



Dr. Bhimrao Ambedkar University, Agra

A State University of Uttar Pradesh (Paliwal Park, Agra -282004)

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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

**POST GRADUATE DIPLOMA IN MASS
COMMUNICATION**

1994


Registrar
B.R.A. University, Agra

Mapping:



Local Need



Regional



National



Global Need

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 Components of tourism and its industry.	Understand	B.L.-1
CO-2	Analyze the tourism demand through determinants and motivational factors. Evaluate the socio-economic, socio-cultural & environmental tourism impacts. 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.	Analyze Evaluate Create	B.L.-3 B.L.-4 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	Analyze	B.L.-3

	marketing.		
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. Evaluate the 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
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			(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 skills to 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 TRAINING REPORT

PROJECT & VIVA VOCE