

PROGRAM - B.COM TOURISM & TRAVEL MANAGEMENT

PROGRAM LEARNING OUTCOMES (PLOs)

1. The program provides an in-depth knowledge of various functional areas of commerce and management in particular through theoretical studies and practical application of tools and techniques as required by the by the tourism and travel industry.
2. The program inculcates critical thinking and research skills essential to provide viable solutions to business situations and problems.
3. The program aims to mould students into leaders that are compassionate yet efficient and be responsible citizens
4. Students completing this program will be able to exhibit managerial skill sets and demonstrate competencies for employability and career enhancement.
5. This program specifically caters to requirements of the tourism and travel industry by incorporating tourism elective papers, internships and field trips while aiming to promote sustainable tourism.

B.COM-TOURISM AND TRAVEL MANAGEMENT

COURSE LEARNING OUTCOMES (CLOs)

I SEMESTER

DSC: 1 - FINANCIAL ACCOUNTING - I

1. Comprehend the accounting procedure in conversion of partnership to a limited company
2. Understand the importance of hire purchase system and its accounting treatment as per Hire Purchase Act.
3. Acquaint with the concepts of Royalty and its accounting treatment
4. Insights on Consignment Transactions and its accounting treatment
5. Theoretical foundation on IND AS and IFRS

DSC: 2 - MANAGEMENT AND BEHAVIOURAL PROCESS

1. Identification and Integration of Principles of Management into Management Practices with Social Responsibilities and Ethical issues in Business Scenario.
2. Build Insights on Managerial Planning, and Execution of Business Decisions
3. Develop analytical skills in Organising and Staffing.
4. Gain Insights on Leadership Styles, Communication and Motivational Practices.
5. Analyse the Organizational Models to Inculcate Organizational Behaviour
6. Analyse Group Behavioural influence and its impact on Team work, attitude and perception in Decision Making

DSC 3: TRAVEL & TOURISM MANAGEMENT

1. Analyze the definition, nature and different types of tourism
2. Evaluate various travel motivators, approaches and impacts of tourism.
3. Outline the origin, types and importance of transportation and hotel industry in travel.
4. Discuss the role of tourism organizations at various levels
5. Explain different types of travel motivators and its concepts

II SEMESTER

DSC: 4 - FINANCIAL ACCOUNTING - II

1. Comprehend the need for Insurance and preparation of statements for Stock Valuation and analysis of Average Clause and treatment of Abnormal Losses in Insurance Policies.
2. Assimilate the significance of conversion of Single Entry to Double Entry System and its accounting treatments
3. Knowledge on different Types of Branches and its accounting treatment
4. Knowledge on Departmental Accounting and Inter Departmental Accounting
5. Familiarize the concept of Lease Accounting and preparation of Accounting Statements including Financial and Operating Lease

DSC: 5 - HUMAN RESOURCE MANAGEMENT

1. Familiarize the concepts, principles and functions of Human Resource Management and role on Human Resource Manager
2. Knowledge on Human Resource Planning in an Organisation.
3. Identification of Training needs and its methods training.
4. Assess the principles of wage and salary administration based on Performance Management.
5. Impart reasons of Internal Mobility with Right- Sizing.
6. Knowledge on Impact of recent trends in HRM with Global perspective.

DSC- 6: GLOBAL TOURISM GEOGRAPHY

1. Evaluate meaning of geography, types, seasonality, climatic regions.
2. Discuss the impacts of natural and man-made calamities on travel & tourism
3. Ascertain the importance of Maps, Global Indicators Direction of travel, IATA coding
4. decoding GMT, IDL, time difference, flying time, journey time & MCT
5. Outline continent wise tourist attractions, climate and tourism activities

SEC- 1 BUSINESS COMMUNICATION AND SOFT SKILLS

1. Enhanced effective listening skills and overcome the barriers of purposeful listening with Improvised speaking skills, pronunciation and training in articulation.
2. Compose business correspondence letters and business Research Reports
3. Effective understanding of presentation and negotiation skills
4. Understand different business etiquettes
5. Awareness about communication tools through electronic mode

III SEMESTER

DSC: 7 - CORPORATE ACCOUNTING AND AUDITING - I

1. Knowledge on various Factors and Methods in Valuation of Shares of an organization.
2. Understand the Process of Valuation of Goodwill
3. Familiarize the concepts of redemption of Preference Share, debentures and buy back of shares
4. Preparation of Final Accounts of a Company as per Latest Provision of Companies Act 2013
5. Conceptual Understanding of Auditing and its importance.

