

DEPARTMENT	PROGRAMME SPECIFIC OUTCOME
<p>Department Name</p> <p>BTTM (Bachelor of Travel and Tourism Management)</p>	<p>PSO1: Demonstrate a profound understanding of tourism principles, practices, and theories, recalling key concepts and theories in tourism management.</p> <p>PSO2: Apply effective communication strategies and leadership principles to collaborate with diverse stakeholders in the tourism industry.</p> <p>PSO3: Evaluate professional skills essential for success in diverse tourism careers, critically assessing their own competencies and identifying areas for improvement.</p> <p>PSO4: Create innovative digital strategies and design technological solutions to enhance tourism experiences and operations.</p> <p>PSO5: Evaluate tourism planning processes and operational management strategies, synthesizing information from diverse sources to propose sustainable solutions.</p> <p>PSO6: Demonstrate creativity and innovation in designing ethical business practices and sustainable tourism ventures.</p>
	<p>PROGRAMME OUTCOME</p>
	<p>PO1:Academic Related</p> <p>Knowledge Acquisition:</p> <p>Demonstrate a profound understanding of knowledge trends and their impact on the chosen discipline of study.</p> <p>PO2: Communication, Collaboration, Inclusiveness, and Leadership: Become a team player who drives positive change through effective communication, collaborative acumen, transformative leadership, and a dedication to inclusivity.</p> <p>PO3: Professional Skills: Demonstrate professional skills to navigate diverse career paths with confidence and adaptability.</p> <p>PO4: Digital Intelligence: Demonstrate proficiency in varied digital and technological tools to understand and interact with the digital world, thus effectively processing complex information.</p> <p>PO5: Scientific Awareness and Critical Thinking: Emerge as an</p>

	<p>innovative problem-solver and impactful mediator, applying scientific understanding and critical thinking to address challenges and advance sustainable solutions.</p> <p>PO6: Co- Curricular Related</p> <p>Human Values, Professional Ethics, and Societal and Environmental Responsibility: Become a responsible leader, characterized by an unwavering commitment to human values, ethical conduct, and a fervent dedication to the well-being of society and the environment.</p> <p>PO7: PO7: Research, Innovation, and Entrepreneurship: Emerge as a researcher and entrepreneurial leader, forging collaborative partnerships with industry, academia, and communities to contribute enduring solutions for local, regional, and global development.</p>
--	---

Programme : BTTM (Bachelor of Travel and Tourism Management)		
COURSE CODE & COURSE NAME	COURSE OUTCOME	COGNITIVE LEVEL
	At the end of this BA English course the student will be able to	
<p>Cognitive level- Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)</p> <p># - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P)</p> <p>Metacognitive Knowledge (M)</p>		
Semester 1		
Subject code with subject name TTM1CJ101 Introduction to Tourism	CO1: Understand the fundamental concepts and theories of tourism	U, R
	CO2: Analyze and evaluate different types of tourism, tourism motivations, demand factors, and tourism statistics, applying Maslow's Hierarchy and other relevant theories..	An, Ap

Programme : BTTM (Bachelor of Travel and Tourism Management)		
COURSE CODE & COURSE NAME	COURSE OUTCOME At the end of this BA English course the student will able to	COGNITIVE LEVEL
	CO3: Identify and assess various job roles within the tourism industry	Ap, An
	CO4: Apply effective communication strategies and leadership principles in the context of tourism	Ap, An
	CO5: Evaluate tourism planning processes and operational management strategies, synthesizing information from diverse sources to propose sustainable solutions	E
	CO6: Demonstrate creativity and innovation I designing ethical business practices and sustainable tourism ventures, utilizing digital strategies and technological solutions to enhance tourism experiences and operations.	E,C
	CO1 Demonstrate a comprehensive understanding of tourism theories, including their evolution and interrelation with various segments of the tourism industry.	U
	CO2 Apply effective communication strategies and leadership principles to analyze and assess the roles and responsibilities of tourism stakeholders.	Ap, An
	CO3 Evaluate the economic, environmental, social, and cultural impacts of tourism, critically analyzing their implications for sustainable tourism practices.	E
	CO4 Design innovative digital strategies and utilize technological innovations such as AI in tourism operations	C
	CO5 Synthesize information from diverse sources to identify global trends in the tourism industry and evaluate their potential impact on future travel behaviour and destination management	E

