

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI

COURSE PLAN June - November 2024

Department : History (BA Tourism and Travel Management)
Name/s of the Faculty : Ivan Nancy A
Course Title : History of India II (From the 17th to 20th Century)
Course Code : 23TT/MC/HI34
Shift : II

COURSE OUTCOMES (COs)

COs	Description	CL
CO1	describe the events leading to the advent of the Europeans.	K1
CO2	demonstrate their knowledge of significant personalities, events, and pivotal moments in modern Indian history.	K2
CO3	identify the factors that contributed to rise of nationalism.	K3
CO4	analyse the different strands of the early nationalist movements in India.	K4
CO5	assess the impacts of Gandhian movements on Indian Independence.	K5

Week	Unit No.	Content	Cognitive Level	Teaching Hours	COs	Teaching Learning Methodology	Assessment Methods
Jun 19 – 26, 2024 (Day Order 1 - 6)	I	Advent of the Europeans 1.1 Portuguese, Dutch, English and French	K1-K5	15	CO1-5	PPT and Lectures	Recaps and Review questions
Jun 27 – July 4, 2024 (Day Order 1 - 6)	I	1.2 Conquest and Consolidation of the Company's Rule in India-Subsidiary Alliance-Policies of Hastings and Policies of Dalhousie	K1-K5	15	CO1-5	Lectures, PPT and Videos	Quizzes, and Recaps
July 5 – 12, 2024 (Day Order 1 - 6)	I	1.3 East India Company's Policies in India- Revenue Policy- Educational Policy- Agricultural and Industrial Policy	K1-K5	15	CO1-5	Group Discussion, PPT and Videos	Quizzes, review of old question papers
July 15 – 23, 2024 (Day Order 1 - 6)	II	The Rise of Nationalism 2.1 Causes, Nature, Course and Impact of the Revolt of 1857 - Queen's Proclamation 1858	K1-K5	10	CO1-5	Lectures	Recaps and Review questions
July 24 – 31, 2024 (Day Order 1 - 6)	II	2.2 Reform and Revival Movements	K1-K5	10	CO1-5	PPT and Lectures	Quiz
Aug 1 – 5, 2024 (Day Order 1 - 3)	II	2.3 Causes for the Rise of Nationalism Third Component: Group discussion- unit 2.3 (15 Marks)	K1-K5	10	CO1-5	Lectures and Group Discussion	Recaps
Aug 6 – 10, 2024	C.A. Test - I						

Aug 12 – 14, 2024 (Day Order 4-6)	III	Early National movements 3.1 Freedom Struggle in Tamil Nadu: The Poligar Wars, Vellore Mutiny	K1-K5	15	CO1-5	Lectures, PPT, Field trip to vellore and Videos	Quizzes, review Questions and review of old question papers
Aug 16 – 23, 2024 (Day Order 1-6)	III	3.2 Foundation of the Indian National Congress - Early Nationalists and Militant Nationalists	K1-K5	15	CO1-5	PPT and Lectures	Recaps and Review questions
Aug 27 – Sep 3, 2024 (Day Order 1-6)	III	3.3 Revolutionaries - The Left Wing - Socialists and Communists Third Component: Role Play- Unit 3 (15 Marks)	K1-K5	15	CO1-5	Lectures, PPT and Videos	Group Discussion/ Role Play
Sep 4 – 11, 2024 (Day Order 1-6)	IV	Gandhian Era 4.1 Gandhian Era- Non-Co-operation Movement	K1-K5	15	CO1-5	PPT and Lectures	Quiz
Sep 12 - 20, 2024 (Day Order 1-6)	IV	4.2 Civil Disobedience Movement - Rowlat Satyagraha – Salt Satyagraha	K1-K5	15	CO1-5	PPT and Lectures	Quiz and Recaps
Sep 23 - 26, 2024 (Day Order 1-4)	IV	4.3 Quit India Movement Third Component: Quiz- Unit 1 to 4 (20 marks)	K1-K5	15	CO1-5	PPT and Lectures	Recaps, Review Questions and review of old question papers
Sep 27 – Oct 3, 2024	C.A. Test - II						
Oct 4 – 5, 2024 (Day 5 & 6)	V	Route to Independence 5.1 Negotiations for Independence and Partition	K1-K5	10	CO1-5	PPT and Lectures	Group, Review questions Discussions and Recaps

