



Dr. Bhimrao Ambedkar University, Agra

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A Documentary Support

for

Matric No. – 1.1.1

Programme Outcomes & Course Outcomes

under the

Criteria – I

(Curriculum Design and Development)

Key Indicator - 1.1

in

Matric No. – 1.1.1

**MASTER OF BUSINESS ADMINISTRATION
(TTM)**

1974

Mapping:

 *Local Need*  *Regional*  *National*  *Global Need*


Registrar
Dr. B.R.A. University, Agra

MBA in Travel and Tourism Management

Program Outcomes

- Acquire advanced knowledge and understanding of the tourism industry, its global context, and its relationship with other of the economy.
- Develop strategic thinking, problem-solving, and decision-making skills relevant to tourism management.
- Gain proficiency in research methods and data analysis techniques applicable to tourism studies.
- Understand and apply ethical, legal, and sustainable practices in tourism management.
- Develop leadership and teamwork skills necessary for managing tourism organizations.
- Enhance communication and interpersonal skills for effective interaction with diverse stakeholders in the tourism industry.

Programme Specific Outcomes

- **PSO1:** Analyze global trends in the travel and tourism industry, identifying strategic opportunities and threats to businesses.
- **PSO2:** Develop comprehensive marketing and branding strategies targeted towards diverse segments within the travel and tourism market.
- **PSO3:** Design and manage sustainable tourism operations that balance economic growth with environmental and social responsibility.
- **PSO4:** Apply advanced financial and accounting principles for decision-making and resource optimization within travel and tourism organizations.
- **PSO5:** Lead and manage cross-functional teams effectively within the dynamic travel and tourism environment, demonstrating cultural awareness and strong communication skills.

MASTER OF BUSINESS ADMINISTRATION (Tourism Management)
Subject: Tourism Management
Course Outcomes (CO)

Name of the Course: Managing Organisation

Course Code: MBA TM 011

Year of Study: I

Semester: I

The Student will able to:

CO	Course Outcomes	Bloom's Taxonomy	Bloom's Level
I	Understand the concept, nature, and need for management. Identify the skills required at different management levels. Recognize the challenges of managing in the present competitive environment.	Understand	BL 1
II	Explain the process of management, including planning, organizing, directing, coordinating, and controlling. Discuss decision-making, authority, and responsibility in management.	Understand, Analyse	BL 1, BL 3
III	Define elements of human behaviour at work. Recognize the importance and foundations of organizational behaviour. Understand personality traits and their impact on work behaviour.	Understand	BL 1
IV	Explore psychological variables and their influence on behaviour, such as learning, values, attitudes, and motivation. Discuss the role of communication technology in organizational behaviour.	Understand	BL 1
V	Identify different leadership styles and functions. Discuss transformational, transactional, and charismatic visionary leadership. Understand organizational conflict, its classification, the conflict resolution process, and organizational culture.	Understand, Analyse	BL 1, BL 3

MASTER OF BUSINESS ADMINISTRATION (Tourism Management)
Subject: Tourism Management
Course Outcomes (CO)

Name of the Course: Managerial Economics
 Course Code: MBA TM 012
 Year of Study: I
 Semester: I

The Student will able to:

CO	Course Outcomes	Bloom's Taxonomy	Bloom's Level
I	Understand the nature, scope, and significance of management economics. Recognize its importance in decision-making and bridge the gap between theory and practice.	Understand	BL 1
II	Analyse demand and its determinants, including the law of demand, exceptions, and elasticity of demand. Discuss the uses of demand elasticity in managerial decision-making.	Analyse	BL 3
III	Examine supply and its determinants, including the law of supply and supply elasticity. Understand production concepts and analysis, such as the production function and the laws of variable proportion and returns to scale.	Understand, Analyse	BL 1, BL 3
IV	Discuss market equilibrium and the concept of average revenue. Analyse different market structures, including perfect competition, monopoly, monopolistic competition, and oligopoly. Understand pricing strategies and concepts like price discrimination and price leadership.	Analyse	BL 3
V	Explore concepts related to national income measurement, inflation, types and causes, and business cycles. Understand the concept of profit in managerial economics.	Understand	BL 1

MASTER OF BUSINESS ADMINISTRATION (Tourism Management)
Subject: Tourism Management
Course Outcomes (CO)

Name of the Course: Business Accounting
 Course Code: MBA TM 013
 Year of Study: I
 Semester: I

The Student will able to:

CO	Course Outcomes	Bloom's Taxonomy	Bloom's Level
I	Understand accounting concepts, conventions, and principles. Recognize the accounting equation and the importance of international accounting principles and standards. Identify the objectives of accounting.	Understand	BL 1
II	Apply the mechanics of accounting, including the double-entry system, journalizing transactions, ledger posting, and preparation of final accounts (Profit & Loss Account, Profit & Loss Appropriation Account, and Balance Sheet).	Implement	BL 5
III	Analyse financial statements using ratio analysis, common size statements, and comparative balance sheets. Understand the significance of solvency ratios, profitability ratios, activity ratios, liquidity ratios, and market capitalization ratios.	Analyse	BL 3
IV	Prepare a funds flow statement and understand the concept of working capital. Analyse the schedule of changes in working capital.	Analyse	BL 3
V	Interpret cash flow statements and distinguish between cash and non-cash transactions. Understand the flow of cash and the difference between cash flow and fund flow.	Understand	BL 1

