

PROGRAMME: MTTM

Programme Specific Outcomes (PSOs)

PSO	PSO Statement
	Upon completion of the MTTM PG Programme, the graduates will be able to:
PSO1	Acquire knowledge and information pertaining to tourism industry, both from theoretical and practical perspectives.
PSO2	Develop leadership, Managerial and Communicative skills to effectively handle tourism activities.
PSO3	Demonstrate the knowledge and ability to identify and pursue career options in the area of travel, tourism and hospitality.
PSO4	Work collaboratively in groups, both as a leader and a team member, in diverse environments, learning from and contributing to the learning of others.

CORE COURSES

Course Outcomes (COs)

Course	Details
Year/ Semester	I/I
Type	Core Course (Theory)
Code	TRO20101
Title	Introduction To Tourism Administration And Management
Credits	4
Hrs/ week	5
Total Hrs	90

CO No.	CO Statement
	Upon completion of this course, the students will be able to:
CO1	Explain the concept of tourism management and its managerial perspective.
CO2	Interpret the structure of travel and tourism industry at International, National, State and Regional Level.
CO3	Identify the key components for tourism industry.
CO4	Interpret the different documentation aspects of tourism.

CORE COURSES

Course Outcomes (COs)

Course	Details
Year/ Semester	I/I
Type	Core Course (Theory)
Code	TR020102
Title	Tourism Products Of India
Credits	4
Hrs/ week	5
Total Hrs	90

CO No.	CO Statement
	Upon completion of this course, the students will be able to:
CO1	Distinguish the various tourist resources on natural and manmade products.
CO2	Understand the relevance of fairs and festivals and its place in specific indigenous culture.
CO3	Familiarize with the important natural tourism products of India such as Hill stations, Beaches, etc.
CO4	Identify the different tourism Products both in natural and man-made aspects.

CORE COURSES

Course Outcomes (COs)

Course	Details
Year/ Semester	I/I
Type	Core Course (Theory)
Code	TR020103
Title	Entrepreneurship For Tourism Business
Credits	4
Hrs/ week	5
Total Hrs	90

CO No.	CO Statement
	Upon completion of this course, the students will be able to:
CO1	Identify the role of an entrepreneur in economic development.
CO2	Learn about the concept of EDP.
CO3	Identify the need, scope and problems faced by women entrepreneurs.
CO4	Identify the various aspects in entrepreneurship

CORE COURSES

Course Outcomes (COs)

Course	Details
Year/ Semester	I/I
Type	Core Course (Theory)
Code	TRO20104
Title	Hospitality Operations And Management
Credits	4
Hrs/ week	5
Total Hrs	90

CO No.	CO Statement
	Upon completion of this course, the students will be able to:
CO1	Explain the essentials of Hospitality Industry.
CO2	Interpret the functioning of the hotel Industry and its various departments & its operations.
CO3	Understand the terms used in hospitality operations.
CO4	Familiarize with hotels and their functions.

CORE COURSES

Course Outcomes (COs)

Course	Details
Year/ Semester	I/I
Type	Core Course (Theory)
Code	TRO20105
Title	Communicative English For Tourism And Hospitality
Credits	4
Hrs/ week	5
Total Hrs	90

CO No.	CO Statement
	Upon completion of this course, the students will be able to:
CO1	Acquire skills and the ability to communicate effectively within the tourism industry where English language skills are essential for success.
CO2	Develop verbal and written structural frameworks for real life interactions.
CO3	Acquire the necessary vocabulary, writing skills and communication practices when dealing with clients or colleagues.
CO4	Understand the types and characteristics of mass media.

CORE COURSES

Course Outcomes (COs)

Course	Details
Year/ Semester	I/II
Type	Core Course (Theory)
Code	TRO20201
Title	World Tourism Geography
Credits	4
Hrs/ week	5
Total Hrs	90

CO No.	CO Statement
	Upon completion of this course, the students will be able to:
CO1	Gain basic knowledge about world's tourism attractions.
CO2	Learn about natural based Geographical wonders of the world and UNESCO's natural heritage sites of the world.
CO3	Learn about global position system, global information system.
CO4	Familiarize with maps & map Study and Globe.

CORE COURSES

Course Outcomes (COs)

Course	Details
Year/ Semester	I/II
Type	Core Course (Theory)
Code	TRO20202
Title	Destination Planning And Development
Credits	4
Hrs/ week	5
Total Hrs	90

CO No.	CO Statement
	Upon completion of this course, the students will be able to:
CO1	Describe the key stages within the process of tourism planning and development at a destination.
CO2	Explain the differences in tourism planning and development process in mature and new tourism destinations.
CO3	Discuss the influence of key stakeholders and local community in sustainable tourism planning and development.
CO4	Understand the issues surrounding sustainable planning and development and sustainable tourism principles and policies.