Oct 7 - 15, 2024 (Day Order 1 to 6)	V	5.2 C.R. Plan, Wavell Plan, Cabinet Mission Plans and Mountbatten Plan	K1-K5	10	CO1-5	PPT and Lectures	Review Questions and review of old question papers
Oct 16 - 22, 2024 (Day Order 1 to 6)	V	5.3 Events leading to Partition – Indian Independence act of 1947	K1-K5	10	CO1-5	PPT, Case study and Lectures	Quiz
Oct 23 - 24, 2024 (Day Order 1 to 2)	REVISION						

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI
COURSE PLAN June - November 2024

Department : HISTORY (B.A. TOURISM AND TRAVEL MANAGEMENT)
Name/s of the Faculty : Ms. Devi Priya S.
Course Title : 23TT/MC/HM33
Course Code : Hospitality Management
Shift : II

COURSE OUTCOMES (COs)

Cos	Description	CL
CO1	describe the characteristics of the hospitality industry	K1
CO2	demonstrate knowledge of various roles involved in the industry	K2
CO3	identify different types of star hotels and grading systems	K3
CO4	assess the skills and traits needed in the hospitality sector	K4
CO5	evaluate the different operations in hotels	K5

Week	Unit No.	Content	Cognitive Level	Teaching Hours	COs	Teaching Learning Methodology	Assessment Methods
Jun 19 – 26, 2024 (Day Order 1 - 6)	1	1.1 Definition of Hospitality- Historical evolution of hospitality management.	K1-K4	10	CO1-5	Lecture & PowerPoint preparation	Recaps, Quizzes and review Questions
Jun 27 – July 4, 2024 (Day Order 1 - 6)	1	1.2 Hotel Chains in India: ITC Welcome, Marriot, Ashok, Le Meridien, Taj, Oberoi, Sheraton Third Component: Presentation on Historical Development of Famous Hotels in India (15 marks)	K1-K5	10	CO1-5	Lecture & PowerPoint preparation	Recap, questions & discussions
July 5 – 12, 2024 (Day Order 1 - 6)	1	1.3 Tangible and Intangible nature of hospitality industry	K1-K5	10	CO1-5	Lecture & PowerPoint preparation	Quizzes and review Questions
July 15 – 23, 2024 (Day Order 1 - 6)	2	2.1 Front Office- Operations, Duties and organisational chart Third Component: Assignment on Functions of Front Office Department in any one Popular Hotel (15 marks)	K1-K4	10	CO1-5	Lecture & PowerPoint preparation	Recap, questions & discussions
July 24 – 31, 2024 (Day Order 1 - 6)	2	2.2 Housekeeping- Operations, Duties and organisational chart	K1-K5	10	CO1-5	Videos, Lecture & PowerPoint preparation	Quizzes and review Questions