MASTER OF BUSINESS ADMINISTRATION (Tourism Management)
Subject: Tourism Management
Course Outcomes (CO)

Name of the Course: Marketing Management

Course Code: MBA TM 014

Year of Study: I

Semester: I

The Student will able to:

CO	Course Outcomes	Bloom's Taxonomy	Bloom's Level
I	Understand the core concepts of marketing, including its meaning, nature, scope, and importance. Recognize the different approaches to marketing and the goods-services continuum.	Understand	BL 1
II	Analyse the marketing environment and the factors influencing marketing decisions. Examine buyer behaviour and the five-step buyer decision process. Understand market segmentation, target market selection, and positioning.	Analyse	BL 3
III	Discuss product decisions, including product classification, major product decisions, product line and mix, branding, packaging, labelling, and the product life cycle.	Understand	BL 1
IV	Examine price decisions, including the concept, meaning, and significance of pricing. Identify factors affecting price determination and different pricing methods and techniques.	Understand, Analyse	BL 1, BL 3
V	Explore place decisions, including distribution channels, intermediaries, and channel management decisions. Understand marketing channel systems, functions, and flows. Discuss promotion decisions, including the communication process, promotion mix, advertising, personal selling, sales promotion, and publicity.	Understand, Analyse	BL 1, BL 3

MASTER OF BUSINESS ADMINISTRATION (Tourism Management)
Subject: Tourism Management
Course Outcomes (CO)

Name of the Course: Communication for Management
 Course Code: MBA TM 015
 Year of Study: I
 Semester: I

The Student will able to:

CO	Course Outcomes	Bloom's Taxonomy	Bloom's Level
I	Define and classify communication. Understand the purpose, process, and importance of communication in management. Identify barriers to effective communication. Explain the 7 C's of communication.	Understand	BL 1
II	Develop employment communication skills, including writing CVs, application letters, and participating in group discussions and interviews. Understand the principles of successful oral communication, effective listening, and non-verbal communication.	Apply	BL 5
III	Demonstrate proficiency in written communication, including clarity in writing and the principles of effective writing. Understand business letters, their types, and layout.	Apply	BL 5
IV	Understand the importance and planning of meetings. Learn how to draft notices, agendas, minutes, and resolutions. Familiarize with business etiquettes, netiquettes, and telephonic and table etiquettes. Develop presentation skills and design effective presentations.	Understand, Apply	BL 1, BL 2
V	Comprehend corporate communication, its scope, importance, and components. Recognize the responsibilities of professional communicators. Understand the role of social media in communication.	Understand	BL 1

MASTER OF BUSINESS ADMINISTRATION (Tourism Management)
Subject: Tourism Management
Course Outcomes (CO)

Name of the Course: Fundamentals of Computers & Information System

Course Code: MBA TM 016

Year of Study: I

Semester: I

The Student will able to:

CO	Course Outcomes	Bloom's Taxonomy	Bloom's Level
I	Understand computer hardware components , including input devices, output devices, and storage devices. Familiarize with different types of software and the basics of languages, compilers, interpreters, and assemblers.	Understand	BL 1
II	Develop proficiency in using MS-Office applications, such as MS-Word, MS-Excel, MS-PowerPoint, and MS-Access. Learn about the basics of the internet , its architecture, functioning, and services. Explore internet protocols, search engines, email, and web browsing.	Implement	BL 5
III	Comprehend the concept of Management Information Systems (MIS) and its classification , including Operations Support System (OSS), Management Support System (MSS), Transaction Processing System (TPS), Process Control System (PCS), Enterprise Collaboration System (ECS), and Decision Support System (DSS).	Understand	BL 1
IV	Understand the system development life cycle and its phases, such as investigation, prototyping, feasibility analysis, system analysis (DFD and ER Diagram), system design, and implementing business systems.	Understand	BL 1
V	Discuss the security and ethical challenges of information technology. Explore ethical responsibilities in business and technology ethics, including cybercrime and privacy issues.	Analyse	BL 3

MASTER OF BUSINESS ADMINISTRATION (Tourism Management)
Subject: Tourism Management
Course Outcomes (CO)

Name of the Course: Tourism Concepts & Impacts
 Course Code: MBA TM 017
 Year of Study: I
 Semester: I

The Student will able to:

CO	Course Outcomes	Bloom's Taxonomy	Bloom's Level
I	Define tourism, its concepts, and classifications. Understand tourist destinations, services, and the tourism industry. Identify general tourism trends and differentiate between types of tourists. Recognize the interrelationships between tourism, recreation, and leisure.	Understand	BL 1
II	Describe the nature, characteristics, and components of tourism products. Differentiate tourism products from other consumer products.	Understand	BL 1
III	Identify and categorize types and forms of tourism, such as inter-regional and intra-regional tourism, inbound and outbound tourism, and domestic and international tourism. Explore various forms of tourism, including religious, historical, social, adventure, health, business, conferences, conventions, incentives, sports, senior tourism, and special interest tourism.	Identify	BL 2
IV	Understand tourist transportation modes, such as air transportation (policies, practices, Indian carriers), surface transport (rent-a-car, coach-bus tours), rail transport (major railway systems, rail tours in India), and water transport (cruise ships, ferries, river and canal boats).	Understand	BL 1
V	Study international tourism organizations, including their origins, locations, and functions. Discuss the World Tourism Organization (WTO), International Air Transport Association (IATA), American Society of Travel Agents (ASTA), and Universal Federation of Travel Agents' Associations (UFTAA).	Understand	BL 1

MASTER OF BUSINESS ADMINISTRATION (Tourism Management)
Subject: Tourism Management
Course Outcomes (CO)

Name of the Course: Human Resource Management

Course Code: MBA TM 021

Year of Study: I

Semester: II

The Student will able to:

CO	Course Outcomes	Bloom's Taxonomy	Bloom's Level
I	Understand the meaning, nature, and scope of Human Resource Management (HRM) . Differentiate between HRM and Personnel Management. Identify HRM functions and objectives.	Understand	BL 1
II	Analyse the evolution and principles of Human Resources Development (HRD) in India. Compare HRD with Personnel functions. Discuss the role of HR managers. Understand the nature of strategic Human Resource Management and the strategic management process .	Analyse	BL 3
III	Explore job analysis and its components: job description and job specification. Understand the systematic approach to recruitment policy, recruitment procedures, methods, and evaluation. Discuss the systematic approach to selection, including the selection procedure, design of application forms, selection methods, and evaluation of the process .	Understand, Analyse	BL 1, BL 3
IV	Examine performance appraisal and its definition, purpose, procedures, and techniques, including 360-degree Performance Appraisal . Explore job evaluation, compensation administration, and the objectives of compensation. Discuss the components of pay structure in India and wage policies such as minimum wage, fair wage, and living wage.	Evaluate	BL 5
V	Understand discipline and grievance procedures, including disciplinary procedures and grievance handling procedures . Discuss the nature, importance, and approaches of Industrial Relations. Explore the concepts of promotion, transfer, and separation, including their purpose, principles, and types.	Understand	BL 1

MASTER OF BUSINESS ADMINISTRATION (Tourism Management)
Subject: Tourism Management
Course Outcomes (CO)

Name of the Course: Business Law
 Course Code: MBA TM 022
 Year of Study: I
 Semester: II

The Student will able to:

CO	Course Outcomes	Bloom's Taxonomy	Bloom's Level
I	Define a contract and its essentials. Analyse the formation of a valid contract, including offer and acceptance, consideration, capacity to contract, free consent, legality of object, discharge of a contract, and breach. Understand damages for breach of a contract.	Understand	BL 1
II	Define partnership and its essentials. Explore the rights and duties of partners, types of partners, minors as partners, doctrine of implied authority, registration of firms, and dissolution of firms. Discuss the Limited Liability Partnership Act, 2000, including incorporation by registration, relationship of members, and cessation of trade.	Understand	BL 1
III	Define a contract of sale and explore its conditions, warranties, passing of property, right of unpaid seller against goods, and remedies for breach. Discuss the Negotiable Instrument Act, 1881, including its definition, characteristics, kinds of negotiable instruments, promissory note, bill of exchange, cheques, crossing of cheques, and bouncing of cheques.	Understand, Analyse	BL 1, BL 3
IV	Understand the nature and definition of a company. Discuss the Companies Act, 1956, including registration and incorporation, memorandum of association, articles of association, prospectus, and types of companies. Explore the Consumer Protection Act, 1980, including its aims and objects, redressal machinery, and procedures for complaints.	Examine	BL 2
V	Discuss the Information Technology Act, 2000, including definitions, digital signature, electronic governance, attribution, acknowledgment and dispatch of electronic records, regulation of certifying authorities. Explore the Right to Information Act, 2005, including the right to know, salient features, obligation of public authority, designation of public information officer, duties of a public information officer, exemption from disclosure of information, and partial disclosure of information.	Implement	BL 5

MASTER OF BUSINESS ADMINISTRATION (Tourism Management)
Subject: Tourism Management
Course Outcomes (CO)

Name of the Course: Tourism Resources

Course Code: MBA TM 023

Year of Study: I

Semester: II

The Student will be able to:

CO	Course Outcomes	Bloom's Taxonomy	Bloom's Level
I	Identify and explore wildlife sanctuaries, national parks, and natural reserves in India, such as Corbett National Park, Bharatpur Bird Sanctuary, Kanha, Kaziranga, Sasan Gir, and Ranthambore. Understand the attractions and environments of hill stations with case studies of Mussoorie, Nainital, and Ooty.	Understand	BL 1
II	Explore popular tourist resources in India, including Delhi, Agra, Jaipur, Varanasi, Khajuraho, Chennai, Mahabalipuram, Madurai, Thanjavur, Hampi, Ellora, Elephanta, Konark, and Fatehpur Sikri. Identify significant monuments in India such as Qutub Minar, Kirti Stambh, Sikandara, Red Fort, Taj Mahal, Golden Temple, Hawa Mahal, and Bara Imambara.	Identify, Understand	BL 2
III	Discuss pilgrimage destinations in India, including Char Dham Yatra, Jyotirlinga Yatra, Kamakhya, Vaishno Devi, Kashi, Prayag, Gaya, Ayodhya, Mathura, Vrindavan, Ujjain, Haridwar, Nasik, Lumbini, Bodh Gaya, Sarnath, Kushinagar, Shravasti, Nalanda, Sanchi, Ajanta, and more. Identify Jain, Muslim, and Sikh pilgrimage sites.	Identify, Understand	BL 2
IV	Explore fairs and festivals in India, such as Kumbha, Pushkar, Sonapur, Dadari, Tarnetar, Chhath, Pongal, Makar Sankranti, Vaishakhi, Meenakshi Kalyanam, Holi, Gangaur, Onam, Durga Puja, Ram Leela, Diwali, Kartik Purnima, Rath Yatra, Id-ul-Fitr, Easter, Christmas, Carnival, Burhwa Mangal, Taj Mahotsava, and Khajuraho Mahotsava.	Identify, Understand	BL 2
V	Discuss handicrafts and handlooms in India. Explore the history of dance styles and main Gharanas of North Indian Music.	Understand	BL 1

MASTER OF BUSINESS ADMINISTRATION (Tourism Management)
Subject: Tourism Management
Course Outcomes (CO)

Name of the Course: Cost & Management Accounting

Course Code: MBA TM 024

Year of Study: I

Semester: II

The Student will be able to:

CO	Course Outcomes	Bloom's Taxonomy	Bloom's Level
I	Understand the role of Cost in decision making. Compare Management Accounting and Cost Accounting. Identify types of Costs and Cost concepts. Explore the elements of Cost: materials, labour, and overheads. Understand their allocation and apportionment.	Understand	BL 1
II	Compare Marginal Costing and Absorption Costing. Analyse Cost-Volume-Profit (CVP) analysis and the implication of P/V ratio analysis. Understand the concept and uses of Contribution.	Analyse	BL 3
III	Explore differential Costing and incremental Costing, including their concepts, uses, and applications. Discuss budgeting and budgetary control, types of budgets (static and flexible), and the preparation of various budgets such as cash budget, sales budget, production budget, materials budget, capital expenditure budget, and master budget.	Understand, Analyse	BL 1, BL 3
IV	Understand standard Costing, including the concept of standard Costs and the establishment of Cost standards. Calculate material variance, labour variance, and overhead variance. Explore new concepts for decision making, including Activity Based Costing, Cost Management, and Value Chain Analysis.	Understand, Apply	BL 1, BL 4
V	Understand responsibility accounting, investment centre, Costcentre, profit centre, and responsibility centre.	Understand, Analyse	BL 1

MASTER OF BUSINESS ADMINISTRATION (Tourism Management)
Subject: Tourism Management
Course Outcomes (CO)

Name of the Course: Travel Agency and Tour Operations
 Course Code: MBA TM 025
 Year of Study: I
 Semester: II

The Student will able to:

CO	Course Outcomes	Bloom's Taxonomy	Bloom's Level
I	Understand the travel formalities including passport, visa, health requirements, taxes, customs, and currency. Trace the history of the travel agency and tour operation business. Differentiate between a travel agency and a tour operation business. Understand the linkages and arrangements of travel agencies and tour operators with hotels, airlines, transport agencies, and other segments of the tourism sector.	Understand	BL 1
II	Discuss the approval processes for travel agents and tour operators, including the approval by the Department of Tourism, Government of India, and the rules and regulations set by IATA (International Air Transport Association), airlines, and railways.	Analyse	BL 3
III	Identify the functions of a travel agent, including travel information and counselling, itinerary preparation, reservation, ticketing, preparation, and marketing of tour packages, handling business/corporate clients, and sources of income such as commission and service charges.	Identify	BL 2
IV	Explore the functions of a tour operator, including market research, tour package formulation, assembling, processing, and disseminating information on destinations, liaising with principals, and preparation of itineraries, tour operation, and post-tour management. Discuss the sources of income for tour operators.	Analyse	BL 3
V	Compare and contrast the public and private sectors in the travel agency business and tour operation business. Examine the organizational structure and various departments of a travel agency. Study case examples of ITDC (Indian Tourism Development Corporation), Cox & Kings, and Thomas Cook. Provide an overview of national trade associations such as IATO (Indian Association of Tour Operators) and TAAI (Travel Agents Association of India).	Compare, Examine, Provide	BL 4, BL 4, BL 5

MASTER OF BUSINESS ADMINISTRATION (Tourism Management)
Subject: Tourism Management
Course Outcomes (CO)

