

**MBA(Tourism)– I,II,III & IV Semesters**

<b>Code</b>	<b>Course Name</b>	<b>Course Outcomes</b>
<b>MBA(Tourism) – I Semester</b>		
<b>PTMT11</b>	<b>Tourism Phenomenon</b>	<p><b>CO1:</b> Understand the historical development of Tourism <b>K2</b></p> <p><b>CO2:</b> Understand the various definitions and Types of tourism <b>K2</b></p> <p><b>CO3:</b> Apply the managerial skills in tour operations and travel agencies <b>K3</b></p> <p><b>CO4:</b> Analyse the emerging trends in transportation sector with real time samples <b>K4</b></p> <p><b>CO5:</b> Understand the functions of tourism organizations <b>K2</b></p>
<b>PTMT12</b>	<b>Managerial Concept And Organisational Behaviour</b>	<p><b>CO1:</b> Understand the concept of management <b>K2</b></p> <p><b>CO2:</b> Understand the concept of planning and organizing <b>K2</b></p> <p><b>CO3:</b> Analyse the tourist behaviour <b>K4</b></p> <p><b>CO4:</b> Apply the various factors in tourism industry <b>K3</b></p> <p><b>CO5:</b> Understand the functions of stress management <b>K2</b></p>
<b>PTMT13</b>	<b>Ttourism Geography</b>	<p><b>CO1:</b> Understand the importance of Geography in Tourism <b>K2</b></p> <p><b>CO2:</b> Understand logic in the division of the world into IATA Traffic Conference Area <b>K2</b></p> <p><b>CO3:</b> Differentiate the importance of geographical division for tourism development and Appreciate the tourist attractions in different locations <b>K3</b></p> <p><b>CO4:</b> Analyse the significance of different Agreements</p>

		<b>K4</b> <b>CO5:</b> Forecast the global effects of tourism <b>K4</b>
<b>PTMT14</b>	<b>Tourism Destination Visit(Practical)</b>	<b>CO1:</b> Understand how festivals become tourist product <b>K2</b> <b>CO2:</b> Get practical exposure <b>K4</b>
<b>PTME11</b>	<b>Communication And Public Relations</b>	<b>CO1:</b> Understand the definitions and types of communication <b>K2</b> <b>CO2:</b> Explain the design and impacts of effective communication <b>K2</b> <b>CO3:</b> Evaluate the basic skills and techniques in Business Communication <b>K5</b> <b>CO4:</b> Measure the Promotional Effectiveness Marketing <b>K5</b> <b>CO5:</b> Bring out the major tools in marketing PR <b>K2</b>
<b>PTME11</b>	<b>Accounting And Finance For Tourism</b>	<b>CO1:</b> Understand accounting <b>K2</b> <b>CO2:</b> Understand financial management <b>K2</b> <b>CO3:</b> Know Tourism Accounting <b>K2</b> <b>CO4:</b> Apply the Knowledge to work in tourism industry <b>K3</b> <b>CO5:</b> Apply the knowledge and Get job <b>K3</b>

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<b>MBA(Tourism) – II Semester</b>		
<b>PTMT21</b>	<b>Tourism Products Of India</b>	<b>CO1:</b> Know the overview of Indian Culture and Society <b>K2</b> <b>CO2:</b> Earn their skills in Technical Writing <b>K2</b>

		<p><b>CO3:</b> Draft effective research proposals/reports <b>K2</b></p> <p><b>CO4:</b> Exploit the resources of English language for professional development <b>K2</b></p> <p><b>CO5:</b> Develop effective introduction and conclusion <b>K3</b></p> <p><b>CO6:</b> Master the mechanics of writing <b>K2</b></p>
<b>PTMT22</b>	<b>Human Resource Management</b>	<p><b>CO1:</b> Understand different concepts and HR Planning <b>K2</b></p> <p><b>CO2:</b> Enable students to understand the methods of HRM <b>K2</b></p> <p><b>CO3:</b> Understand the relevancy of HRM to tourism field <b>K2</b></p> <p><b>CO4:</b> Know about knowledge management <b>K2</b></p> <p><b>CO5:</b> Enable students to get jobs <b>K3</b></p>
<b>PTMT23</b>	<b>Ttourism Marketing</b>	<p><b>CO1:</b> Learn various concepts <b>K1</b></p> <p><b>CO2:</b> Understand the difference between product marketing and service marketing <b>K2</b></p> <p><b>CO3:</b> Understand the linkages in Travel and Tourism marketing between Accommodation, Transport, Travel and Tour sectors and Governments <b>K2</b></p> <p><b>CO4:</b> Help students gain knowledge in conventional and online marketing <b>K2</b></p> <p><b>CO5:</b> Apply the skills and enable students to get jobs <b>K3</b></p>
<b>PTMT24</b>	<b>Internship In A Travel Agency/Tour Operator/ Money Exchanger</b>	<p><b>CO1:</b> Get practical exposure <b>K3</b></p> <p><b>CO2:</b> Equip students with needed knowledge to work in Tourism industry <b>K2</b></p>
<b>PTME22</b>	<b>Conversation In French</b>	<p><b>CO1:</b> To develop communication skill in French <b>K3</b></p> <p><b>CO2:</b> To enable to guide the tourists knowing only French</p>

