

DEPARTMENT	PROGRAMME SPECIFIC OUTCOME
Department Name MTTM (Master of Travel and Tourism Management)	PSO1: Explain the principles and practices of tourism PSO2: Identify the strategies needed to develop and promote tourism sustainably in the country. PSO3: Make use of statistics and technology for the efficient operations and management of travel, tourism and hospitality organizations PSO4: Explain the structure, planning, operations and management of airline, airport, hotel, tour operation and destination management organizations PSO5: Develop managerial and marketing strategies for successful travel and tourism business operations. PSO6: Create plans, policies and guidelines for the tourism sector PSO7: Demonstrate the knowledge and ability to identify and develop a new enterprise in tourism PSO8: Demonstrate the knowledge and ability to identify and pursue career options in the area of travel, tourism and hospitality. PSO9: Apply research methods for undertaking researches in the realm of Tourism PSO10: Estimate the benefits and impacts of tourism in destinations
	PROGRAMME OUTCOME
	PO1: Academic and Professional Knowledge PO2: Problem Solving PO3: Team Work and leadership PO4: Effective Communication

- PO5:** Social interaction
- PO6:** Entrepreneurial attitude
- PO7:** Global Perspective
- PO8:** Ethics
- PO9:** Critical Thinking
- PO10:** Environment and Sustainability

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Semester I

MTM1C01 Principles and Practices of Tourism Management	CO1: Interpret the earlier history of tourism industry	U
	CO2: Evaluate the different organizations in tourism industry	E
	CO3: Illustrate the concept of demand in tourism	U
	CO4: Interpret the concept of destination and product life cycle.	U
	CO5: Compare the types and forms of tourism.	An
	CO6: Apply the various models on tourist satisfaction level.	Ap
	CO7: Comprehend the benefits and impacts of tourism.	U
	CO8: Analyse the statistical trends of tourism in India and Kerala.	An

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Semester I

MTM1C02 Tourism Products and Resources	CO1: Summarize the meaning of tourism product.	U
	CO2: Describe the various natural and manmade tourism resources in India.	U
	CO3: Explain various cultural resources of India.	U
	CO4: Recognize various performing art resources of India.	R
	CO5: Interpret variables influencing tourism product development.	U
	CO6: Evaluate various Kerala tourism resources.	E
	CO7: Interpret the basic knowledge of basic water system and their importance.	U
	CO8: Explain the knowledge about the famous passes and peaks of India.	U

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Semester I

MTM1C03 Events Planning and Promotion	CO1: Comprehend the basic concept related to event management in tourism.	U
	CO2: Apply financial management in events.	Ap
	CO3: Evaluate the event management process.	E
	CO4: Develop the stages in planning and managing an event.	C
	CO5: Create a sample event.	C
	CO6: Explain the significance of event planning.	U
	CO7: Interpret the roles played by promotion, advertising, PR, and sponsorship in marketing international events.	U
	CO8: Determine the emerging trends in the realm of events.	An

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Semester I

MTM1C04 Travel and Transport Operations and Management	CO1: Describe the evolution of various transportation systems in the world.	U
	CO2: Explain bilateral and multilateral agreements in the airline industry.	U
	CO3: Identify various special tourist trains in India.	R
	CO4: Comprehend conventions and regulations in the airline industry.	U
	CO5: Determine the features of cruise ships, ferries, hovercrafts, river and canal boats.	An
	CO6: Identify major cruise routes in the world and their role in tourism promotion.	R
	CO7: Identify the important rail and border passes.	R
	CO8: Classify various speed trains of the world.	An

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Semester I

MTM1C05 Management Skills	CO1: Identify principles of management in business organisations.	R
	CO2: Compare the effectiveness of different leadership styles.	An
	CO3: Describe the process of management in business organisations.	U
	CO4: Understand the various management principles.	U
	CO5: Apply various management principles and practices in managing enterprises.	Ap
	CO6: Organize the resources available for effective and efficient tourism operations and management and control the operations.	Ap

