

BVOC HOSPITALITY AND TOURISM

Programme Specific Outcomes (PSO)

1. Students will be able to Prepare and organise basic travel requirements for both Domestic and International Travel through theoretical concept and practical familiarization study tours.
2. To emphasis the acquisition of beginner level proficiency in foreign languages as well as professional grooming and hospitality etiquettes.
3. To expose students to live tour operation through implant travel desk and internships
4. To encourage the applications of managerial concepts and practices in tourism organisations.
5. Ability to design, promote and execute tour packages with the help of computerised reservation system
6. To train students with skill components and enhance career prospects in various components of tourism industry
7. To enhance research aptitude with critical analytical skills for tourism products and use of sustainable tourism practices.
8. To develop digital skills of mass media communication in e- tourism.

PAPER 1.1 BUSINESS COMMUNICATION I

Course Outcomes (CO)

- CO1. To equip students with communication skills.
CO2. Enhanced formal communication techniques
CO3. To equip students with professional skills.
CO4. To enhance their Creative and Analytical Skills with understanding and in the future to remember and apply it to their maximum advantage.

ELECTIVE PAPER 1.2: AIRPORT SERVICES

Course Outcomes (CO)

- CO1:** Evolution and overview of aviation industry and its future.
CO2. Understand Management aspects of Landside and airside in the Airport with aviation terminologies.
CO3. Understand the airline structure, safety and security aspects, services & facilities.
CO4. Demonstrate passenger and baggage handling and regulations during check-in.
CO5. Manage Crisis at airport, safety and security aspects, and terminal management & performance standards in the airport.
CO6. Way-finding & Airport Signage

PAPER 1.3 TOURISM BUSINESS

Course Outcomes (CO)

CO1: Demonstrate knowledge on the history, fundamental concepts, principles and structure of tourism industry

CO2: Competence to evaluate tourism impacts on various components of tourism industry.

CO3: Analyze the Inter- disciplinary Approach of Tourism

CO4: Assess current trends, professional techniques career opportunities in tourism

CO5: Ability to perceive the basic definition, evolutions, groups, categories, segments in Hotel industry

CO6: To acquire the idea about the Public Private Partnership, reservation and billing Procedures in hotel industry. Demonstrate knowledge of hotel structure and industry partners.

CO8: To gain in-depth understanding, definition and roles and responsibilities of various tourism organizations.

PAPER 1.4 TRAVEL AGENCY OPERATIONS

Course Outcomes (CO)

CO1. Analyze the meaning, types growth and organizational structure of travel agency.

CO2. Describe the process of setting up a travel agency business and its source of income.

CO3. Evaluate the process processing travel documentations and its procedures.

CO4. Understand Itinerary, Air ticket booking, ticketing, cancellation and Refund procedures

PAPER 1.5 – TOURISM GEOGRAPHY I

Course Outcomes (CO)

CO 01: Discuss definitions and geographical Regions, Travel seasonality, geographical impact on tourism along with time calculations.

CO 02: Understand Airline geography, Air route maps, Direction of travel, GI & Coding.

CO 03: Investigate into TC3 Asian Countries its Political and physical features, attractions, Climatic conditions, tourism patterns and tourism promotional activities.

CO 04 Investigate into TC3 Oceania Countries both political and physical features, attractions, Climatic conditions, tourism patterns and promotional activities

ELECTIVE PAPER 4.1 SPECIAL INTEREST TOURISM

Course Outcomes (CO)

CO1: To understand the conceptual meaning and features of Special interest tourism business.

CO2: To familiarize with the design of Special interest tourism products.

CO2: To build knowledge necessary to target niche markets in a more effective manner, according to the needs of business as well as market development.

CO4: To understand the concept of adventure tourism and the standards for adventure tourism.

CO5: To analyze the profile of the adventure tourism with the support of case studies.

CO6: To evaluate the interrelationship between pilgrimage and tourism.

CO7: To get an insight on the religious diversity and the developments for pilgrim tourism.

CO8: To analyze the future trends of special interest tourism and its impact on the economic, social and environmental factors.

PAPER 3.2 FUNDAMENTALS OF ACCOUNTANCY

Course Outcomes (CO)

CO1: To understand the Meaning, definitions and various terminologies involved in accountancy.

CO2: To get a basic idea on the various Accounting principles- concepts and conventions

CO3: To inculcate working a Format of a journal simple calculation of journal entries. Personal, real and nominal, rules for debiting and crediting based on accounting equation. Simple and compound entries.

CO4: To help the student in preparation of journal and ledger accounts, Posting from journal to ledger, balancing of accounts.

CO5: Demonstrate knowledge on subsidiary accounting books.

CO6: Understanding the Errors in which the trial balance agrees and errors in which the trial balances do not agree.

CO7: Working and preparation of final statements and trading accounts

PAPER 3.3- TOUR OPERATIONS

Course Outcomes (CO)

CO1: To understand the basic concept of tour operations and its organizational structure.

CO2: To know the role and importance of IATO in tour operations.