Aug 1 – 5, 2024 (Day Order 1 - 3)	2	2.3 Food and beverage - Operations, Duties and organisational chart	K1-K5	10	CO1-5	Lecture & PowerPoint preparation	Discussion, Quizzes and review Questions
Aug 6 – 10, 2024	C.A. Test – I						
Aug 12 – 14, 2024 (Day Order 4-6)	3	3.1 Categorisation of Hotels - Star rating system 3.2 Plan of Rooms - European, Continental, American	K1-K4	12	CO1-5	Lecture & PowerPoint preparation	Recap, questions & discussions
Aug 16 – 23, 2024 (Day Order 1-6)	3	3.2 Plan of Rooms - European, Continental, American	K1-K4	12	CO1-5	Videos, Lecture & PowerPoint preparation	Recap, questions & discussions
Aug 27 – Sep 3, 2024 (Day Order 1-6)	3	3.3 Types of Accommodation - Motels, Dormitories, Youth Hostels, Travel bungalows, home Stays, paying guest accommodation, resorts	K1-K4	12	CO1-5	Videos, Lecture & PowerPoint preparation	Discussion, Quizzes and review Questions
Sep 4 – 11, 2024 (Day Order 1-6)	4	4.1 Skills and Personality traits of hospitality staff	K1-K4	10	CO1-5	Lecture & PowerPoint preparation	Discussion, Quizzes and review Questions
Sep 12 - 20, 2024 (Day Order 1-6)	4	4.2 Complaint handling emergencies - theft, strike, misconduct, death	K1-K5	10	CO1-5	Lecture & PowerPoint preparation	Recap, questions & discussions

Sep 23 - 26, 2024 (Day Order 1-4)	4	4.3 Property Management System in hospitality industry Third Component: Group Discussion on Services Provided in Five Star Category Hotels vs One Star Category Hotels (20 marks)	K1-K5	10	CO1-5	Lecture & PowerPoint preparation	Discussion, Quizzes and review Questions
Sep 27 – Oct 3, 2024	C.A. Test – II						
Oct 4 – 5, 2024 (Day 5 & 6)	5	5.1 Laws pertaining to hospitality	K4-K5	10	CO1-5	Videos, Lecture & PowerPoint preparation	Recap, questions & discussions
Oct 7 - 15, 2024 (Day Order 1 to 6)	5	5.2 Hospitality organisations - FHRAI, (IH&RA)	K4-K5	10	CO1-5	Videos, Lecture & PowerPoint preparation	Recap, questions & discussions
Oct 16 - 22, 2024 (Day Order 1 to 6)	5	5.3 Latest development in Information Technology in Hospitality industry	K4-K5	10	CO1-5	Lecture & PowerPoint preparation	Recap, questions & discussions
Oct 23 - 24, 2024 (Day Order 1 to 2)	REVISION						

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COURSE PLAN June - November 2024

Department : Department of History (B.A Tourism and Travel Management)
Name/s of the Faculty : Dr. Senkathir Selvi P
Course Title : HUMAN RESOURCE MANAGEMENT
Course Code : 23TT/AC/RM35
Shift : II

COURSE OUTCOMES (COs)

COs	Description	CL
CO1	explain the tasks related to human resource management.	K1
CO2	describe the skills necessary for success as a professional human resource manager.	K2
CO3	demonstrate knowledge of the process of recruitment and selection.	K3
CO4	analyse possible causes for challenges in retention, training, and development.	K4
CO5	evaluate training programmes for new recruits and capacity-building programmes for employees.	K5

Week	Unit No.	Content	Cognitive Level	Teaching Hours	COs	Teaching Learning Methodology	Assessment Methods
Jun 19 – 26, 2024 (Day Order 1 - 6)	1	Introduction to Human Resource Management 1.1 Human Resource Management and its role	K1-K4	5	CO1-5	Lecture & PowerPoint preparation	Recaps, Quizzes and review Questions
Jun 27 – July 4, 2024 (Day Order 1 - 6)	1	1.2 Skills needed for HRM	K1-K5	5	CO1-5	Lecture & PowerPoint preparation	Recap, questions & discussions
July 5 – 12, 2024	1	1.3 HRM - Issues and challenges	K1-K5	5	CO1-5	Lecture & PowerPoint preparation	Quizzes and review Questions