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Semester I

MTM1A01 Case Study Preparation	CO1: Identify the real world experiences in trade, commerce and industry or a burning societal problem which has social, economic and commercial importance.	R
	CO2: Analyse and judge the issues and concerns in business environments.	An

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Semester II

MTM2C06 Marketing for Tourism and Hospitality	CO1: Explain the concepts of tourism marketing.	U
	CO2: Distinguish between marketing of goods and services.	An
	CO3: Make use of marketing mix elements in tourism destination and product marketing.	Ap
	CO4: Determine the product related strategies of tourism organisations.	An
	CO5: Describe the nature of tourism promotion.	U
	CO6: Identify the challenges in marketing of tourism in the emerging circumstances.	R

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Semester II

MTM2C07 Hospitality Administration	CO1: Explain the organizational structure of hospitality industry.	U
	CO2: Compare the past and present scenario in the tourism and hospitality industry.	An
	CO3: Describe the activities within the front office of a hotel.	U
	CO4: Illustrate the operations within the housekeeping department of hotels.	U
	CO5: Determine the food and beverage services in lodging establishments.	An
	CO6: Determine the steps for getting hotels classified.	An
	CO7: Compare the operations and facilities of resorts with hotels.	An
	CO8: Apply the basic principles of analytical thinking and problem solving while examining hospitality management issues.	Ap
	CO9: Analyse the duties and responsibilities of various personnel in the industry.	An
	CO10: Apply marketing principles for the promotion of hospitality industry.	Ap

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Semester II

MTM2C08 Aviation Management	CO1: Create a systematic and extensive knowledge in aviation industry.	C
	CO2: Apply practical knowledge of airline ticketing and cargo handling.	Ap
	CO3: Describe the planning and operations in airlines.	U
	CO4: Explain passenger handling and baggage handling formalities.	U
	CO5: Describe various airport operations in international travel.	U

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Semester II

MTM2C09 Tourism Planning and Destination Development	CO1: Describe the importance of planning and management of tourism destinations.	U
	CO2: Explain the evolution and growth of tourism in a destination.	U
	CO3: Examine the key factors in tourism destination development.	An
	CO4: Analyze the concept of tourism policies in India.	An
	CO5: Evaluate various concepts related to tourism planning.	E
	CO6: Analyze various factors affecting destination image and destination development.	An

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Semester II

MTM2C10 Tourism Information Technology	CO1: Explain the importance of Information System in tourism industry.	U
	CO2: Analyze the impact of IT in travel industry.	An
	CO3: Comprehend e-Business applications in tourism sector.	U
	CO4: Analyze the role of IT systems and online intermediaries in airlines.	An
	CO5: Identify ICT application in destination and hospitality industry.	R

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Semester II

MTM2A02 Air Ticketing	CO1: Calculate airfare for different types of journeys and issue air tickets.	Ap
	CO2: Identify the suitable journey type for each travel itinerary according to the travel needs of passengers.	An
	CO3: Calculate the fare for each journey type.	Ap
	CO4: Demonstrate the skills needed to work in travel agencies and airlines.	Ap

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Semester III

MTM3C11 HRM and Organizational Behavior	CO1: Describe the concept and functions of Human Resource Management.	U
	CO2: Explain manpower planning from different perspectives.	U
	CO3: Classify the role and important aspects associated with Human Resource Management.	An
	CO4: Analyze various theories of organizational behaviour.	An
	CO5: Interpret group behavior and group formation aspects in organizations.	U

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Semester III

MTM3C12 Research Methodology in Tourism	CO1: Explain the theories and practices of research.	U
	CO2: Summarize the process of research.	U
	CO3: Make use of the concepts and methods of research.	Ap
	CO4: Organize primary and secondary data collection.	Ap
	CO5: Evaluate various statistical tools used in tourism research.	E
	CO6: Distinguish qualitative and quantitative research approaches.	An
	CO7: Apply different research methods on tourism issues.	Ap
	CO8: Apply data analysis tools on tourism studies.	Ap