Name of the Course: Research Methodology
 Course Code: MBA TM 026
 Year of Study: I
 Semester: II

The Student will able to:

CO	Course Outcomes	Bloom's Taxonomy	Bloom's Level
I	Understand the concept of research and its application in various functions of management. Identify the problems and precautions for researchers.	Understand, Identify	BL 1, BL 2
II	Describe the steps involved in the research process. Discuss various methods of research design.	Describe, Discuss	BL 2, BL 3
III	Define sample, sample size, and sampling procedures. Explore various types of sampling techniques. Determine and select sample members. Differentiate between secondary and primary data. Discuss methods of data collection and precautions in data collection.	Define, Explore, Differentiate, Discuss	BL 2, BL 3
IV	Analyse data through coding, editing, and tabulation. Utilize various charts and diagrams for data analysis. Apply measures of tendency and dispersion.	Analyse, Utilize, Apply	BL 4, BL 4
V	Prepare research reports, including types and layout. Discuss precautions in report preparation. Understand the significance of bibliography and annexure. Draw conclusions and provide suggestions and recommendations.	Prepare, Discuss, Understand, Draw, Provide	BL 5, BL 3, BL 1, BL 4, BL 6

MASTER OF BUSINESS ADMINISTRATION (Tourism Management)
Subject: Tourism Management
Course Outcomes (CO)

Name of the Course: Hospitality & Tourism Management
 Course Code: MBA TM 027
 Year of Study: I
 Semester: II

The Student will able to:

CO	Course Outcomes	Bloom's Taxonomy	Bloom's Level
I	Introduce the hospitality industry, including its origin, nature, evolution, and growth. Discuss the current scenario of the hospitality industry.	Understand	BL 1
II	Define tourism and evaluate the tourism industry. Identify the components of tourism and discuss the concepts of domestic and international tourism. Analyse the significance and impacts of tourism on socio-cultural, economic, and environmental aspects. Understand typologies of tourism and travel motivators.	Understand, Analyse,	BL 1, BL 3
III	Provide an overview of the accommodation industry. Discuss hotel organization structure, classification of hotels, and hotel departments. Explore hotel categories, star ratings, types of hotel rooms, plans, and rates. Explore the Front office department in hotel management.	Evaluate	BL 4
IV	Discuss the food and beverage department in hotel management.	Analyse	BL 3
V	Understand the recognition and licensing requirements for travel agencies, tour operators, travel guides, and hotels. Identify the national and international organizations in the travel agency and tour operation business, such as IATA, PATA, WTO, UFTAA, and FHRAI.	Analyse, Evaluate	BL 3, BL 4

MASTER OF BUSINESS ADMINISTRATION (Tourism Management)

Subject: Tourism Management

Course Outcomes (CO)

Name of the Course: Entrepreneurship Development

Course Code: MBA TM 031

Year of Study: 2

Semester: III

The Student will able to:

CO	Course Outcomes	Bloom's Taxonomy	Bloom's Level
I	Understand the meaning, definition, and concept of Enterprise, Entrepreneurship, and Entrepreneurship Development. Explore the evolution of Entrepreneurship and various theories associated with it. Identify the characteristics and skills required for entrepreneurship and recognize the role of entrepreneurship in economic development. Analyse the factors affecting entrepreneurship and discuss the problems faced by entrepreneurs.	Understand, Analyse	BL 1, BL 3
II	Develop entrepreneurial competencies and understand the importance of entrepreneurial culture and mobility. Evaluate the factors influencing entrepreneurial mobility. Assess the needs, objectives, and phases of Entrepreneurship Development Programs (EDPs). Evaluate the effectiveness of EDPs.	Evaluate	BL 4
III	Examine the role of the government in promoting entrepreneurship. Study the MSME policy in India and the agencies involved in policy formulation and implementation, such as DIC, SISI, EDII, NIESBUD, NEDB, and TFCI.	Understand	BL 1
IV	Analyse women entrepreneurship, including its meaning, characteristic features, and problems in India. Explore strategies for developing women entrepreneurship. Understand the concept of social enterprise, social entrepreneurship, and sustainability issues. Discuss rural entrepreneurship, family business entrepreneurship, and the challenges faced by once-leading corporate groups.	Analyse	BL 3
V	Understand the concept of project management and its relevance in entrepreneurship. Explore project identification, formulation, design, network analysis, evaluation, appraisal, and report preparation.	Understand	BL 1

MASTER OF BUSINESS ADMINISTRATION (Tourism Management)
Subject: Tourism Management
Course Outcomes (CO)

Name of the Course: Business Statistics (Theory & Practical)
 Course Code: MBA TM 032
 Year of Study: 2
 Semester: III

The Student will able to:

CO	Course Outcomes	Bloom's Taxonomy	Bloom's Level
I	Identify the role of statistics in managerial decision-making. Understand measures of central tendency, such as mean, median, and mode, and their implications. Analyse measures of dispersion, including range, mean deviation, and standard deviation.	Understand, Analyse	BL 1, BL 3
II	Apply time series analysis concepts, including additive and multiplicative models and trend analysis using the least square method.	Apply	BL 5
III	Explain the meaning and types of index numbers and their uses. Discuss correlation analysis, including Karl Pearson and Spearman Rank correlation. Understand regression analysis, regression equations, and their application.	Understand	BL 1
IV	Discuss the concept of probability and its application in business decision-making. Analyse multiplication theorems, Bayes' Theorem, and their applications.	Analyse	BL 3
V	Apply estimation theory and hypothesis testing in the context of sampling theory. Formulate hypotheses and perform t-tests and chi-square tests.	Apply	BL 5

MASTER OF BUSINESS ADMINISTRATION (Tourism Management)
Subject: Tourism Management
Course Outcomes (CO)

Name of the Course: Tourism Policies Planning Development

Course Code: MBA TM 033

Year of Study: 2

Semester: III

The Student will able to:

CO	Course Outcomes	Bloom's Taxonomy	Bloom's Level
I	Understand the concept of tourism policy and the role of government, public, and private sectors in formulating and implementing tourism policies.	Understand	BL 1
II	Analyse national and regional tourism policies , such as the National Action Plan on Tourism and Special Tourism Area Development Programme. Study the roles of National Tourism Board and National Committee on Tourism. Explore case studies of tourism policies in selected states.	Analyse	BL 3
III	Explore the conceptual meaning of tourism planning and its evolution. Identify different levels and types of tourism planning .	Understand	BL 1
IV	Examine international agreements related to tourism, such as the Chicago Convention, Warsaw Convention, Open Sky Policy, Euro Agreement, and Schengen Agreement.	Examine	BL 4
V	Evaluate the roles of the public and private sectors in tourism development . Analyse their contributions and discuss their collaboration in promoting tourism.	Evaluate	BL 5

MASTER OF BUSINESS ADMINISTRATION (Tourism Management)
Subject: Tourism Management
Course Outcomes (CO)

Name of the Course: Geography & International Tourism

Course Code: MBA TM 034

Year of Study: 2

Semester: III

The Student will able to:

CO	Course Outcomes	Bloom's Taxonomy	Bloom's Level
I	Understand the fundamentals of geography and the importance of geography in tourism. Identify the climatic regions of the world.	Understand	BL 1
II	Study maps and understand concepts such as longitude, latitude, the international date line, time variations, and time differences.	Understand	BL 1
III	Explore the physical and political features of the Indian subcontinent and understand the climatic conditions prevailing in India.	Understand	BL 1
IV	Examine the political and physical features of world geography. Identify and explore destinations in North America, Europe, Africa, the Middle East, North & East Asia Pacific, South Asia, and Southeast Asia.	Examine	BL 4
V	Analyse different tourist activities based on mountains, deserts, forests, marinas, cultural and pilgrimage sites, and their significance. Explore fairs, festivals, and case studies of tour packages offered by government and private sectors.	Analyse	BL 3

MASTER OF BUSINESS ADMINISTRATION (Tourism Management)
Subject: Tourism Management
Course Outcomes (CO)

Name of the Course: Management of Tour Packages

Course Code: MBA TM 035

Year of Study: 2

Semester: III

The Student will able to:

CO	Course Outcomes	Bloom's Taxonomy	Bloom's Level
I	Understand the meaning, definition, development, types, components, and significance of tour packages in relation to tourists, destinations, and tour companies.	Understand	BL 1
II	Analyse the influencing factors and strategic aspects in tour formulation. Understand itinerary development, negotiations, confidential tariff, brochure designing, printing, and distribution.	Analyse	BL 3
III	Define the concept of tour Cost and Analyse the components, factors, and calculation of tour pricing. Explore pricing strategies.	Analyse	BL 3
IV	Explore tourist activities based on mountains, deserts, forests, marinas, and cultural and pilgrimage sites. Discuss their historical, archaeological, architectural, and monumental significance, as well as fairs and festivals.	Understand	BL 1
V	Analyse case studies of tour packages offered by government and private sectors, including companies like Thomas Cook.	Analyse	BL 3

MASTER OF BUSINESS ADMINISTRATION (Tourism Management)
Subject: Tourism Management
Course Outcomes (CO)

Name of the Course: Transportation Management
 Course Code: MBA TM 036
 Year of Study: 2
 Semester: III

The Student will able to:

CO	Course Outcomes	Bloom's Taxonomy	Bloom's Level
I	Evaluate the importance of transport in tourism and understand the patterns of demand for tourist transportation. Analyse the characteristics of the supply in the passenger transportation industry.	Evaluate, Analyse	BL 4, BL 3
II	Study international air transport regulations in India, including IATA, DGCA, AAI, and the open sky policy. Analyse the Indian aviation industry with case studies of Air India and Air Deccan. Explore air charters in India and discuss forces likely to affect the future of the air transport industry.	Analyse	BL 3
III	Understand the surface transport system, including approved tourist transport operators, car hire companies, road transport documentation, and insurance. Discuss concepts such as contract carriage, state carriage, all India permit, and different types of vehicles.	Understand	BL 1
IV	Introduce the Indian Railways system, including its past, present, and future. Explore rail tours in India, the Indrail pass, special schemes and packages, and major tourist trains like Palace on Wheels, Royal Orient, and toy trains. Discuss facilities offered by IRCTC, GSA's abroad, rail YatriNivas, tourist police, and railway tourist guides.	Understand	BL 1
V	Provide an overview of the water transport system, including cruise ships, ferries, hovercraft, and boats. Understand terms used in water transport and Analyse the operational and marketing strategies of companies like Star Cruise, Ocean Odyssey, and Queens Mary-2.	Understand, Analyse	BL 1, BL 3

PRACTICALS:

MBA TTM 037 SUMMER TRAINING PROJECT
MBA TTM 038 VIVA VOCE

MASTER OF BUSINESS ADMINISTRATION (Tourism Management)
Subject: Tourism Management
Course Outcomes (COs)

Name of the Course: STRATEGIC MANAGEMENT

Course Code: MBA TM 041

Year of Study: 2

Semester: IV

The Student will able to:

CO	Course Outcomes	Bloom's Taxonomy	Bloom's Level
I	Understand strategic management concepts, develop mission and vision statements, analyse globalization's impact, make strategic decisions.	Understand	B.L. 1
II	Assess internet and e-commerce impact, recognize strategic management's role in marketing, finance, HR, and global competitiveness, conduct environmental scanning, and utilize competition intelligence and ETOP study.	Analyse	B.L. 2
III	Perform corporate analysis using resource-based and value-chain approaches, scan functional resources, apply strategic budgeting and audit techniques, conduct SWOT analysis.	Apply	B.L. 5
IV	Understand strategic planning process, evaluate corporate development stages, analyse restructuring, mergers and acquisitions, strategic alliances, apply portfolio analysis, BCG Model, and GE 9 Cell.	Evaluate	B.L. 3
V	Implement strategies through structures, manage human resources effectively, promote values and ethics, apply McKinsey's 7S Model, understand organization's life cycle, manage and control strategically.	Implement	B.L. 4

MASTER OF BUSINESS ADMINISTRATION (Tourism Management)
Subject: Tourism Management
Course Outcomes (CO)

Name of the Course: Itinerary Planning and Costing
 Course Code: MBA TM 042
 Year of Study: 2
 Semester: IV

The Student will able to:

CO	Course Outcomes	Bloom's Taxonomy	Bloom's Level
I	Understand the concept , typology, and duration of itinerary preparation. Identify the differences between GIT (Group Inclusive Tour) and FIT (Free Independent Travelers). Discuss the do's and don'ts of itinerary preparation.	Understand	BL 1
II	Create custom-made and readymade itineraries. Consider factors such as seasonality, product-based itinerary, and all-inclusive itinerary while preparing itineraries.	Create	BL 5
III	Understand tour packaging and its types . Identify the forms and components of a package tour. Analyse the advantages and disadvantages of package tours. Learn about the process of liaising and negotiating package tours.	Understand, Analyse	BL 1, BL 4
IV	Explore product-oriented package tours, such as health tourism, yoga, meditation, and nature cure. Understand adventure package tours, including soft and hard adventure activities like desert safaris, mountaineering, skiing, white water rafting, scuba diving, golf tours, and cruises. Discover special interest tours like MICE (Meetings, Incentives, Conferences, and Exhibitions) tours, eco and wildlife tours, and ethnic tours.	Understand	BL 1
V	Calculate the Cost of a tour, considering various components and considerations. Differentiate between FIT and group Costing. Understand the differential tariff plan and its impact on accommodation, transportation, meals, etc.	Understand	BL 1

MASTER OF BUSINESS ADMINISTRATION (Tourism Management)
Subject: Tourism Management
Course Outcomes (CO)

Name of the Course: Business Environment

Course Code: MBA TM 043

Year of Study: 2

Semester: IV

The Student will able to:

CO	Course Outcomes	Bloom's Taxonomy	Bloom's Level
I	Understand the meaning and importance of the business environment. Analyse the recent political, economic, and financial environment in India. Understand the planning process and the role of liberalization in planning.	Understand, Analyse	BL 1, BL 4
II	Evaluate the monetary and fiscal policies in the Indian financial system. Analyse economic trends and the role of regulatory institutions such as RBI (Reserve Bank of India) and SEBI (Securities and Exchange Board of India). Examine the concept of national income and the role of the industry in economic development. Understand poverty, unemployment, human development, and rural development in India.	Evaluate, Understand	BL 4, BL 1
III	Discuss direct and indirect taxes, including MODVAT (Modified Value Added Tax). Understand the provisions of FEMA (Foreign Exchange Management Act). Analyse business ethics and corporate governance. Explore the philosophy and strategy of planning in India.	Understand, Analyse	BL 1, BL 4
IV	Examine the concepts of liberalization, privatization, and disinvestment. Analyse the role and impact of Special Economic Zones (SEZs) in the international business environment.	Analyse	BL 4
V	Discuss the social responsibility of business enterprises. Understand the New Economic Policy and globalization. Analyse the FDI (Foreign Direct Investment) policy and the significance of multinational corporations (MNCs) and transnational corporations (TNCs). Explore the importance and types of technology transfer, appropriate technology, and technology adaptation.	Understand, Analyse	BL 1, BL 4