DSC: 8 - FINANCIAL MANAGEMENT

1. Discern the role and purpose of the financial management function.
2. Analyze the optimum capital structure of a company
3. Understand the importance of cost of capital and methods of valuation of securities
4. Knowledge on the alternative sources of business finance and evaluation of effective investment appraisal methods.
5. Evaluate and apply effective investment appraisal methods
6. Understand the impact of dividend decisions on valuation of a firm
7. Gain knowledge about components of working capital

DSC- 9: GLOBAL TOURISM GEOGRAPHY

1. Evaluate meaning of geography, types, seasonality, climatic regions.
2. Discuss the impacts of natural and man-made calamities on travel & tourism
3. Ascertain the importance of Maps, Global Indicators Direction of travel, IATA coding
4. decoding GMT, IDL, time difference, flying time, journey time & MCT
5. Outline continent wise tourist attractions, climate and tourism activities

SEC- 2 ARTIFICIAL INTELLIGENCE

1. To empower amazing new solutions and experiences and Microsoft Azure provides easy to use services to help you get started.
2. To learn how to use Azure machine learning to create and publish models without writing code.
3. To perceive the world visually through cameras, images, and videos.
4. To learn how to automate decision support, processes using Microsoft Azure.

IV SEMESTER

DSC: 10 - CORPORATE ACCOUNTING AND AUDITING - II

1. Understand the need for Liquidation of Companies and Preparation of liquidators Statement.
2. Understand the Concept of Business Combination and Process of Amalgamation and External Reconstruction.
3. Critically understand the Concept of Absorption of Companies and its Accounting Procedures.
4. Analyze and understand the process of Internal Reconstruction
5. Insights on verification and valuation of Auditing and Duties of an Auditor

DSC: 11 - COSTING - ELEMENTS AND METHODS

1. Familiarize with the fundamental concepts of costs and preparation of estimated cost sheet
2. Knowledge of Material Cost Control and its application.
3. Overview of Labour Cost Control.
4. Knowledge on allocation, apportionment and allocation of overheads and calculation of overhead rates.
5. Insights on the methods of costing and its application.
6. Necessity for preparation of Reconciliation statement.

DSC: 12 –TOUR PACKAGING AND OPERATORS

1. To understand the basic concept of tour operations, organizational structure and association tourism organizations.
- 2 To learn the coordination and liaison with the service providers or principal suppliers.
3. To analyze the roles and responsibilities of departments of tour operators.
4. To learn about the products and services offered by tour operators,
5. To gain insights on types of tour packages and factors influencing it.
- 6 To understand the elements of package tour selection and design process
7. To learn how an itinerary should be planned and organized
8. To enable to work on a costing sheet, using information and different costs
9. To understand tour booking procedures.
10. To get exposed on business

SEC -3 FINANCIAL EDUCATION AND INVESTMENT AWARENESS

1. Acquainted with basic knowledge of financial planning and inculcate banking habit.
2. Familiarize with tax saving options and effective income management
3. Awareness of the investment choices and trading mechanism in the securities market
4. Knowledge on tax benefits on investments.

V SEMESTER

DSC: 13 - CORPORATE LAW

1. Comprehend the purpose of framing of the CA 2013, Characteristics of a company and Types of Companies
2. Familiarized with the concept of Promoters and enumerate the steps in the formation of a company
3. Understand the different provisions relating to acquiring membership in a company
4. Describe the legal concept of directors and Company Secretary
5. Develop an understanding of conducting of board and other meetings as per the provisions of the act
6. Knowledge of the provisions relating to corporate insolvency
7. Comprehend the objectives, principles and elements of corporate governance

DSC: 14 - BANKING THEORY AND PRACTICE

1. Comprehend the Structure and System of Indian Banking
2. Practical insights into the Banking Innovations and e-Banking Processes
3. Describe the role and functions of the Reserve Bank of India
4. Understand the features of various Negotiable Instruments and their implications
5. Examine the role of Paying and Collecting Banker in different capacities
6. Illustrate the Principles of sound Bank lending and types of Bank credit facilities
7. Insights into the causes and management of NPA in Banks

DSC: 15 - E- BUSINESS AND RETAIL MANAGEMENT

1. Understand the Core Concept and Functionalities of E-Business
2. Analyse the Structure of E-Business and the Risks Associated with Electronic System.
3. Understand the Concept of Retail Management and Its Growing Challenges in India
4. Determine the Retail Strategy and Its Execution
5. Assess the Strategic Components in Store Management.
6. Evaluate the Factors Affecting Merchandise Management and Logistics Management.

DSC: 16 - TOURISM POLICY PLANNING AND RESEARCH

1. Discuss meaning definition nature importance and linking of policy & planning
2. Develop an understanding on Laws and regulation related to tourism.
3. Understand the principles, policies and problems of sustainable tourism & Eco-Tourism

4. Understand research techniques methodology, data analysis and write a research report.

DSE: 1- AIR CABIN CREW SERVICES

1. To learn about cabin crew profession and current trends
2. To identify relevant cabin crew functions and operations
3. To manage passenger handling, service and relations
4. To understand airline emergency and safety procedures

VOC-1 : ACCOUNTING FOR MANAGERS

1. To Analyse and Interpret the Financial Statements for Decision Making.
2. To Understand the Financial Strengths of a Firm.
3. Examine the solvency, turnover/performance and Liquidity of a business by using Benchmark ratios.
4. Evaluate the magnitude and pattern of inflow and outflow of cash and Cash Equivalents in An Enterprise During A Specified Period of Time.
5. Students Are Able to Draft the Reports Based on Various Statements in Order to Help the Management in Decision Making.