Programme : BTTM (Bachelor of Travel and Tourism Management)		
COURSE CODE & COURSE NAME	COURSE OUTCOME At the end of this BA English course the student will able to	COGNITIVE LEVEL
	CO6 Apply creative thinking and innovative approaches to develop responsible tourism initiatives and propose sustainable solutions for future trends and challenges in the tourism industry.	Ap, C
TTM1MN101 Fundamentals of Tourism	CO1 Understand the fundamental concepts and theories of tourism	U, R
	CO2 Analyze and evaluate different types of tourism, tourism motivations, demand factors, and tourism statistics, applying Maslow's Hierarchy and other relevant theories.	An, Ap
	CO3 Identify and assess various job roles within the tourism industry	Ap, An
	CO4 Apply effective communication strategies and leadership principles in the context of tourism	Ap, An
	CO5 Evaluate tourism planning processes and operational management strategies, synthesizing information from diverse sources to propose sustainable solutions	E
	CO6 Demonstrate creativity and innovation in designing ethical business practices and sustainable tourism ventures, utilizing digital strategies and technological solutions to enhance tourism experiences and operations.	E,C
TTM1MN102 Tourism Business	Demonstrate understanding of tourism concepts and industry structures.	U
	Analyze functions and departments within hospitality business.	An

Programme : BTTM (Bachelor of Travel and Tourism Management)		
COURSE CODE & COURSE NAME	COURSE OUTCOME At the end of this BA English course the student will able to	COGNITIVE LEVEL
	Evaluate tour operation concepts, classify tours, and understand the roles and functions of tour operators.	E
	Analyze the evolution of the aviation industry and operations of the aviation industry.	An
	Synthesize practical applications of tourism management such as guest speaker arrangements, current event discussions, and industry news analysis.	C
	Evaluate industry standards, practices, and regulations within the tourism business.	E
Semester 2		
TTM2CJ101 Tourism Principles, Practices and Theories	CO1 Demonstrate a comprehensive understanding of tourism theories, including their evolution and interrelation with various segments of the tourism industry.	U
	CO2 Apply effective communication strategies and leadership principles to analyze and assess the roles and responsibilities of tourism stakeholders.	Ap, An
	CO3 Evaluate the economic, environmental, social, and cultural impacts of tourism, critically analyzing their implications for sustainable tourism practices.	E
	CO4 Design innovative digital strategies and utilize technological innovations such as AI in tourism operations	C
	CO5 Synthesize information from diverse sources to identify global trends in the tourism industry and evaluate their potential impact on future travel behaviour and destination management	E
	CO6 Apply creative thinking and innovative approaches to develop responsible tourism initiatives and propose	Ap, C

Programme : BTTM (Bachelor of Travel and Tourism Management)		
COURSE CODE & COURSE NAME	COURSE OUTCOME At the end of this BA English course the student will able to	COGNITIV E LEVEL
	sustainable solutions for future trends and challenges in the tourism industry.	
TTM2MN101 Principles of Tourism Management	CO1 Demonstrate a comprehensive understanding of tourism theories, including their evolution and interrelation with various segments of the tourism industry.	U
	CO2 Apply effective communication strategies and leadership principles to analyze and assess the roles and responsibilities of tourism stakeholders.	Ap, An
	CO3 Evaluate the economic, environmental, social, and cultural impacts of tourism, critically analyzing their implications for sustainable tourism practices.	E
	CO4 Design innovative digital strategies and utilize technological innovations such as AI in tourism operations.	C
	CO5 Synthesize information from diverse sources to identify global trends in the tourism industry and evaluate their potential impact on future travel behavior and destination management	E
	CO6 Apply creative thinking and innovative approaches to develop responsible tourism initiatives and propose sustainable solutions for future trends and challenges in the tourism industry.	Ap, C
TTM2MN102 Digital Tourism Management	CO1 Explain the concepts of E- Tourism and its historical evolution.	R
	CO2 Analyze the impact of Information and Communication Technologies (ICTs) on the tourism industry, and evaluate the role of Management Information Systems (MIS) in digital tourism organizations.	U
	CO3 Apply various ICT tools and internet-supported management strategies for effective e-tourism operations.	An
	CO4 Evaluate the significance of social media platforms in tourism promotion, and assess the effectiveness of different social media marketing strategies.	C
	CO5 Design and develop online travel agency websites, considering user experience and interface design principles.	E
	CO6 Generate original and innovative content for e-tourism promotion, utilizing platforms such as logs and interactive maps, to enhance user engagement and experience.	C
Semester 3		