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Semester III

MTM3C13 Travel and Tour Operation Management	CO1: Comprehend the functions of travel agency.	U
	CO2: Explain the process of tour operation.	U
	CO3: Interpret the marketing of tour packages.	U
	CO4: Examine the activities of outbound tour handling.	An
	CO5: Describe the nuances of tour guiding.	U

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Semester III

MTM3E01 Business Communication and Soft Skills	CO1: Identify various forms of communication.	R
	CO2: Analyze the concept of barriers in communication.	An
	CO3: Make use of various channels of effective presentation.	Ap
	CO4: Utilize language proficiency in tourism operations.	Ap
	CO5: Classify various grooming and personality tips.	An
	CO6: Demonstrate group discussion and presentation skills.	Ap

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Semester III

MTM3E02 Air Ticketing and GDS Applications	CO1: Explain the practice of ticketing in airline sector.	U
	CO2: Operate Computer Reservation System.	Ap
	CO3: Calculate fare for air journeys.	Ap
	CO4: Analyze different journey types and structures.	An
	CO5: Describe passenger ticket and baggage check.	U

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Semester III

MTM3E03 Tourism Legislation and Legal Framework	CO1: Explain the basic legal concepts and the legal environmental aspects in which business is carried out.	U
	CO2: Identify the rules, laws, norms, and guidelines applicable in businesses and trade at the national and international levels.	R
	CO3: Identify the emerging legal issues regarding tourism and related industries.	An

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Semester III

MTM3E04 Hotel Front Office Operations	CO1: Describe the procedures and activities within the front office department of a hotel.	U
	CO2: Demonstrate the process of check-in, registration, night audit and check-out procedures.	Ap

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Semester IV

MTM4C14 International Tourism Destinations	CO1: Comprehend the relationship between geography and tourism.	U
	CO2: Compare the attractiveness of major tourist destinations in the world.	An
	CO3: Identify the travel formalities of different countries.	R

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Semester IV

MTM4P01 Dissertation and Viva	Note: The official syllabus prescribes the dissertation, viva and evaluation requirements, but does not provide separately numbered course outcome statements for this course.	-
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Semester IV

MTM4V01 Comprehensive Viva	CO1: Present the knowledge gained as part of the programme.	Ap
	CO2: Explain the methodology applied for the study undertaken as part of the project and the findings of the study.	U

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Semester IV

MTM4C15 Tourism Entrepreneurship Development	CO1: Explain the concepts of entrepreneurship development.	U
	CO2: Elucidate the relationship between creativity, innovation and entrepreneurship.	U
	CO3: Describe the characteristics of small and medium enterprises.	U
	CO4: Evaluate the challenges in India in developing start-ups.	E
	CO5: Interpret the regulatory aspects associated with entrepreneurship development.	U

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Semester IV

MTM4E05 Airline Cargo and Logistics Management	CO1: Comprehend the integrated logistics and supply chain relations.	U
	CO2: Explain the aspects involved in logistic transportation.	U
	CO3: Describe the legal aspects involved in logistics and cargo transportation.	U
	CO4: Identify the operations and activities involved in cargo transportation.	R
	CO5: Summarise the procedures of international shipping process.	U

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Semester IV

MTM4E06 Environment, Ecology and Tourism	CO1: Identify the key terms used in the realm of environmental conservation.	R
	CO2: Interpret the human-environment relationship.	U
	CO3: Describe various impacts of tourism on environment.	U
	CO4: Identify various acts and laws related with tourism and environment.	R
	CO5: Examine the scope of different measures to ameliorate the impacts of tourism on environment and culture.	An

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Semester IV

MTM4E07 House Keeping Operations	CO1: Identify the job positions within the housekeeping department of a hotel.	R
	CO2: Demonstrate the activities and operations in the housekeeping department.	Ap
	CO3: Describe various procedures to follow in the housekeeping department.	U