



# **St. Michael's College, Cherthala**

**Alappuzha, Kerala-688 539**

**Affiliated to University of Kerala  
and Re-accredited by NAAC with 'A' Grade**



**ADD ON COURSE 2018-19**

**Name of the Programme : CUSTOMER SERVICE EXECUTIVE**

**Name of the Department : TOURISM STUDIES**

**Course Code : TM 321**



# St. Michael's College

**MAYITHARA P.O., CHERTHALA, ALAPPUZHA-688539**

An institution with Minority Status Affiliated to the University of Kerala and  
Re-accredited by NAAC with 'A' Grade

## Add on Course - 2018-19

### COMMERCE

Diploma in Goods & Services  
Tax Practices (DGSTP) & Tally

### ZOOLOGY

Vermi Technology

### CHEMISTRY

Polymer Technology

### PHYSICS

Materials science

### SOFTWARE DEVELOPMENT

Android Development

### TOURISM STUDIES

Customer Service Executive

### HINDI

Hindi Language and Communication

### MATHEMATICS

Basic Mathematics

### ENGLISH

Basics of Business Communication



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**NAME OF COURSE : CUSTOMER SERVICE EXECUTIVE**

**COURSE CODE : TM 321**

**NO OF STUDENTS ENROLLED : 45**

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**ADD -ON COURSE ON CUSTOMER SERVICE  
EXECUTIVE 2018-2019**

Submitted by

Tourism and Hospitality Management Division

Department of Vocational Disciplines

St. Michael's College Cherthala

## **ADD -ON COURSE ON CUSTOMER SERVICE EXECUTIVE**

### **1. Name of the Course and Offering Department:**

Add-on course on Customer Service Executive proposed by the Tourism & Hospitality division of the Department of Vocational Disciplines, St. Michael's College Cherthala.

### **2. Program Objective:**

- Understand the importance of the customer to tourism business.
- Familiarize the desirable qualities a tourism professional should possess
- Demonstrate skills needed for verbal and non-verbal skills, To practice the basic service procedures.

### **1. Admission Eligibility:**

HSE or VHSE (NSQF Level 4) passed students with a basic understanding of travel and tourism or hospitality management.

### **2. Nature of the Programme such as Certificate**

Program/Diploma/Advanced Diploma etc.: Certificate Programme

### **1. Duration of Programme:**

30 hrs (either in the evening of regular working days or on Saturdays)

### **2. Attendance Rules:**

75% of the attendance is mandatory

### **3. Evaluation Process & Criteria:**

The evaluation scheme for the course shall contain a written examination

100% of the total marks shall be given to the written examination

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Assessment	Duration	Marks
Written Examination	2 hrs	100

For the add-on program, grade points and % of marks are introduced in the 7-point Indirect Grading System is detailed below.

% of Marks	Grading	Interpretation
90 and above	A+	Outstanding
80 to below 90	A	Excellent
70 to below 80	B	Very Good
60 to below 70	C	Good
50 to below 60	D	Satisfactory
40 to below	E	Pass/Adequate
Below 40	F	Failure

### 9. Course Structure:

The course is designed in 4 modules

Module 1 (8 hrs) : Introduction to Hospitality

Module 2 (7 hrs) : Goal of Hospitality

Module 3 (7 hrs) : Health and Hygiene

Module 4 (8 hrs) : Gender and Age Sensitive services practices

### 10. Course Objective

1. To understand the importance of customer relationship in hospitality industry
2. To improve the communication skills and grooming standards

3. To get familiarize with the practical procedures related to customer service

## **11. Course Names with detailed Syllabus of Courses and References**

### **Module 1 - Introduction to customer service [8 hours]**

Introduction to Hospitality -Definition-Needs-Components -Hotel-Types of Hotel

### **Module 2 – Goals of Hospitality [7hours]**

Etiquette-Satisfaction customers expectations-creating good customer relations  
Grooming standards and personal hygiene first impressions-visual-vocal-verbal  
other desirable qualities-telephone skills-answering a call-phonetic alphabet  
product knowledge

### **Module 3- Health and Hygiene [7 hours]**

Regular cleaning of work area-Handling waste/ trash can-Handling pest control  
activities at work place-Maintenance of cleanliness and maintenance of records-  
Proper ventilation of area.

### **Module 4 Gender and Age Sensitive services practices [8 hours]\**

Womens rights and respect at workplace - company`s policies to prevent sexual  
harassment-facilities related to female traveller safety and security-Handling  
senior citizens

#### Reference Books

Be our Guests: Perfecting the art of Customer Service.

Theodore B Kinni, 2001

The Thankyou Economy, Gary Gender and Age Sensitive services practices  
Vaynerchuk, 2011

**Number and details of the students registered for the program**  
**St. Michaels College, Cherthala**  
**Details of the students**

Discipline : B.voc Tourism and Hospitality Management  
Course title: Customer Service Executive  
Total no of students : 45

