-3. Explain the relevance of job analysis, job description and job specification in staffing
- CO-4. Identify suitable human resource management software to manage human resource functions, employee training, and career development for a given hotel business scenario
- CO-5. Suggest a framework for employee monitoring, performance appraisal of staff, employee benefits and employee grievance redressal practices
- CO-6. Demonstrate teamwork, professional communication skills, ethics, and use of relevant technological applications

Course Outcomes (COs)

Course Title & Code: Hospitality Financial Accounting (BHC403A)

After the successful completion of this course, the student will be able to:

- CO-1. Explain the concepts and elements of cost and financial accounting in hospitality
- CO-2. Describe financial accounting principles and framework
- CO-3. Record transactions and prepare balance sheet
- CO-4. Examine journal entries in Tally and other accounting software
- CO-5. Discuss the concept of internal control and cost management, capital budgeting, ratio analysis for long term planning in hotel industry
- CO-6. Display professional skills and ethics, practice teamwork and use relevant technological applications

Course Outcomes (COs)

Course Title & Code: Professional Core Elective – II – Culinary Entrepreneurship (BHE421A)

After the successful completion of this course, the student will be able to:

- CO-1. Explain and apply culinary business concepts and current trends
- CO-2. Demonstrate trends in planning and presenting menus
- CO-3. Demonstrate professional communication skills, practice teamwork, and professional ethics, uphold values, and use relevant technological applications
- CO-4. Analyse and develop material management procedures for efficient organization and control of culinary activities
- CO-5. Evaluate and use standard recipes with a focus on quality, nutrition and profitability
- CO-6. Develop a business plan and marketing strategies for a new venture

Course Outcomes (COs)

Course Title & Code: Professional Core Elective – II – Food Service Entrepreneurship (BHE422A)

After the successful completion of this course, the student will be able to:

- CO-1. Explain the concepts of restaurant entrepreneurship and steps in establishing food service establishments
- CO-2. Demonstrate skills in planning and launching a new food and beverage outlet
- CO-3. Plan menus and marketing activities to successfully launch a food and beverage establishment
- CO-4. Display professional communication skills, practice teamwork and professional ethics uphold human values and use relevant technological applications
- CO-5. Appraise food and beverage business opportunities and plan a food and beverage establishment
- CO-6. Discuss facilities and menu planning, workforce development and marketing strategies for a new food and beverage outlet

Course Outcomes (COs)

Course Title & Code: Professional Core Elective – II – Hotel Entrepreneurship (BHE423A)

After the successful completion of this course, the student will be able to:

- CO-1. Explain the concepts of entrepreneurship in the hospitality industry
- CO-2. Outline the stages of starting different types of hotel ventures
- CO-3. Demonstrate professional communication skills, practice teamwork, and professional ethics, uphold values, and use relevant technological applications
- CO-4. Analyse and recommend measures for effective resource management
- CO-5. Plan facilities for a new hotel
- CO-6. Develop a business plan for a new venture



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Course Outcomes (COs)

Course Title & Code: Professional Core Elective – II – Housekeeping Entrepreneurship (BHE424A)

After the successful completion of this course, the student will be able to:

- CO-1. Explain the key elements of housekeeping entrepreneurship
- CO-2. Identify and analyse processes for a preopening hotel project
- CO-3. Classify and plan budgets for housekeeping operations
- CO-4. Analyse and recommend measures for effective resource management
- CO-5. Examine latest technology to manage housekeeping ventures
- CO-6. Discuss and develop a business plan for a housekeeping start-up

Course Outcomes (COs)

Course Title & Code: Hospitality Research and Project - II (BHP402A)

After the successful completion of this course, the student will be able to:

- CO-1. Design research/ product model, solve, analyse the product/system to meet the design specifications
- CO-2. Develop a working model (preferably a physical model)/Process and evaluate its performance
- CO-3. Demonstrate the working of the system/process and make a project presentation
- CO-4. Exhibit quantitative, critical thinking and entrepreneurial skills
- CO-5. Develop and present a quality project report
- CO-6. Demonstrate research ethics and aptitude, professional communication, team management, project management and problem-solving skills.

Course Outcomes (COs)

Course Title & Code: Hospitality French (BHN401A)

After the successful completion of this course, the student will be able to:

- CO-1. Explain French alphabets, numbers and grammar concepts
- CO-2. Describe French culinary, hospitality terms and concepts
- CO-3. Demonstrate communication skills in French
- CO-4. Identify and present French culinary regions, indigenous dishes
- CO-5. Classify types of tourism and tourist regions in France
- CO-6. Demonstrate teamwork, professional ethics and use relevant technological applications for presentations


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Course Outcomes (COs)

Course Title & Code: Hospitality Marketing (BHC404A)

After the successful completion of this course, the student will be able to:

- CO-1. Explain the nature and role of services marketing in hospitality industry
- CO-2. Discuss the marketing segmentation strategies, STP model in hospitality industry
- CO-3. Illustrate the significance of people, process and physical evidence in hospitality marketing
- CO-4. Examine guest feedback and recommend appropriate marketing mix strategies in hospitality industry
- CO-5. Analyze the implications of changing consumer needs, behaviour, marketing trends and advanced promotional technological tools
- CO-6. Demonstrate teamwork, practice professional communication skills, ethics and use relevant technological applications

Course Outcomes (COs)

Course Title & Code: Organisational Behaviour (BHN402A)

After the successful completion of this course, the student will be able to:

- CO-1. Explain the key terms and concepts of organisational behaviour
- CO-2. Describe the factors affecting individual behaviour at work place
- CO-3. Discuss the importance of group dynamics in organisations
- CO-4. Analyse the impact of perception and motivation on Organisational Behaviour
- CO-5. Assess the impact of organisational change on the structure, design and culture of an organisation
- CO-6. Demonstrate teamwork, professional communication skills, ethics and use relevant technological applications

Course Outcomes (COs)

Course Title & Code: Artificial Intelligence in Hospitality (BHM401A)

After the successful completion of this course, the student will be able to:

- CO-1. Explain the components and concepts of AI
- CO-2. Identify types and uses of AI
- CO-3. Demonstrate professional communication skills, uphold human values and use relevant technological applications
- CO-4. Examine the role and impact of AI in hospitality industry
- CO-5. Determine and explain AI ethics and characteristics
- CO-6. Discuss and identify AI trends in hospitality



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