CO3: To learn the coordination and liaison with the service providers or principal suppliers.

CO4: To perceive the managerial system and to familiarize the services and products offered by the tour operators

PAPER 3.4 TOURISM RESOURCES

Course Outcomes (CO)

CO1: Demonstrate Knowledge on the Natural, Man-made and Symbiotic Tourism Resources in India.

CO2: To Understand the Nature of Tourism Resources such as Intangibility, Perishability, Heterogeneity and Non-Ownership.

CO3: To Gain Knowledge about Major Natural Tourism Resources across India.

CO4: To Enhance Knowledge About Prominent Beaches of Goa, Mumbai, Karnataka and Chennai.

CO5: Demonstrate Knowledge on Islands of India and Coastal Areas of South India

CO6: To know Meaning, Roles and Responsibilities of UNESCO World Heritage Sites and ASI Monuments and Art Galleries in India.

CO7: Competence to Understand the Importance of Major Heritage Sites and Monuments in India.

PAPER 3.5-FRONT OFFICE OPERATIONS I

Course Outcomes (CO)

CO 1: explain the important issues in maintaining a security program in front office department

CO 2: Make managerial decisions based on human resource development

CO 3: To understand housekeeping operation and procedure

CO 4 : Asses the best practices and reach informed solutions for restaurant management

5.1 ENTREPRENEURSHIP& ENTERPRISE CREATION

Course Outcomes (CO)

CO1 Enable the students to understand the fundamental concepts and theoretical base of Entrepreneurship.

CO2 Identify existing business opportunity and its evaluation

CO3 Understand the concept of business plan and apply appropriate framework for writing a business plan.

CO4 Demonstrate awareness about the EDP programmes and sources of finance for business

CO5 Familiarise the growth and exit strategies in business and to analyse, and apply ethics frameworks to corporate social responsibility and ethical decision making

PAPER 5.2 SUSTAINABLE TOURISM

Course Outcomes (CO)

CO1: Ability to understand historical background of the sustainable development and what made world to go towards sustainability

CO2: To provide an in- depth knowledge of the concepts, principles and goals of Sustainable tourism.

CO3: Understand the importance of the 3 pillars of Sustainable Tourism and positive and negative impacts of tourism.

CO4: To analyse and understand the importance of Sustainable Tourism Planning.

CO5: Understanding principles, objectives and differences of ecotourism from sustainable tourism.

CO6: Challenges and corrective measures taken for sustainable tourism.

PAPER 5.3 – TOURISM MARKETING

Course Outcomes (CO)

CO 1 To develop marketing and sales techniques for service industry

CO 2 To develop, launch and promote tourism products and services

CO 3 To understand conventional and modern methods of marketing

CO 4 To asses behavior, satisfaction & retention of Customer

PAPER 5.4 TOURISM POLICY AND RESEARCH

Course Outcomes (CO)

- CO1 To understand the historical background of the tourism policy and present-day policy formulation
- CO2 To gain an insight on the types and stages in tourism planning process
- CO3 To understand relationship of tourism policy and planning with research
- CO4 Understand the thrust areas and strategic framework of the state and national tourism policy
- CO5 To demonstrate an understanding on features of tourism destination development and components
- CO6 To identify the types and features of destinations.
- CO7 To understand Meaning of tourists traffic and associated concerns
- CO8 To develop an understanding on Laws and regulation related to tourism.
- CO9 To develop an understanding on Meaning, Objectives and Significance, trends and challenges
- CO10 To understand the Formulation of Review of literature, Data sources and tools
- CO11 To gain an insight in tourism research designs and analysis
- CO12 To be able to prepare report and write references for the report

PAPER 5.5: HOSPITALITY MANAGEMENT I

Course Outcomes (CO)

- CO 1 explain the important issues in maintaining a security program in front office department
- CO 2 Make managerial decisions based on human resource development
- CO 3 To understand housekeeping operation and procedure
- CO 4 Assess the best practices and reach informed solutions for restaurant management

PAPER 2.1 BUSINESS COMMUNICATION – II

Course Outcomes (CO)

- CO1 Ability to summarize large paragraphs into limited words.
- CO2 Developing skills for job application and interview.
- CO3 To develop leadership and Team Spirit qualities.
- CO4 Developing report writing skills.

PAPER 2.2 CARGO MANAGEMENT

Course Outcomes (CO)

- CO1. Understand the cargo management process, the growth and development of cargo industry.
- CO2. Understand the operations of the aircraft and loading the aircraft.
- CO3. Learn the types of cargo and its handling, calculation of cargo tariffs and rates.
- CO4. Comprehend meanings and definition, types of containers/containers & protocols for shipping marine and surface cargo.

PAPER 2.3 TOURISM GEOGRAPHY II

Course Outcomes (CO)

CO1: Investigate into TC1 North America Countries political and physical features, attractions, Climatic conditions, tourism patterns and tourism promotional activities

CO2: Investigate into TC1 South America Countries political and physical features, attractions, Climatic conditions, tourism patterns and tourism promotional activities

CO3: Investigate into TC2 Europe Countries political and physical features, attractions, Climatic conditions, tourism patterns and tourism promotional activities.

