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

POST GRADUATE DIPLOMA HOTEL TOURISM MANEGMENT

1984

Mapping:

	Local Need		Regional		National		Global Need

Registrar
Dr. B.R.A University, Agra

Post Graduate Diploma in Hotel and Tourism Management (PGDHTM)

Programme Outcomes:

- Gain advanced knowledge and skills in hotel management and tourism.
- Develop skills in planning, organizing, and controlling various functions in the hospitality sector.
- Understand and apply principles of effective business communication in the tourism industry.
- Appreciate the role of history and culture in shaping the hospitality industry.

Programme Specific Outcomes

- **PSO1:** Apply fundamental principles of hospitality management, including front-office operations, housekeeping, food and beverage service, and event management, ensuring efficiency and guest satisfaction.
- **PSO2:** Analyze key trends and developments in the global tourism industry, identifying opportunities for growth and strategies to address challenges.
- **PSO3:** Develop and execute marketing and sales plans for hospitality and tourism products and services, utilizing a mix of traditional and digital channels.
- **PSO4:** Implement financial and accounting practices for effective budgeting, cost control, and revenue optimization within hospitality and tourism businesses.
- **PSO5:** Demonstrate leadership, teamwork, and cross-cultural communication skills essential for success in dynamic hospitality and tourism environments.

Post Graduate Diploma in Hotel & Tourism Management

Subject: Tourism & Hotel Management

Course Outcomes (Cos)

Name of the Course: Fundamental of Tourism

Course Code: Course 101

Paper: I

Year of Study: I

The Student will able to:

COS	COURSE OUTCOMES	BLOOM'S TAXONOMY	BLOOM'S LEVEL (B.L.)
CO-1	Understand the basic concepts, nature, Scope, types, forms, types of tourists and Componentsof tourism and its industry.	Understand	B.L.-1
CO-2	Analyze the tourism demand through determinants and motivational factors.	Analyze	B.L.-3
	Evaluate the socio-economic, socio-cultural & environmental tourism impacts.	Evaluate	B.L.-4
	Create the ideas to explore the potential of Indian tourism through present scenario, emerging travel trends and thru new thrust areas introduced in the Govt. tourism policies.	Create	B.L.-5
CO-3	Implement the tourism planning by tourism infrastructure & destination development by tourism department.	Apply	B.L.-2
CO-4	Understand the role of private & public sector and tourism organizations in the tourism promotion.	Understand	B.L.-1
CO-5	Implement the tourism business thru the study of different tourism organizations.	Apply	B.L.-2

Post Graduate Diploma in Hotel & Tourism Management

Subject: Tourism & Hotel Management

Course Outcomes (Cos)

Name of the Course: Tourism Management & Marketing Concepts

Course Code: Course 102

Paper: II

Year of Study: I

The Student will able to:

COS	COURSE OUTCOMES	BLOOM'S TAXONOMY	BLOOM'S LEVEL (B.L.)
CO-1	Understand the concepts, nature & functions, Social responsibilities and ethics of Management also understand the professional management practices in the tourism sector.	Understand	B.L.-1
CO-2	Implement the process of tourism & hotel management.	Apply	B.L.-2
CO-3	Analyze the tourism market and market environment with the study of marketing mix i.e. 8 P's in marketing.	Analyze	B.L.-3
CO-4	Evaluate the tourism marketing destination through the study of market segmentation, market research and data collection.	Understand	B.L.-1
CO-5	Create the ideas of tourism promotion through the study of different methods of promotions and strategies.	Create	B.L.-5

Post Graduate Diploma in Hotel & Tourism Management

Subject: Tourism & Hotel Management

Course Outcomes (Cos)

Name of the Course: Travel Management

Course Code: Course 103

Paper: III

Year of Study: I

The Student will able to:

COS	COURSE OUTCOMES	BLOOM'S TAXONOMY	BLOOM'S LEVEL (B.L.)
CO-1	Understand the concepts, meaning, scope & history of Travel agency and inter-relationship with tour operator.	**Understand**	B.L.-1
CO-2	Implement the Govt. & IATA rules regulation and travel functions to setup a Travel Tour Business.	**Apply**	B.L.-2
CO-3	Evaluate Travel formalities to be ready by traveler or tourist before the journey commences.	**Evaluate**	B.L.-4
CO-4	Create the different domestic travel itineraries and tour packages. Evaluatethe travel itinerary and tour package cost and benefits.	**Create** **Evaluate**	B.L.-5 B.L.-4
CO-5	Analyze the tourism organizations, problems & prospects of travel industry in India and travel communication.	**Analyze**	B.L.-3

Post Graduate Diploma in Hotel & Tourism Management

Subject: Tourism & Hotel Management

Course Outcomes (Cos)

Name of the Course: Hotel Management

Course Code: Course 104

Paper: IV

Year of Study: I

The Student will able to:

COS	COURSE OUTCOMES	BLOOM'S TAXONOMY	BLOOM'S LEVEL (B.L.)
CO-1	Understand the concepts, types, typologies, linkages & significance with tourism of accommodation and emerging dimensions of hotel industry.	**Understand**	B.L.-1
CO-2	Implement the hotel business with the study of its classification, registration, gradation, organization structure, functions and responsibilities of hotel personal.	**Apply**	B.L.-2
CO-3	Evaluate the Functions of all hotel departments.	**Evaluate**	B.L.-4
CO-4	Create the tariff requisite with the study of different meal plans in a hotel Understand the role of central and state Govt. in promotion of hotel industry.	**Create** **Understand**	B.L.-5 B.L.-1
CO-5	Analyze the problems & prospects of hotel industry, pvt.sector contribution & role of TFCI in promotion of hotel industry.	**Analyze**	B.L.-3

Post Graduate Diploma in Hotel & Tourism Management

Subject: Tourism & Hotel Management

Course Outcomes (Cos)

Name of the Course: Indian History-Culture & Heritage

Course Code: Course 105

Paper: V

Year of Study: I

The Student will able to:

COS	COURSE OUTCOMES	BLOOM'S TAXONOMY	BLOOM'S LEVEL (B.L.)
CO-1	Understand the ancient, medieval and modern history of India w.r.t. tourism.	Understand	B.L.-1
CO-2	Analyze the meaning definition and characteristics of Indian culture for India's tourism.	Analyze	B.L.-3
CO-3	Evaluate the Indian traditional society, social order, customs, rituals and culture for India tourism.	Evaluate	B.L.-4
CO-4	Implement the knowledge of Indian architectural heritages to guide the foreign travellers.	Apply	B.L.-2
CO-5	Create the ideas to promote the Indian tourism with the knowledge of Indian cultures like Dance, music, handicraft and paintings.	Create	B.L.-5

Post Graduate Diploma in Hotel & Tourism Management

Subject: Tourism & Hotel Management

Course Outcomes (Cos)

Name of the Course: Business English & Communication Skill

Course Code: Course 106

Paper: VI

Year of Study: I

The Student will able to:

COS	COURSE OUTCOMES	BLOOM'S TAXONOMY	BLOOM'S LEVEL (B.L.)
CO-1	Analyze the correction of errors through the study of English grammar.	**Analyze**	B.L.-3
CO-2	Create the practices of writing skills like dialogue, telegrams, letters etc. and translations English to Hindi and vice versa.	**Create**	B.L.-5
CO-3	Understand Concept, nature, importance and components of communication and process, types, direction, verbal-nonverbal barriers of communication.	**Understanding**	B.L.-1
CO-4	Implement the knowledge and practice of writing skillsto plan & draft, revise, replies letters, messages and notes.	**Apply**	B.L.-2
CO-5	Create the ideas to develop the business communication skills.	**Create**	B.L.-5

PRACTICALS

COURSE 107 SUMMER TRAINIG REPORT

PROJECT & VIVA VOCE