

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓	✓		✓
CO 2	✓	✓		✓
CO 3	✓	✓		✓
CO 4	✓	✓		✓
CO 5		✓		✓



**University of  
Kerala**

Discipline	ENGLISH				
Course Code	UK4SECENG203				
Course Title	<b>Soft Skills for Tourism and Hospitality</b>				
Type of Course	<b>SEC</b>				
Semester	IV				
Academic Level	200-299.				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	3	2 hours	-	2 hours -	4
Pre-requisites	1. 2.				
Course Summary	Tourism and Hospitality sector deal with people from very diverse backgrounds and the professionals working in the sector need a high level of professional traits to be successful. This course deals with the essential soft skills that are to be acquired by the students who aspire to become professionals in the world's largest employment generator, Tourism and Hospitality. Objective is to train and equip the students in interpersonal skills, formal and non-formal communication skills and strategies.				

#### Detailed Syllabus:

Module	Unit	Content	Hrs
I	1	<b>Self-Empowerment</b>	12
		Self-Regulation- Self-Motivation - Memory enhancement techniques- Stress management- Time management	



		<a href="https://brilliantio.com/what-is-self-empowerment/">https://brilliantio.com/what-is-self-empowerment/</a>	
		Practicum 1. Journaling practices for self evaluation 2. Sharing of anecdotes stressing the importance of Stress and Time management. 3. Viewing short reels on the concepts in the module. 4. Practise techniques of self regulation	
<b>II</b>	<b>2</b>	<b>Interpersonal Communication</b>	<b>12</b>
		Communication- interpersonal and intrapersonal - GD skill enhancement- Barriers to effective communication - communication etiquette  Importance of Good Communication Skills in a Tourism Career <a href="https://limbd.org/importance-of-good-communication-skills-in-a-tourism-career/">https://limbd.org/importance-of-good-communication-skills-in-a-tourism-career/</a>	
		Practicum: 1. Self introduction 2. Roleplays 3. Group Discussions 4. Personal etiquette sessions	
<b>III</b>	<b>3</b>	<b>Intercultural Communication</b>	<b>12</b>
		Intercultural Communication-Barriers to Intercultural Communication- -Stereotypes and Prejudice-Intercultural Communication Competence  Cross cultural Communication  <a href="https://executive.berkeley.edu/thought-leadership/blog/cross-cultural-communication">https://executive.berkeley.edu/thought-leadership/blog/cross-cultural-communication</a>	
		Practicum: 1. Role play interactions with tourists of different nationalities 2. Identify instances of prejudice that you have noticed and hold discussions on them.	
<b>IV</b>	<b>4</b>	<b>Professional Skills</b>	<b>12</b>
		Presentation Skills – Meet and Greet  How to Improve your Presentation Skills. <a href="https://usic.sheffield.ac.uk/blog/how-to-improve-your-presentation-skills">https://usic.sheffield.ac.uk/blog/how-to-improve-your-presentation-skills</a>  Mastering the Art of Meeting and Greeting: First Impressions Matter. <a href="https://lis.academy/communication-skills/mastering-meeting-greeting-first-impressions/#google_vignette">https://lis.academy/communication-skills/mastering-meeting-greeting-first-impressions/#google_vignette</a>	K
		Practicum:	



		1.Role play meet and greet in formal and informal settings	
<b>V</b>		<b>Practicum</b>	<b>12</b>
		Create presentations for a travel agency targeting specific categories of tourists.	

**References:**

- Wallace and Masters, (2012) Personal Development for Life and Work, Cengage India Private Limited.
- Gopalaswamy Ramesh, (2013), The ACE of Soft Skills: Attitude, Communication and Etiquette for Success, Pearson Education.
- Ian Tuhovsky (2015) Communication Skills: A Practical Guide to Improving Your Social Intelligence, Presentation, Persuasion and Public Speaking, Createspace.
- Meenakshi Raman & Prakash Singh, (2015) Business Communication, Oxford.

**Course Outcomes**

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Apply critical and creative thinking skills for self improvement	Ap,C	1
CO-2	Understand the dynamics of group communication	U	1,6
CO 3	Analyse intercultural differences and create strategies to overcome them	An	3,6
CO 4	Develop the skills and attitudes that create a positive impact	E	6
CO 5	Equip the students to create presentations for the tourism sector	C	1,3,5,6

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

**Name of the Course: Credits: 2:0:2 (Lecture:Tutorial:Practical)**

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial(T)	Practical (P)
1	CO-1	1,2/1	Ap,C	C,P	L	P
2	CO-2	3,4/1,6	U	F	L	P



3	CO 3	4,8/3,6	An	P,M	L	P
4	CO 4	8/6	E	P,M	L	P
5	CO 5	3,7/1,3,5,6	C	C,P	L	P

**F-Factual, C- Conceptual, P-Procedural, M-Metacognitive**

**Mapping of COs with PSOs and POs :**

	PSO1	PSO3	PSO5	PSO6	PO1	PO2	PO3	PO4	PO6	PO7	PO8
CO 1	2				1	2					
CO 2	2			3			2	2			
CO 3		2		1				1			3
CO 4				3							2
CO 5	1	2	2	3			2			2	

**Correlation Levels:**

Level	Correlation
-	Nil
1	Slightly / Low
2	<b>Moderate / Medium</b>
3	Substantial / High

**Assessment Rubrics:**

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

**Mapping of COs to Assessment Rubrics :**

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓	✓	✓	✓
CO 2	✓	✓	✓	✓
CO 3	✓	✓	✓	✓



CO 4	✓	✓	✓	✓
CO 5	✓	✓	✓	✓



**University of  
Kerala**

Discipline	ENGLISH				
Course Code	UK4SECENG204				
Course Title	Writing for Cyberspaces.				
Type of Course	SEC				
Semester	IV				
Academic Level	200-299.				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	3	2 hours	-	2 hours -	4
Pre-requisites	1. Basic competence in creative writing 2. Computer and Internet literacy.				
Course Summary	The course equips learners with essential skills and knowledge in cyberspace and the fundamentals of mastering the art of crafting compelling online content. It also aims to engage audiences through social media writing, and establish an impactful online presence through blogging basics and web copywriting strategies.				

**Detailed Syllabus:**

Module	Unit	Content	Hrs
I		<b>Basics of Cyberspace</b>	
	1.	Cyberspace—cyberspace vs physical space--cyber crime— cyberculture- cyberethics- Cyberspace Governance  What is Cyberspace? <a href="https://www.geeksforgeeks.org/computer-networks/what-is-cyberspace/">https://www.geeksforgeeks.org/computer-networks/what-is-cyberspace/</a>  <b>Practicum</b> Practice creating and managing strong passwords using password management tools or techniques Prepare a write-up on the importance of cybercrimes, cyber ethics, and edit using any of the online tools.	12
II		<b>Crafting Online Content</b>	