CORE COURSES

Course Outcomes (COs)

Course	Details
Year/ Semester	I/II
Type	Core Course (Theory)
Code	TR020203
Title	Travel Agency And Tour Operations
Credits	4
Hrs/ week	5
Total Hrs	90

CO No.	CO Statement
	Upon completion of this course, the students will be able to:
CO1	Identify the functions of a tour operator.
CO2	Analyse the sources of income for the travel trade intermediaries
CO3	Understand IATA resolutions that apply to accredited travel agencies
CO4	Develop problem solving skills and the ability to work under pressure.

CORE COURSES

Course Outcomes (COs)

Course	Details
Year/ Semester	I/II
Type	Core Course (Theory)
Code	TR020204
Title	Organizational Behaviour And Management Process
Credits	4
Hrs/ week	5
Total Hrs	90

CO No.	CO Statement
	Upon completion of this course, the students will be able to:
CO1	Interpret the basics of organizational behaviour
CO2	Evaluate the importance of personality values and attitude
CO3	Understand the importance of perception and different approaches
CO4	Evaluate the importance of stress management

CORE COURSES

Course Outcomes (COs)

Course	Details
Year/ Semester	I/II
Type	Core Course (Theory)
Code	TR020205
Title	Information Technology And E - Tourism
Credits	4
Hrs/ week	5
Total Hrs	90

CO No.	CO Statement
	Upon completion of this course, the students will be able to:
CO1	Analyze the relationship between information technology and the Tourism Industry Components.
CO2	Study about technology used in tourism and marketing.
CO3	Learn about electronic Commerce and E- Business in tourism.
CO4	Understand the role of media in tourism industry.

CORE COURSES

Course Outcomes (COs)

Course	Details
Year/ Semester	II/III
Type	Core Course (Theory)
Code	TR020301
Title	Sustainable Tourism and Ecotourism
Credits	4
Hrs/ week	5
Total Hrs	90

CO No.	CO Statement
	Upon completion of this course, the students will be able to:
CO1	Describe the fundamental concepts and principles of ecotourism and sustainable development.
CO2	Understand the role of ecotourism for sustainable development.
CO3	Identify and explain the role of sustainable tourism development for conservation.
CO4	Apply relevant marketing skills to implement, maintain and promote sustainable tourism.

CORE COURSES

Course Outcomes (COs)

Course	Details
Year/ Semester	II/III
Type	Core Course (Theory)
Code	TR020302
Title	Mice and Event Management
Credits	4
Hrs/ week	5
Total Hrs	90

CO No.	CO Statement
	Upon completion of this course, the students will be able to:
CO1	Explain the key elements that can make the event successful.
CO2	Explain the issues relevant in Event Management.
CO3	Identify skills required to be a good event planner.
CO4	Identify the appropriate leisure and business facilities to organise successful tourism events.

CORE COURSES

Course Outcomes (COs)

Course	Details
Year/ Semester	II/III
Type	Core Course (Theory)
Code	TR020303
Title	Tourism Marketing And Public Relations
Credits	4
Hrs/ week	5
Total Hrs	90

CO No.	CO Statement
	Upon completion of this course, the students will be able to:
CO1	Describe the role of marketing in organizations and in organizational growth.
CO2	Analyze an organization's strengths, weaknesses, opportunities, and threats from a marketing perspective.
CO3	Describe all aspects of generally accepted marketing principles.
CO4	Design appropriate and effective marketing strategies.

CORE COURSES

Course Outcomes (COs)

Course	Details
Year/ Semester	II/III
Type	Core Course (Theory)
Code	TRO20304
Title	Management Concepts and Basics of Accounting
Credits	4
Hrs/ week	5
Total Hrs	90

CO No.	CO Statement
	Upon completion of this course, the students will be able to:
CO1	Identify accounting concepts that enable them to interpret financial data and use it to make informed decisions.
CO2	Use accounting and business terminology, and understand the nature and purpose of generally accepted accounting principles (GAAP).
CO3	Explain the objective of financial reporting, the elements of the financial statements, and the related key accounting assumptions and principles.
CO4	Use accounting information to make informed decisions about the operating performance and financial position of a company.

CORE COURSES

Course Outcomes (COs)

Course	Details
Year/ Semester	II/III
Type	Core Course (Theory)
Code	TR020305
Title	Research Applications in Tourism
Credits	4
Hrs/ week	5
Total Hrs	90

CO No.	CO Statement
	Upon completion of this course, the students will be able to:
CO1	Understand the fundamental principles, standards and challenges presented by scientific research.
CO2	Develop practical research knowledge.
CO3	Understand qualitative research and methods used to execute and validate qualitative research.
CO4	Understand the process of sampling

CORE COURSES

Course Outcomes (COs)

Course	Details
Year/ Semester	II/IV
Type	Core Course (Theory)
Code	TRO20401
Title	Human Resource Management for Tourism
Credits	4
Hrs/ week	5
Total Hrs	90

CO No.	CO Statement
	Upon completion of this course, the students will be able to:
CO1	Understand and apply the policies and practices of the primary areas of human resource management, including staffing, training and compensation.
CO2	Synthesize information regarding the effectiveness of recruiting methods and the validity of selection procedures, and make appropriate staffing decisions.
CO3	Develop effective HR systems and implement business plans and talent management.
CO4	Understand man power planning and its problems.

