

MASTER OF BUSINESS ADMINISTRATION (TOURISM)

PROGRAM EDUCATIONAL OBJECTIVES

The Post Graduates of MBA Programme will be able to

PEO1: remember the subject and interpret different concepts and products

PEO2: equip with necessary industrial exposure and gain practical knowledge in the field of tourism

PEO3: Acquire ethical, professional, managerial, interpersonal and communication skill sets to work productively

PEO4: Gain interest and knowledge in Tourism Research

PROGRAMME OUTCOMES (PO)

PO1:	Destination Knowledge: Apply the knowledge in preparation of itineraries, travel blogs and travel consultations.
PO2:	Problem Analysis: Ability to analyze and design applications by solving problems in the field of tourism.
PO3:	Design and Development of Solution: Design practical solutions in tourism industry for any specific needs from societal and environmental aspects that exhibits the tourism resources in global market
PO4:	Conduct investigations of complex problems: Investigate and apply technical skills to solve complex problems
PO5:	Modern tool usage: Create, select, adapt and apply appropriate techniques, resources, and modern computing tools to obtain solutions in terms of tourism marketing and promotions
PO6:	Communication: Communicate effectively and present tourism information using national and foreign languages both in oral and written form.
PO7:	Individual and team work: Function competently as an individual and as a leader in a team project

PO8:	<p>Link with society & Ethics</p> <p>Work in professional environment by adhering professional ethics and involved in perennial learning in the context of social, economic and cultural aspects</p>
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PROGRAMME SPECIFIC OUTCOMES (PSO)	
PSO1:	Understand different concepts in tourism
PSO2:	Identify and describe the features of tourism products
PSO3:	Ddemonstrate a command of spoken Hindi/ French, welcome and receive foreign tourists
PSO4:	Aanalyse the complex interrelationships between traditional marketing and online marketing
PSO5:	Write well in a variety of formats, including essays, research papers and projects