Programme : BTTM (Bachelor of Travel and Tourism Management)		
COURSE CODE & COURSE NAME	COURSE OUTCOME At the end of this BA English course the student will able to	COGNITIV E LEVEL
TTM3CJ201 Hospitality Management	CO1 Demonstrate a comprehensive understanding of key concepts and theories in hospitality Management.	R
	CO2 Apply effective communication strategies and leadership principles within hotel organizational structures.	Ap
	CO3 Evaluate professional skills necessary for success in hospitality careers.	E
	CO4 Design innovative digital strategies and technological solutions to enhance guest experiences and streamline hotel operations.	C
	CO5 Evaluate hospitality planning processes and operational management strategies	E
	CO6 Demonstrate creativity and innovation in developing ethical business practices and sustainable hospitality ventures.	C
TTM3CJ202 Tourism in Kerala and FAM Trip	CO1 Describe the Key Components of Kerala's Tourism Landscape.	R
	CO2 Analyze and Evaluate the Effectiveness of Different Tourism Resources in Kerala.	An, E
	CO3 Design Comprehensive Tourism Circuits and Itineraries for Kerala.	C
	CO4 Implement and Document a Familiarization Trip to Kerala	Ap
	CO5 Develop Innovative Strategies to Enhance Tourism Experiences in Kerala.	C
	CO6 Critically Evaluate the Impact of Tourism on Kerala's Socio- Cultural Fabric.	E
TTM3MN201 Introduction to Hotel Business	CO1 Demonstrate a comprehensive understanding of key concepts and theories in hospitality management.	R
	CO2 Apply effective communication strategies and leadership principles within hotel organizational structures.	Ap
	CO3 Evaluate professional skills necessary for success in hospitality careers.	E
	CO4 Design innovative digital strategies and technological solutions to enhance guest experiences and streamline hotel operations.	C
	CO5 Evaluate hospitality planning processes and operational management strategies	E

Programme : BTTM (Bachelor of Travel and Tourism Management)		
COURSE CODE & COURSE NAME	COURSE OUTCOME At the end of this BA English course the student will able to	COGNITIV E LEVEL
	CO6 Demonstrate creativity and innovation in developing ethical business practices and sustainable hospitality ventures	C
TTM3MN202 Departments in a Hotel - Front Office	Describe the layout, roles, functions, and organizational setup of front office departments in various sizes of hotels.	R
	Demonstrate understanding by explaining the guest cycle, reservation types, registration methods, and front office equipment and procedures.	Ap
	Apply their knowledge by performing basic front office tasks such as numbering rooms, handling reservations, and conducting registration activities.	An
	Analyze front office operations by identifying advantages and disadvantages of reservation systems, analyzing occupancy rates, and conducting front office audits.	C
	Evaluate front office performance by assessing guest handling procedures, handling complaints effectively, and conducting feedback and evaluation processes.	E
	Demonstrate creativity and innovation by designing and implementing their own front office activities	C
Semester 4		
TTM4CJ203 Airline and Airport Management	CO1 Demonstrate a comprehensive understanding of aviation principles, including the evolution of the aviation industry and key regulatory bodies.	R,U
	CO2 Analyze the operational structure of airlines, evaluating the significance of different airline types and practices in the global aviation landscape.	An
	CO3 Evaluate the functions and management of airports, assessing their role in facilitating air travel and generating revenue.	E
	CO4 Design efficient passenger handling procedures for both departure and arrival processes, integrating industry best practices and customer service principles.	C
	CO5 Synthesize knowledge of international aviation agreements and conventions, analyzing their impact on airline operations and global connectivity.	E
	CO6 Propose innovative approaches to enhance airline and airport management practices, considering industry trends and emerging technologies.	C
TTM4CJ204	CO1 Demonstrate a profound understanding of the historical evolution of the travel trade and intermediaries.	R

Programme : BTTM (Bachelor of Travel and Tourism Management)		
COURSE CODE & COURSE NAME	COURSE OUTCOME At the end of this BA English course the student will able to	COGNITIVE LEVEL
Travel Agency and Tour Operation Management	CO2 Analyze and differentiate between various types of travel agencies, examining their functions, activities, and organizational structures within the travel industry.	An
	CO3 Evaluate the income sources of travel agents and assess their effectiveness in ensuring profitability in the travel agency business.	E
	CO4 Design effective organizational structures for travel agencies.	C
	CO5 Assess the impact of technological changes such as disintermediation and reintermediation on the travel industry.	E
	CO6 Propose innovative strategies for practical application in the travel and tourism industry, such as organizing short internships with relevant organizations to provide hands-on experience	C
TTM4CJ205 International Destinations - IATA Area I	CO1 Identify and describe key geographical features and tourist attractions within IATA Area 1.	R,U
	CO2 Analyze the geographical factors on tourism development and accessibility, applying theoretical knowledge to real-world scenarios.	An, E
	CO3 Evaluate travel requirements and procedures for international travel within IATA Area 1.	An, E
	CO4 Design and implement practical applications that showcase their knowledge of tourist destinations and attractions in IATA Area 1.	C
	CO5 Apply critical analysis and problem-solving skills to develop innovative solutions addressing challenges in the tourism industry within IATA Area 1.	An, E
	CO6 Demonstrate creativity and innovation in presenting and exploring tourist destinations within IATA Area 1.	C
Semester 5		
TTM5CJ301 Tourism Products and Resources of India	CO1 Demonstrate comprehension of the characteristics and typology of tourism resources in India.	U
	CO2 Identifying and evaluating the significance of major natural tourism resources in India.	An
	CO3 Understanding of socio-cultural products of India, including performing arts, handicrafts, and cuisine.	U
	CO4 Analyze and compare various tourism circuits in India, collaborating with stakeholders to assess their significance in promoting tourism.	An