(Day Order 1 - 6)							
July 15 – 23, 2024 (Day Order 1 - 6)	2	Recruitment and selection 2.1 Recruitment strategy and processes	K1-K4	5	CO1-5	Lecture, PowerPoint preparation and Role play	Recap, questions & discussions
July 24 – 31, 2024 (Day Order 1 - 6)	2	2.2 Job analysis and job descriptions	K1-K5	5	CO1-5	Lecture, PowerPoint preparation and Role play	Quizzes and review Questions
Aug 1 – 5, 2024 (Day Order 1 - 3)	2	2.3 Selection process-interview and testing Third Component: Role play on the topic Recruitment and selection - 15 marks	K1-K5	5	CO1-5	Lecture, PowerPoint preparation and Role play	Discussion, Quizzes and review Questions
Aug 6 – 10, 2024	C.A. Test – I						
Aug 12 – 14, 2024 (Day Order 4-6)	3	Compensation and Retention 3.1 Goals of compensation - compensation package - types of pay systems	K1-K4	3	CO1-5	Lecture, PowerPoint preparation and Group discussions	Recap, questions & discussions
Aug 16 – 23, 2024 (Day Order 1-6)	3	3.2 Retention and motivation - costs of turnover	K1-K4	3	CO1-5	Lecture, PowerPoint preparation and Group discussions	Recap, questions & discussions
Aug 27 – Sep 3, 2024 (Day Order 1-6)	3	3.3 Retention plans and strategies	K1-K4	4	CO1-5	Lecture, PowerPoint preparation and Group discussions	Discussion, Quizzes and review Questions

		Third Component: Group discussion on the topic building of compensation packages and employee retention strategies - 15 marks					
Sep 4 – 11, 2024 (Day Order 1-6)	4	Training and Development 4.1 Steps of training	K1-K4	5	CO1-5	Lecture & PowerPoint preparation	Recap, questions & discussions
Sep 12 - 20, 2024 (Day Order 1-6)	4	4.2 Types of training	K1-K5	5	CO1-5	Lecture & PowerPoint preparation	Discussion, Quizzes and review Questions
Sep 23 - 26, 2024 (Day Order 1-4)	4	4.3 Training delivery and designing a training programme Third Component: Formulating and designing a training programme for a specific employment role - 20 marks	K1-K5	5	CO1-5	Lecture, PowerPoint preparation and Learning by Doing	Recap, questions & discussions
Sep 27 – Oct 3, 2024	C.A. Test – II						
Oct 4 – 5, 2024 (Day 5 & 6)	5	Employee Performance and Assessment 5.1 Performance and discipline issues - employee rights	K1-K5	4	CO1-5	Lecture & PowerPoint preparation	Recap, questions & discussions

Oct 7 - 15, 2024 (Day Order 1 to 6)	5	5.2 Employee assessment systems and appraisal methods	K1-K5	3	CO1-5	Lecture & PowerPoint preparation	Recap, questions & discussions
Oct 16 - 22, 2024 (Day Order 1 to 6)	5	5.3 Safety and health at work	K1-K5	3	CO1-5	Lecture, PowerPoint preparation and Case Analysis	Recap, questions & discussions
Oct 23 - 24, 2024 (Day Order 1 to 2)	REVISION						

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COURSE PLAN June - November 2024

Department : Department of History (B.A Tourism and Travel Management)
Name/s of the Faculty : Dr. Senkathir Selvi P
Course Title : ADVERTISING FOR TOURISM BUSINESS
Course Code : 23TT/GE/AT22
Shift : II

COURSE OUTCOMES (COs)

COs	Description	CL
CO1	Define advertising.	K1
CO2	Describe the types of advertising.	K2
CO3	Use social media more effectively as a promotional tool.	K3