CO4: Investigate into TC 2: African countries political and physical features, attractions, Climatic conditions, tourism patterns and tourism promotional activities

PAPER - 2.5 EVENT MANAGEMENT

Course Outcomes (CO)

CO1: To know the definition, concept, objectives, characteristics and scope of the events industry

CO2: To obtain insights on the event planning process, prepares an event proposal, budget an event, operational aspects of an event, draw contracts for an event.

CO3: To provide basic ideas on the concept of sales and marketing used to promote an event

CO4: To obtain knowledge on the meaning and process involved in risk management, safety and security protocols.

PAPER - 2.6 AIR CABIN CREW MANAGEMENT

Course Outcomes (CO)

CO1: To learn about cabin crew profession and current trends

CO2: To identify relevant cabin crew functions and operations

CO3: To manage passenger handling, service and relations

CO4: To understand airline emergency and safety procedures

PAPER 4.2 ADVANCED ACCOUNTING IN TOURISM

Course Outcomes (CO)

CO1. Understanding the meaning of Tourism management accounting with the basic introduction of how tourism and accounting have development and merged as a new area.

CO2. To observe, analyze the various accounting system in the tourism industry along with laying more emphasis on banking market in the service industry.

CO3. Understanding how books of accounts are maintained in the service industry and also the preparation of various receipts and bills

CO4. To understand the importance of final accounting and interpretation of financial statements for better understanding of the financial aspect of Accounting the Tourism sector.

PAPER 4.3 TOUR MANAGEMENT

Course Outcomes (CO)

- CO1: To understand the significance, functions of tour management.
- CO2. To analyse tour procedures pre-tour, on-tour and post tour.
- CO3. To gain insights into tour manager's skill sets.
- CO4. To understand tourist psychology through profiling and handling crisis.

PAPER -4.4 TOURISM RESOURCES II

Course Outcomes (CO)

- CO1:** To understand concept, salient features, prominent artisans and centers of major arts, music and musical instruments, classical dance, folk music of India.
- CO2:** To know the popular leading Religious & Cultural Tourist Spots promoting Tourism.
- CO3:** To gain knowledge on Art, handicrafts, Yoga and wellness tourism.
- CO4:** To obtain insights on the meaning and concept of various tourist circuits in India and the role of Incredible India

PAPER 4.5-TRAVEL JOURNALISM

Course Outcomes (CO)

- CO1: To introduced the concept of Journalism.
- CO2: To provide insights in role of travel journalism and its relevance in tourism.
- CO3: Mould writing skills to suit online journalism keeping in mind the ethical framework.
- CO4: Design and develop content for a website.

PAPER 6.1 HUMAN RESOURCE MANAGEMENT

Course Outcomes (CO)

- CO1: To analyze and compare different models used to explain individual behavior related to motivation and rewards
- CO 2: To identify the various leadership styles and the role of leaders in a decision-making process.
- CO 3: To explain organizational culture and describe its dimensions and to examine various organizational designs
- CO 4: To discuss the development of the field of organizational behavior and explain the micro and macro approaches

PAPER 6.2 ORGANISATIONAL SKILLS

Course Outcomes (CO)

CO1: To analyze and compare different models used to explain individual behavior related to motivation and rewards

CO2: To identify the various leadership styles and the role of leaders in a decision-making process.

CO3: To explain organizational culture and describe its dimensions and to examine various organizational design

CO4: To discuss the development of the field of organizational behavior and explain the micro and macro approaches

PAPER 6.3 TRAVEL AUTOMATION

Course Outcomes (CO)

CO1. To understand the definition, difference and relation between Internet and Communication, E-marketing and information distribution.

CO2. To understand the evolution, importance, role and infrastructure of various travel intermediaries such as GDS, Tour operator, Use of IT in Aviation and Surface Transport

CO3. Importance of social media in Tourism and to study the various platform and strategic applications of Mobile operating system and Apps in Tourism.

CO4. Analyse and study the virtuous cycle of Technological Development. To cope up with the trends in Tourism IT which is the future of Tourism industry.

PAPER 6.4 DESTINATION MANAGEMENT

Course Outcomes (CO)

CO1.To analyze various Terminologies used in destination development, role of tourist in developing a destination.

CO2.To differentiate types of destination Planning; stages in planning.

CO3. To assess Destination Management and destination Marketing

CO4. To analyse the types of Types of promotional activities, measuring destination image (tangibility and intangibility)

ELECTIVE PAPER:6.5: HOSPITALITY MANAGEMENT II

Course Outcomes (CO)

CO1: To increase the understanding about the dos and don'ts in the hotel industry

CO2: To understand CRS and its interrelation with Front office reservation

CO3: To understand housekeeping operation and procedure

CO4: Asses the best practices and reach informed solutions for restaurant management