

DEPARTMENT	PROGRAMME SPECIFIC OUTCOME
Department Name BTTM (Bachelor of Travel and Tourism Management)	PSO1: Demonstrate a profound understanding of tourism principles, practices, and theories, recalling key concepts and theories in tourism management. PSO2: Apply effective communication strategies and leadership principles to collaborate with diverse stakeholders in the tourism industry. PSO3: Evaluate professional skills essential for success in diverse tourism careers, critically assessing their own competencies and identifying areas for improvement. PSO4: Create innovative digital strategies and design technological solutions to enhance tourism experiences and operations. PSO5: Evaluate tourism planning processes and operational management strategies, synthesizing information from diverse sources to propose sustainable solutions. PSO6: Demonstrate creativity and innovation in designing ethical business practices and sustainable tourism ventures.
	PROGRAMME OUTCOME
	PO1: Knowledge Acquisition: Demonstrate a profound understanding of knowledge trends and their impact on the chosen discipline of study. 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. PO3: Professional Skills: Demonstrate professional skills to navigate diverse career paths with confidence and adaptability. PO4: Digital Intelligence: Demonstrate proficiency in varied digital and technological tools to understand and interact with the digital world, thus effectively processing complex information.

	PO5: Scientific Awareness and Critical Thinking: Emerge as an innovative problem-solver and impactful mediator, applying scientific understanding and critical thinking to address challenges and advance sustainable solutions. PO6: 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. 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.
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Semester I		
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
	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
TTM1MN103 Fundamentals of Tourism and Hospitality Industry	CO1: Understand the historical evolution and development of the tourism industry.	U
	CO2: Define and differentiate between various types of tourism and the basic components and characteristics of the tourism industry.	R
	CO3: Explain the history, evolution, and organizational structure of the hospitality industry and classify different types of hotels.	U
	CO4: Analyze various travel motivation theories and the impacts of tourism on the economy, environment, and socio-cultural aspects.	An
	CO5: Identify and describe the roles of major tourism organizations and their contributions to the tourism industry.	R

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TTM1MN104 Tourism and Hospitality Entrepreneurship	CO1: Identify the key concepts and principles of entrepreneurship in the context of the tourism industry.	U
	CO2: Analyze the process of creativity and innovation and their role in fostering entrepreneurship within the tourism sector.	An
	CO3: Evaluate various sources of ideas and opportunities for tourism entrepreneurship, and demonstrate the ability to develop new products and business plans.	E
	CO4: Examine the challenges and opportunities associated with start-up ventures in tourism, including financial considerations and government support mechanisms.	An
	CO5: Apply entrepreneurial skills and knowledge to real-world scenarios through practical exercises.	Ap
	CO6: Create innovative solutions and strategies to address contemporary challenges and trends in tourism entrepreneurship.	C

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Semester II		
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 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
TTM2MN103 Hospitality Business Marketing	CO1: Understand and explain fundamental marketing principles and their application in the hospitality industry.	U
	CO2: Identify and describe market research methods and analyze basic data relevant to the hospitality sector.	R
	CO3: Develop simple marketing strategies and promotional activities for hospitality businesses.	Ap
	CO4: Evaluate basic digital marketing techniques and tools for improving online presence and customer engagement.	E
	CO5: Assess customer relationship management practices and their impact on guest satisfaction and business growth.	E
	CO6: Create basic marketing campaigns using branding strategies to attract and retain customers.	C

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TTM2MN104 Human Resource Management in Hospitality Industry	CO1: Understand the fundamental principles and scope of HRM in the hospitality industry.	U
	CO2: Identify the unique challenges and roles of HRM in achieving organizational goals in the hospitality sector.	R
	CO3: Apply effective recruitment and selection techniques tailored to the hospitality industry.	Ap
	CO4: Design and evaluate training programs to enhance employee performance in hospitality settings.	C
	CO5: Implement performance management strategies to appraise and improve employee performance.	E
	CO6: Develop strategies for fostering positive employee relations and motivation within the hospitality industry.	C

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Semester III		
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