		Language <b>K2</b>
<b>PTME22</b>	<b>Conversation In Hindi</b>	<b>CO1:</b> Communicate with the tourists from other states <b>K3</b> <b>CO2:</b> Equip the students with conversational skill in our national language <b>K2</b>

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<b>MBA(Tourism) – III Semester</b>		
<b>PTMT31</b>	<b>Destination Management And Tourism Legislations</b>	<b>CO1:</b> Make the students understand the significance of destination management <b>K2</b> <b>CO2:</b> Know about the various legislations pertaining to tourism <b>K2</b> <b>CO3:</b> Know the significance of Heritage Management <b>K2</b> <b>CO4:</b> Understand the impact of tourism <b>K2</b> <b>CO5:</b> Apply the skills and enable students to get jobs <b>K3</b>
<b>PTMT32</b>	<b>Research Methodology</b>	<b>CO1:</b> Equip the students with proper methodology for research <b>K2</b> <b>CO2:</b> Enable the students to carryout research pertaining to tourism <b>K2</b> <b>CO3:</b> Create research interest in tourism field. <b>K2</b> <b>CO4:</b> Pursue M.Phil or Ph.Dprogramme <b>K3</b> <b>CO5:</b> Apply the skills and enable students to get jobs <b>K3</b>
<b>PTMT33</b>	<b>Hospitality Management</b>	<b>CO1:</b> Get expertise to become professionals with Managerial abilities to serve in the hospitality industry. <b>K2</b> <b>CO2:</b> Get necessary knowledge in managing operations

		<p>in the hospitality industry <b>K2</b></p> <p><b>CO3:</b> Understand the emerging trends , ideas and issues relating to tourism and hospitality sector <b>K2</b></p> <p><b>CO4:</b>Get knowledge in yield management <b>K2</b></p> <p><b>CO5:</b> Apply the skills and enable students to get jobs in hotels and resorts <b>K3</b></p>
<b>PTMT34</b>	<b>Internship In A Star Hotel/Resort</b>	<p><b>CO1:</b> Practical knowledge about hotel sector <b>K3</b></p> <p><b>CO2:</b>Understand the importance internship and industry to get jobs <b>K2</b></p>
<b>PTME33</b>	<b>E – Tourism</b>	<p><b>CO1:</b> Learn the basics of E-Tourism <b>K2</b></p> <p><b>CO2:</b> Learn how to use information technology effectively in tourism field. <b>K2</b></p> <p><b>CO3:</b> Learn to do E-Commerce <b>K2</b></p> <p><b>CO4:</b>Gain knowledge about disaster management <b>K2</b></p> <p><b>CO5:</b> Apply the skills and enable students to get jobs in tourism <b>K3</b></p>
<b>PTME33</b>	<b>Event Management And Disaster Management</b>	<p><b>CO1:</b> Understand about event management <b>K2</b></p> <p><b>CO2:</b> Organize events successfully <b>K2</b></p> <p><b>CO3:</b> Handle effectively any disaster <b>K2</b></p> <p><b>CO4:</b>Gain knowledge for self- employment <b>K3</b></p> <p><b>CO5:</b> Learn event accounting <b>K2</b></p>
<b>PTME33</b>	<b>Customer Care And Front Office Management</b>	<p><b>CO1:</b> Understand customer service management in local and global context <b>K2</b></p> <p><b>CO2:</b> Equip to become a good Front Office Manager <b>K2</b></p> <p><b>CO3:</b> Gain knowledge for self- employment <b>K3</b></p> <p><b>CO4:</b>Understand various services in Front Office <b>K2</b></p> <p><b>CO5:</b> Get jobs in tourism related sectors <b>K3</b></p>

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<b>MBA(Tourism) – IV Semester</b>		
<b>PTMT41</b>	<b>Tourism Policies And Planning</b>	<b>CO1:</b> Understand the evolution of tourism in India <b>K2</b> <b>CO2:</b> Know about the various policies pertaining to tourism <b>K2</b> <b>CO3:</b> Know about the process of tourism planning <b>K2</b> <b>CO4:</b> Understand preparation of tourism statistics <b>K2</b> <b>CO5:</b> Get job in Government and private sectors pertaining to tourism <b>K3</b>
<b>PTMT42</b>	<b>Air Ticketing And Itinerary Planning</b>	<b>CO1:</b> Learn about airline applications <b>K2</b> <b>CO2:</b> Know about computer reservation <b>K2</b> <b>CO3:</b> Learn about tour costing <b>K2</b> <b>CO4:</b> Learn about world tour itinerary preparation <b>K2</b> <b>CO5:</b> Equip students to get job in airline industry <b>K3</b>