Programme : BTTM (Bachelor of Travel and Tourism Management)		
COURSE CODE & COURSE NAME	COURSE OUTCOME At the end of this BA English course the student will able to	COGNITIV E LEVEL
	CO5 Demonstrate the ability to apply theoretical knowledge to real- world scenarios, fostering critical thinking and practical problem-solving skills.	Ap
	CO6 Analyze the interplay between tourism resources and products in India.	An
TTM5CJ302 Transport Operations Management	CO1 Understand the evolution of transportationsystems, including the historical development of road, rail, air, and water transportation modes	U
	CO2 Analyze and evaluate the roles of different transportation modes in the tourism industry, comparing their significance and impact.	An, E
	CO3 Evaluate the significance of major railway systems worldwide and their impact on global tourism.	E
	CO4 Evaluate the significance of major air and waterway systems worldwide and their impact on global tourism.	E
	CO5 Demonstrate effective communication skills by engaging with transportation personnel during field trips and interviews.	Ap
	CO6 Design strategies to enhance the sustainability of transportation operations	C
TTM5CJ303 International Destinations - IATA Area II	CO1 Identify and describe key geographical features and tourist attractions within IATA Area II.	R,U
	CO2 Analyze the geographical factors on tourism development and accessibility, applying theoretical knowledge to real- world scenarios.	An, E
	CO3 Evaluate travel requirements and procedures for international travel within IATA Area II.	An, E
	CO4 Design and implement practical applications that showcase their knowledge of tourist destinations an attractions in IATA Area II.	C
	CO5 Apply critical analysis and problem-solving skills to develop innovative solutions addressing challenges in the tourism industry within IATA Area II.	An, E
	CO6 Demonstrate creativity and innovation in presenting and exploring tourist destinations within IATA Area II.	C
Semester 6		
TTM6CJ304 Tour Packaging and Study	CO1 Understand the concept of itinerary planning and discuss its significance in the tourism industry.	U
	CO2 Apply the steps involved in itinerary planning to develop comprehensive and customer- centric travel plans.	C

Programme : BTTM (Bachelor of Travel and Tourism Management)		
COURSE CODE & COURSE NAME	COURSE OUTCOME At the end of this BA English course the student will able to	COGNITIV E LEVEL
Tour	CO3 Demonstrate the ability to prepare detailed itineraries considering various factors such as destination attractions, transportation, and accommodation options.	Ap
	CO4 Analyse the factors influencing tour packaging and costing, distinguishing between different types of tour packages.	An
	CO4 Evaluate the components of package tours and formulate effective pricing strategies based on cost elements and market demand.	E
	CO5 Assess the role and responsibilities of tour managers, identifying key qualities essential for effective tour administration.	An
	CO6 Assess the role and responsibilities of tour managers, identifying key qualities essential for effective tour administration.	An, E
TTM6CJ305 Business Communication and Soft Skills	CO1 Identify the fundamental forms of communication, including non-verbal and verbal communication.	U
	CO2 Understanding of the principles and techniques involved in designing and delivering business presentations.	U
	CO3 Apply the principles learned in business correspondence to compose various forms of official communication, such as business letters, emails, reports, and memos, incorporating appropriate formats and language conventions.	Ap
	CO4 Analyze the components and structures of business proposals and resumes.	An
	CO5 Synthesize negotiation skills, time management strategies, and interpersonal communication techniques to develop comprehensive business skills.	C
	CO6 Evaluate communication abilities and soft skills development throughout the course, reflecting on personal strengths and weaknesses.	E
TTM6CJ306 International Destinations - IATA Area III	CO1 Identify and describe key geographical features and tourist attractions within IATA Area III.	R,U
	CO2 Analyze the geographical factors on tourism development and accessibility, applying theoretical knowledge to real- world scenarios.	An, E
	CO3 Evaluate travel requirements and procedures for international travel within IATA Area III.	An, E
	CO4 Design and implement practical applications that showcase their knowledge of tourist destinations and	C

Programme : BTTM (Bachelor of Travel and Tourism Management)		
COURSE CODE & COURSE NAME	COURSE OUTCOME	COGNITIVE LEVEL
	At the end of this BA English course the student will be able to	
	attractions in IATA Area III.	
	CO5 Apply critical analysis and problem-solving skills to develop innovative solutions addressing challenges in the tourism industry within IATA Area III.	An, E
	CO6 Demonstrate creativity and innovation in presenting and exploring tourist destinations within IATA Area III.	C