MASTER OF BUSINESS ADMINISTRATION (Tourism Management)
Subject: Tourism Management
Course Outcomes (CO)

Name of the Course: Cargo Handling

Course Code: MBA TM 044

Year of Study: 2

Semester: IV

The Student will able to:

CO	Course Outcomes	Bloom's Taxonomy	Bloom's Level
I	Understand cargo concepts and common terms used in cargo handling.	Understand	BL 2
II	Apply cargo rating principles, including rounding off weights/dimensions/currencies and calculating chargeable weight.	Apply	BL 5
III	Explain the documentation required for cargo handling, such as air way bills, charges correction advice, and documents for dangerous goods.	Explain	BL 4
IV	Identify cargo handling procedures and the cargo capacity of air and ships. Recognize cargo requiring special attention.	Identify	BL 3
V	Introduce the basics of dangerous goods regulations and highlight important cargo companies.	Introduce	BL 1

MASTER OF BUSINESS ADMINISTRATION (Tourism Management)
Subject: Tourism Management
Course Outcomes (CO)

Name of the Course: Emerging Trends in Tourism
 Course Code: MBA TM 045
 Year of Study: 2
 Semester: IV

The Student will able to:

CO	Course Outcomes	Bloom's Taxonomy	Bloom's Level
I	Understand the basic minimum standards for adventure tourism activities, including land-based, water-based, and air-based activities. Recognize recognized institutions in the field.	Understand	BL 1
II	Introduce the concept of medical tourism, including its history, legal issues, and ethical considerations. Identify popular medical tourism destinations around the world.	Introduce	BL 1
III	Provide an overview of rural tourism, including its definition, understanding, and key issues. Discuss the state of rural tourism in India and its future prospects.	Analyse	BL 2
IV	Explore religious tourism, focusing on ancient Indian religions such as Jainism and Buddhism, as well as other religions in India. Examine the significance of important festivals associated with these religions.	Examine	BL 3
V	Define ecotourism and its key components, including natural, built, and event-based resources. Discuss the concept of protected areas, their categories, and roles in ecotourism.	Implement	BL 5

MASTER OF BUSINESS ADMINISTRATION (Tourism Management)
Subject: Tourism Management
Course Outcomes (CO)

Name of the Course: Tourism Behaviour (Theory & Practices)

Course Code: MBA TM 046

Year of Study: 2

Semester: IV

The Student will able to:

CO	Course Outcomes	Bloom's Taxonomy	Bloom's Level
I	Understand the factors that influence consumer behaviour in travel and tourism, including cultural factors, social factors, personal factors, psychological factors, and group factors.	Understand	BL 1
II	Examine different forms and types of tourists and their characteristics, including their activities, interests, and opinions.	Examine	BL 2
III	Analyse the buyer decision process in travel and tourism, including need recognition, information search, evaluation of alternatives, and purchase decision.	Analyse	BL 3
IV	Explore tourist behaviour as individuals, including perception, learning, attitude formation, and important theories related to tourist behaviour.	Explore	BL 4
V	Evaluate the specific considerations of host-guest interactions in travel and tourism, including their impact on physical, social, and cultural environments. Assess the cross-cultural impacts and management implications.	Evaluate	BL 5

MASTER OF BUSINESS ADMINISTRATION (Tourism Management)
Subject: Tourism Management
Course Outcomes (CO)

Name of the Course: Foreign Language (French Language)
 Course Code: MBA TM 047
 Year of Study: 2
 Semester: IV

The Student will able to:

CO	Course Outcomes	Bloom's Taxonomy	Bloom's Level
I	Demonstrate knowledge of basic elements of French grammar, including French alphabets, accents, vowels, phonetic symbols, liaison, nasal sounds, and conjugation of regular and irregular verbs in the present tense. Understand the use of definite and indefinite articles, singular and plural nouns, and personal pronouns.	Understand	BL 1
II	Translate a short, simple French text into English to assess comprehension skills and the ability to understand the text.	Apply	BL 5
III	Apply knowledge of grammar by conjugating regular and irregular verbs in different tenses, such as the past tense and auxiliary verbs. Focus on specific verbs like "être," "avoir," "prendre," "partir," "entendre," "aller," etc.	Apply	BL 5
IV	Understand and use adverbs, including the "Passé Simple," "Imparfait," and "Future Proche." Compare adjectives.	Understand	BL 1
V	Demonstrate written comprehension skills by understanding and translating a short, simple French text into English. Explain passages and apply knowledge of direct and indirect narration.	Apply	BL 5

PRACTICALS:

MBA TTM 048 DISSERTATION
MBA TTM 049 COMPREHENSIVE VIVA