SEC -4 ADVANCED EXCEL

1. Demonstrate working knowledge of MS Excel, in creating and uploading files to Excel web- Based application, using select options and status bar, selecting cells and entering data and naming convention sin Excel.
2. Perform actions necessary to form at cells, numbers, dialog box, borders, background colour and font of data. Display an understanding of the use of conditional formula, conditional Sum and conditional count for
3. Computations in MS Excel.
4. Calculate Future Value, Present Value, Loan Payments, Principal, Interest, Interest Rate, Internal Rate of Return, Straight-Line Depreciation, Declining Balance Depreciation, and Sum of-the-Years-Digits Depreciation Using Excel.
5. Create, format, sort, filter, modify and summarize Pivot Tables and Pivot Charts
6. To learn the context of Data Visualization and Application of Visualization Tools

VI SEMESTER

DSC: 17 - BUSINESS LEGISLATIONS

1. Introduction to the concepts of Business Law and its Scope with regard to Indian Contract Act 1872
2. Understand the Indian Sale of Goods Act & familiarize the students about sales, Conditions and Warranties.
3. Provide Knowledge about Intellectual property Legislations, Inventions, Patentees and WTO Rules.
4. Analyze the Environment Protection Act and familiarize the students on how to be an active participant in protecting the Environment.
5. Comprehend the Consumer Protection Act and spreading awareness about consumer rights and various Consumer Redressal Agencies.
6. Provide an overview of Foreign Exchange Management Act.
7. Describe the Concepts and Salient Features under Cyber Laws highlighting Provisions pertaining to Piracy.
8. Create an awareness about Provisions of Competition Law.

DSC: 18 - INTERNATIONAL BUSINESS ENVIRONMENT

1. Critical Understanding of the Importance of International Business
2. Determine the Forces Operating in the International Business Environment
3. Evaluation of the Different Modes of Entering International Business and Determine the roles of the Different Regional Trading Blocks in the context of International Business
4. Determine the Aspects of Globalization and its Contribution to International Business
5. Understand the Bird's Eye View of International Finance s and Information Required for the Success of International Business
6. Familiarise the virtual international business requirements post Covid Era

DSC: 19 - SERVICES MARKETING AND MANAGEMENT

1. Understand the concept and Growth of serves sectors.
2. Demonstrate an extended understanding of the similarities and differences in service-based and physical product based marketing activities.
3. Examine the nature and elements of the extended marketing mix and design effective service blueprints that have universal applications for different service providers.
4. Enhance knowledge about emerging issues and trends in the service sector.
5. Evaluating strategies for matching demand and supply through capacity planning.
6. Understand the Importance of the Considerations Involved in the Service Delivery System.

7. Understand the role, application of technology and Physical Aids in Service Process.
8. Assess the different types of marketing required by a Service Firm establish the Interrelations among the same.
9. Describe the dimensions in Service Quality and determine the ways in which Service Quality can be managed and establish guidelines for Managing Service Competition.

DSC: 20 - TOURISM RESOURCES OF INDIA

1. Understand concept and characteristics of Natural and nature based Tourist Resources.
2. Evaluate the natural resource that promotes tourism in India.
3. Discuss the Socio-cultural Resources and symbiotic relation with tourism.
4. Analysis of origin, features and teachings of various religions, practices & books.
5. Evaluate the historical characteristics and archaeological resources in Indian tourism

DSE 2: HOSPITALITY MANAGEMENT

1. Discuss Front Office procedures both in traditional and computerized operations.
2. Evaluate managerial decisions based on human resource development.
3. Understand housekeeping operation and procedure
4. Analyze the best practices and reach informed solutions for restaurant management.

VOC-2 –TAXATION

1. Introduction of basic concept of Income Tax system based on residential status.
2. knowledge about the components and Computation of Taxable Salary and House Property income
3. Computation on provision of business income or professional incomes, capital gains and from other sources
4. Understanding on how to compute tax Liability of an Individual from various sources along with deductions u/s 80C TO 80U
5. Imparting knowledge on the provisions and taxability of GST in India

SEC – 5 ENTREPRENEURSHIP AND NEW VENTURE CREATION

1. In-depth understanding of the concepts of entrepreneurship, challenges faced by them and the ways to overcome them.
2. Evaluation of sources and methods for generating business ideas and how to apply them in various sectors.

3. To Understand the Importance of SMEs and their contribution for the Economic Development.
4. Access the types of business models, their implementation and Evaluate the construction of a business plan
5. Analyse the sources of funds available and institutional support provided to growing entrepreneurs.
6. Analyse the life cycle of a venture and various expansion strategies available for entrepreneurs.