ELECTIVE COURSES

Course Outcomes (COs)

Course	Details
Year/ Semester	II/IV
Type	Elective Course (Theory)
Code	TR850401
Title	Heritage Tourism
Credits	3
Hrs/ week	5
Total Hrs	90

CO No.	CO Statement
	Upon completion of this course, the students will be able to:
CO1	Understand the cultural heritage tourism resources by exploring various categories of heritage attractions of the world.
CO2	Identify current issues in the development and management of cultural and heritage tourism products.
CO3	Describe cultural and heritage tourism policy, planning and management issues.
CO4	Demonstrate a critical understanding of the relationships between culture, heritage and tourism.

ELECTIVE COURSES

Course Outcomes (COs)

Course	Details
Year/ Semester	II/IV
Type	Elective Course (Theory)
Code	TR850402
Title	Health Tourism
Credits	3
Hrs/ week	5
Total Hrs	90

CO No.	CO Statement
	Upon completion of this course, the students will be able to:
CO1	Understand the concept of holistic health care and wellness tourism.
CO2	Analyse the different medical systems and their role in health tourism.
CO3	Understand the various dimensions of Health tourism
CO4	Interpret the overall potential and impacts of health tourism

ELECTIVE COURSES

Course Outcomes (COs)

Course	Details
Year/ Semester	II/IV
Type	Elective Course (Theory)
Code	TR850403
Title	Leisure and Recreation Management
Credits	3
Hrs/ week	5
Total Hrs	90

CO No.	CO Statement
	Upon completion of this course, the students will be able to:
CO1	Understand the dynamics of recreation products and their significance for tourism industry
CO2	Understand the significance of recreation and leisure throughout the life cycle relative to the individual's attitudes, values, behaviours and use of tourism resources.
CO3	Explore and understand the importance of recreation in society
CO4	Familiarize with the theoretical and practical issues of recreation management

ELECTIVE COURSES

Course Outcomes (COs)

Course	Details
Year/ Semester	II/IV
Type	Elective Course (Theory)
Code	TR840401
Title	Aviation Management
Credits	3
Hrs/ week	5
Total Hrs	90

CO No.	CO Statement
	Upon completion of this course, the students will be able to:
CO1	Develop specialized knowledge on Airline management and operations.
CO2	Understand airport management and marketing
CO3	Study various airline terminologies like airport-airline codes, IATA TC areas etc.
CO4	Examine the future of airline marketing and airport marketing

ELECTIVE COURSES

Course Outcomes (COs)

Course	Details
Year/ Semester	II/IV
Type	Elective Course (Theory)
Code	TR840402
Title	Cargo Management
Credits	3
Hrs/ week	5
Total Hrs	90

CO No.	CO Statement
	Upon completion of this course, the students will be able to:
CO1	Understand the outline history of air cargo industry.
CO2	Identify the key developments in the field concerned.
CO3	Understand the procedure of Cargo Handling
CO4	Understand the documents in Air cargo

ELECTIVE COURSES

Course Outcomes (COs)

Course	Details
Year/ Semester	II/IV
Type	Elective Course (Theory)
Code	TR840403
Title	Airline Ticketing
Credits	3
Hrs/ week	5
Total Hrs	90

CO No.	CO Statement
	Upon completion of this course, the students will be able to:
CO1	Apply knowledge and skills in dealing with airline international costing based on IATA standards.
CO2	Learn about international and domestic airfare calculation and ticketing procedures.
CO3	Understanding of usage of CRS in air ticketing.
CO4	Familiarize with airline geography, IATA geographical areas and various codes related to airline industry.

Course Outcomes (COs)

Course	Details
Year/ Semester	II/IV
Type	PROJECT
Code	TR020402
Title	Project Work
Credits	3
Hrs/ week	2
Total Hrs	30

CO No.	CO Statement
	Upon completion of this course, the students will be able to:
CO1	Explain the various experiences regarding tourism and its dimensions gained during the period
CO2	Present an in-depth explanation regarding the subject taken for the project work

Course Outcomes (COs)

Course	Details
Year/ Semester	II/IV
Type	VIVA
Code	TR020403
Title	Evaluation of Study Tour and Internship Report along with Comprehensive Viva Voce
Credits	4
Hrs/ week	3
Total Hrs	45

CO No.	CO Statement
	Upon completion of this course, the students will be able to:
CO1	Present the knowledge gained as part of the programme
CO2	Explain the methodology applied for the study undertaken as part of the project and the findings of the study.
CO3	Experience travel and to understand the linkages between tourism and other service sectors.