Week	Unit No.	Content	Cognitive Level	Teaching Hours	Cos	Teaching Learning Methodology	Assessment Methods
Jun 19 – 26, 2024 (Day Order 1 - 6)	1	Introduction 1.1 Definition of Advertising	K1-K3	2	CO1-3	Lecture & PowerPoint preparation	Recaps, Quizzes and review Questions
Jun 27 – July 4, 2024 (Day Order 1 - 6)	1	Introduction 1.1 Definition of Advertising	K1-K3	1	CO1-3	Lecture & PowerPoint preparation	Recap, questions & discussions
July 5 – 12, 2024 (Day Order 1 - 6)	1	1.2 Types of advertising	K1-K3	1	CO1-3	Lecture, PowerPoint preparation and Case Analysis	Quizzes and review Questions
July 15 – 23, 2024 (Day Order 1 - 6)	1	1.2 Types of advertising	K1-K3	1	CO1-3	Lecture, PowerPoint preparation and Case Analysis	Recap, questions & discussions

July 24 – 31, 2024 (Day Order 1 - 6)	1	1.3 Impact of Advertising – Challenges in Advertising	K1-K3	2	CO1-3	Lecture, PowerPoint preparation and Case Analysis	Quizzes and review Questions
Aug 1 – 5, 2024 (Day Order 1 - 3)	1	1.3 Impact of Advertising – Challenges in Advertising Third Component: Case study and analysis on the topic Challenges in Advertising for Tourism Business - 20 marks	K1-K3	1	CO1-3	Lecture, PowerPoint preparation and Case Analysis	Discussion, Quizzes and review Questions
Aug 6 – 10, 2024	C.A. Test – I						
Aug 12 – 14, 2024 (Day Order 4-6)	2	Advertising for Tourism 2.1 Importance and Objective of Advertising in Tourism	K1-K3	2	CO1-3	Lecture, PowerPoint preparation and Group discussions	Recap, questions & discussions
Aug 16 – 23, 2024 (Day Order 1-6)	2	Advertising for Tourism 2.1 Importance and Objective of Advertising in Tourism	K1-K3	2	CO1-3	Lecture, PowerPoint preparation and Group discussions	Recap, questions & discussions
Aug 27 – Sep 3, 2024 (Day Order 1-6)	2	2.2 Usage of Social media – Impact of Social media ads	K1-K3	2	CO1-3	Lecture, PowerPoint preparation and Group discussions	Discussion, Quizzes and review Questions
Sep 4 – 11, 2024 (Day Order 1-6)	2	2.2 Usage of Social media – Impact of Social media ads Third Component: Group discussion on the topic Positive and	K1-K3	1	CO1-3	Lecture, PowerPoint preparation and Group discussions	Recap, questions & discussions

		Negative Impact of Social media - 15 marks					
Sep 12 - 20, 2024 (Day Order 1-6)	2	2.3 Demerits of Media Advertisements	K1-K3	1	CO1-3	Lecture, PowerPoint preparation and Group discussions	Discussion, Quizzes and review Questions
Sep 23 - 26, 2024 (Day Advertisements Order 1-4)	3	Application of Advertising Strategies 3.1 Advertising - Direct Marketing, Sales Promotion, Public relations and Sponsorship	K1-K3	2	CO1-3	Lecture, PowerPoint preparation and Learning by Doing	Recap, questions & discussions
Sep 27 – Oct 3, 2024	C.A. Test – II						
Oct 4 – 5, 2024 (Day 5 & 6)	3	3.2 Five Ms of Advertising- objective setting, advertising budget, Message decisions	K1-K3	2	CO1-3	Lecture, PowerPoint preparation and Learning by Doing	Recap, questions & discussions
Oct 7 - 15, 2024 (Day Order 1 to 6)	3	3.3 Media Decisions and campaign evaluation	K1-K3	2	CO1-3	Lecture, PowerPoint preparation and Role play	Recap, questions & discussions
Oct 16 - 22, 2024 (Day Order 1 to 6)	3	3.4 Major promotional tools, Developing Effective Communication, identifying target audience Third Component: Creating a Brochure or scrapbook (advertising tool) to advertise and promote a tourism destination - 15 marks	K1-K3	2	CO1-3	Lecture, PowerPoint preparation and Role play	Recap, questions & discussions

Oct 23 - 24, 2024
(Day Order 1 to 2)

REVISION