Name of the Students                      Candidate Code

AABHIMITHRA VA	<a href="#"><u>35216136001</u></a>
ABEY K BIJU	<a href="#"><u>35216136002</u></a>
ABHINAV JOSEPH	<a href="#"><u>35216136003</u></a>
ADARSH P MADHU	<a href="#"><u>35216136004</u></a>
AKASH PRASAD	<a href="#"><u>35216136005</u></a>
ALAN NESLIN MARTIN	<a href="#"><u>35216136006</u></a>
ALEENA ANTONY	<a href="#"><u>35216136007</u></a>
ALEENA JOSEPH	<a href="#"><u>35216136008</u></a>
ALEX K L	<a href="#"><u>35216136009</u></a>
AMALU T R	<a href="#"><u>35216136010</u></a>
ANANTHU N S	<a href="#"><u>35216136011</u></a>
ANUSHKA B	<a href="#"><u>35216136012</u></a>
ASWIN M A	<a href="#"><u>35216136013</u></a>
ATHIRA A	<a href="#"><u>35216136014</u></a>
DANY D. SAVIO K.	<a href="#"><u>35216136015</u></a>
DIGINA MARY	<a href="#"><u>35216136016</u></a>
DILJITH M D	<a href="#"><u>35216136017</u></a>
EMMANUEL JEROME	<a href="#"><u>35216136018</u></a>
FABITH SEBASTIAN	<a href="#"><u>35216136019</u></a>
FERZIN TOMY T	<a href="#"><u>35216136020</u></a>
GOUTHAMDHAR T	<a href="#"><u>35216136021</u></a>
GREESHMA K RAVINDRAN	<a href="#"><u>35216136022</u></a>
HUXLEY V FRANCIS	<a href="#"><u>35216136023</u></a>
JAISON JUSTIN	<a href="#"><u>35216136024</u></a>
JEFFY BIJU	<a href="#"><u>35216136025</u></a>
JENIYA SEBASTIAN	<a href="#"><u>35216136026</u></a>
JIBY JACKSON	<a href="#"><u>35216136027</u></a>
JITHIN F	<a href="#"><u>35216136028</u></a>
JOSEPH ANTONY	<a href="#"><u>35216136029</u></a>
JOSEPH EMMANUAL P K	<a href="#"><u>35216136030</u></a>
JOSMI C J	<a href="#"><u>35216136031</u></a>
JUSTIN P F	<a href="#"><u>35216136032</u></a>
MARGRET JASLIN K	<a href="#"><u>35216136033</u></a>



MARY METILDA A. O.	<a href="#"><u>35216136034</u></a>
MIDHUN BOBAN	<a href="#"><u>35216136035</u></a>
MILAN. A Y	<a href="#"><u>35216136036</u></a>
MILKIOR HAMI BAISIL HANI	<a href="#"><u>35216136037</u></a>
NAFEESH LONAN PILLA	<a href="#"><u>35216136038</u></a>
PRANAV P P	<a href="#"><u>35216136039</u></a>
RAKHI G	<a href="#"><u>35216136040</u></a>
ROSE MARY K T	<a href="#"><u>35216136041</u></a>
SAHITHYA P Y	<a href="#"><u>35216136042</u></a>
SHANI P M	<a href="#"><u>35216136043</u></a>
SNEHA MOHAN.K	<a href="#"><u>35216136044</u></a>
SREEREMYA S	<a href="#"><u>35216136045</u></a>

### Class schedule

<b>Schedule of Add on Course 2018-2019</b>			
<b>Date</b>	<b>Day</b>	<b>Time</b>	<b>Faculty</b>
2-11-2018	Friday	3.30-4.30 PM	Amrish S
5-11-2018	Monday	3.30-4.30 PM	Robin
9-11-2018	Friday	3.30-4.30 PM	Sandhya H
12-11-2018	Monday	3.30-4.30 PM	Amrish S
17-11-2018	Saturday	10-12 AM	Robin
23-11-2018	Friday	3.30-4.30 PM	Sandhya H
29-11-2018	Thursday	3.30-4.30 PM	Amrish S
30-11-2018	Friday	3.30-4.30 PM	Robin
1-12-2018	Saturday	10-12 AM	Sandhya H
5-12-2018	Wednesday	3.30-4.30 PM	Amrish S
6-12-2018	Thursday	3.30-4.30 PM	Robin
10-12-2018	Monday	3.30-4.30 PM	Sandhya H
19-12-2018	Wednesday	3.30-4.30 PM	Amrish S
24-12-2018	Monday	3.30-4.30 PM	Robin
25-12-2018	Tuesday	3.30-4.30 PM	Sandhya H
31-12-2018	Monday	3.30-4.30 PM	Amrish S
1-1-2019	Tuesday	3.30-4.30 PM	Robin
4-1-2019	Friday	3.30-4.30 PM	Sandhya H
7-1-2019	Monday	3.30-4.30 PM	Amrish S
10-1-2019	Thursday	3.30-4.30 PM	Robin
14-1-2019	Monday	3.30-4.30 PM	Sandhya H
18-1-2019	Friday	3.30-4.30 PM	Amrish S
19-1-2019	Saturday	10-12 AM	Robin
22-1-2019	Tuesday	3.30-4.30 PM	Sandhya H
25-1-2019	Friday	3.30-4.30 PM	Amrish S
29-1-2019	Tuesday	3.30-4.30 PM	Robin
31-1-2019	Thursday	3.30-4.30 PM	Sandhya H



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## **ADD-ON COURSE CERTIFICATE**

*This is to certify that* **Miss. AABHIMITHRA V A (35216136001)**  
*Tourism & Hospitality Management 2016 Admission*  
*has completed Certificate/Add-on course in* .....  
**Customer Service Executive (TM 321)**  
.....  
*offered by the Department of Tourism & Hospitality Management during*  
*the academic year 2018-2019. He/Shee is awarded with* ..... **A**

**Head of the  
Department**

**Course  
Coordinator**

**Principal**



  
**Principal**  
**St. Michael's College**  
**Chertala**