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TTM3MN203 Management Principles for Hospitality Business	CO1: Understand the fundamental principles and functions of management in the context of hospitality operations.	U
	CO2: Explain the evolution of management thought and its relevance to modern hospitality management.	U
	CO3: Apply the principles of management, including planning, organizing, staffing, directing, and controlling in hospitality settings.	Ap
	CO4: Analyze various organizational behavior concepts and their application in enhancing team dynamics and employee performance.	An
	CO5: Evaluate different leadership styles and motivational theories to improve team management and productivity in the hospitality industry.	E
	CO6: Develop strategic planning and decision-making skills to address contemporary issues and challenges in hospitality management.	C
TTM3MN204 Revenue Management in Hospitality Business	CO1: Understand the basic principles and importance of revenue management in the hospitality industry.	U
	CO2: Identify various pricing strategies and their application in maximizing revenue.	R
	CO3: Apply demand forecasting techniques to predict customer demand and optimize inventory management.	Ap
	CO4: Analyze the role of distribution channels in revenue management and develop effective channel management strategies.	An
	CO5: Evaluate different revenue management systems and tools used in the hospitality industry.	E
	CO6: Develop and implement comprehensive revenue management strategies to enhance profitability in hospitality businesses.	C

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Semester IV		
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 Travel Agency and Tour Operation Management	CO1: Demonstrate a profound understanding of the historical evolution of the travel trade and intermediaries.	R
	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

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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

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Semester V		
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
	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 transportation systems, 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

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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 and 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

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Semester VI		
TTM6CJ304 Tour Packaging and Study Tour	CO1: Understand the concept of itinerary planning and discuss its significance in the tourism industry.	
	CO2: Apply the steps involved in itinerary planning to develop comprehensive and customer-centric travel plans.	
	CO3: Demonstrate the ability to prepare detailed itineraries considering various factors such as destination attractions, transportation, and accommodation options.	
	CO4: Analyse the factors influencing tour packaging and costing, distinguishing between different types of tour packages.	
	CO5: Evaluate the components of package tours and formulate effective pricing strategies based on cost elements and market demand.	
	CO6: Assess the role and responsibilities of tour managers, identifying key qualities essential for effective tour administration.	
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

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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 attractions in IATA Area III.	C
	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

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Semester VII		
TTM7CJ401 Human Resource Management and Organizational Behaviour	CO1: Understand the fundamental concepts of Human Resource Management (HRM) and Organizational Behaviour (OB).	R
	CO2: Analyse the evolution of HRM and OB, including historical perspectives and contemporary trends.	An
	CO3: Apply various approaches and theories of HRM and OB to real-world organizational scenarios.	Ap
	CO4: Evaluate the functions of HRM, including staffing, training, performance appraisal, compensation management, and grievance redressal.	E
	CO5: Assess individual and group behavior within organizations, including factors influencing behavior, personality traits, attitudes, and perceptions.	E
	CO6: Design and implement interventions for organizational change and development, considering group dynamics, resistance to change, and organizational effectiveness.	C
TTM7CJ402 Logistics and Air Cargo Management	CO1: Demonstrate Understanding of Logistic Management Principles.	U
	CO2: Analyse the functions and types of logistics management and evaluate their roles in different industries.	An
	CO3: Analyze different transportation modes, including air cargo, containerization, and multimodal transport.	An
	CO4: Apply knowledge of cargo handling procedures, documentation requirements, and legal classifications.	Ap
	CO5: Create information on air cargo types, rates, charges, and regulations to develop comprehensive strategies for efficient air cargo operations.	C
	CO6: Create innovative solutions for practical challenges in air cargo management.	C

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TTM7CJ403 Destination Management	CO1: Define key concepts and theories related to destination management, such as destination, tourism product, and destination life cycle.	R
	CO2: Analyze the roles and functions of Destination Management Organizations (DMOs) in the sustainable development and management of tourist destinations.	An
	CO3: Evaluate the effectiveness of visitor management strategies and operational approaches in maintaining the sustainability and attractiveness of tourist destinations.	E
	CO4: Design destination marketing strategies incorporating the 6 A's for tourism destinations and destination marketing mix.	C
	CO5: Assess emerging trends in destination management, such as eco-friendly practices and space tourism, predicting potential impacts and proposing innovative solutions.	E
	CO6: Apply theoretical knowledge and practical skills acquired to develop comprehensive destination management plans, collaborating with industry professionals and utilizing open-ended learning approaches.	Ap
TTM7CJ404 Tourism Planning, Policy and Legislation	CO1: Understand the fundamental concepts and principles of tourism planning, policy, and legislation.	U
	CO2: Analyze different approaches to tourism planning such as destination planning and the linkage between policy formulation and planning.	An
	CO3: Evaluate the impact of tourism policies on destination development and management.	E
	CO4: Apply knowledge of tourism legislation to address contemporary issues and challenges in the industry.	Ap
	CO5: Create knowledge from academic literature, governmental documents, and case studies to create holistic tourism plans and policies.	C
	CO6: Demonstrate practical skills in conducting field visits and preparing SWOC reports for destination assessment.	Ap

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TTM7CJ405 Tourism and Sustainability	CO1: Demonstrate understanding of key concepts such as alternative tourism, sustainable tourism, responsible tourism.	U
	CO2: Analyze the historical development of sustainable tourism, including key milestones such as the UN Declaration (WCED, Brundtland Report), RIO Declaration 1992, and UN Sustainable Development Goals.	An
	CO3: Evaluate sustainable tourism practices and management strategies, such as sustainable tourism certification, green initiatives in accommodation and transportation, waste management, and carrying capacity.	E
	CO4: Apply principles of responsible tourism, including economic, social, and environmental responsibilities.	Ap
	CO5: Create innovative solutions for promoting responsible tourism initiatives.	C
	CO6: Evaluating practical applications like field visits and volunteer programs.	E

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Semester VIII		
TTM8CJ406 Heritage Tourism Management	CO1: Analyze the significance of heritage tourism in shaping regional identity.	An
	CO2: Demonstrate comprehension of sustainable tourism practices in heritage sites.	U
	CO3: Apply principles of cultural preservation and community involvement.	Ap
	CO4: Evaluate the challenges in balancing conservation efforts with enhancing visitor experiences at heritage sites.	E
	CO5: Create comprehensive cultural impact assessments for heritage tourism planning.	C
	CO6: Synthesize knowledge of architectural styles and iconic heritage sites globally and in India.	C
TTM8CJ407 Wildlife Tourism Management	CO1: Identify and define key concepts in wildlife tourism.	R
	CO2: Analyze the relationship between wildlife tourism and sustainable development.	U
	CO3: Evaluate the impact of wildlife tourism on ecosystems, considering factors such as habitat disturbance, wildlife behavior changes, and the potential for human-wildlife conflicts.	E
	CO4: Examine the legal frameworks and policies governing wildlife protection.	An
	CO5: Evaluate case studies of successful wildlife tourism destinations, comparing factors such as biodiversity, visitor management strategies, and socio-economic impacts.	E
	CO6: Understanding of environmental management principles and wildlife tourism practices to develop sustainable management strategies for wildlife tourism destinations.	C

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TTM8CJ408 Research Methodology	CO1: Demonstrate Understanding of Research Principles - the meaning, objectives, and significance of research, categorize different types of research, and differentiate between ontology and epistemology.	U
	CO2: Apply Research Methodologies and Techniques to choose appropriate research approaches, methods, and techniques for a given research problem, construct research instruments such as questionnaires, and design a research proposal.	Ap
	CO3: Evaluate research designs, sampling techniques, and data collection methods.	E
	CO4: Analyze data using qualitative and quantitative approaches.	An
	CO5: Create and communicate research findings effectively.	C
	CO6: Demonstrate creativity and innovation by exploring diverse perspectives within the field of research methodology.	C
TTM8MN306 Food & Beverage Operations	CO1: Understand the organization and functions of the Food & Beverage (F&B) department in a hotel.	U
	CO2: Identify the roles and responsibilities of F&B staff and the attributes of effective service personnel.	R
	CO3: Familiarize with various F&B service equipment and different types of food service areas and outlets.	Ap
	CO4: Analyze the different types of menus and meals, including the procedures for laying a table and serving a meal.	An
	CO5: Demonstrate basic technical skills required for food and beverage service, such as holding service spoons and forks, carrying trays, and laying tablecloths.	E
	CO6: Conduct practical training in an in-house restaurant or F&B lab to apply theoretical knowledge in real-world settings.	C

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TTM8MN307 Room Division Management	CO1: Understand the organization and functions of the front office and housekeeping departments in a hotel.	U
	CO2: Identify the roles and responsibilities of front office and housekeeping staff and the attributes of effective service personnel.	R
	CO3: Familiarize with various front office and housekeeping operations, including reservation, check-in/check-out procedures, and room cleaning.	Ap
	CO4: Analyze the different guest handling procedures and the importance of inter-departmental communication within the room division.	An
	CO5: Demonstrate basic technical skills required for front office and housekeeping operations, such as room management and guest services.	E
	CO6: Conduct practical training in an in-house hotel environment to apply theoretical knowledge in real-world settings.	C