



ALAGAPPA UNIVERSITY



(A State University Established in 1985)

Karaikudi - 630003. Tamil Nadu, India



FACULTY OF MANAGEMENT DEPARTMENT OF TOURISM AND HOTEL MANAGEMENT



M.B.A., TOURISM MANAGEMENT

REGULATIONS AND SYLLABUS

(For the candidates admitted from the
Academic Year 2022 - 2023)

**DEPARTMENT OF TOURISM AND HOTEL MANAGEMENT
M.B.A., TOURISM MANAGEMENT**

REGULATIONS AND SYLLABUS

[For the candidates admitted from the Academic Year 2022 – 2023 onwards]



ALAGAPPA UNIVERSITY

(A State University Accredited with “A+” grade by NAAC (CGPA: 3.64) in the Third Cycle and Graded as Category-I University by MHRD-UGC)

Karaikudi -630003, Tamil Nadu.

THE PANEL OF MEMBERS-BROAD BASED BOARD OF STUDIES

<p>Chairperson : Name : Dr. SP. MATHIRAJ, Designation : Professor & Head i/c Department of Tourism & Hotel Management, Alagappa University, Teaching Experience: 20 Years, Research Experience: 14 Years, Area of Research:</p>	
<p>Foreign Expert : Name : MOHD RAZIFF JAMALUDDIN, Ph.D Designation: Deputy Dean (Research and Industry Linkages) Faculty of Hotel and Tourism Management MARA University, Malaysia Teaching Experience: 17 Years Research Experience: 10 Years Area of Research: Responsible Tourism & Sustainable Tourism</p>	
<p>Indian Expert : Name : Dr. R. KANNAN, Designation: Professor & Director i/c Centre of Tourism & Hotel Management, Madurai Kamaraj University, Madurai. Teaching Experience: 35 years Research Experience: 15 years Area of Research: Eco Tourism & Hospitality Management</p>	
<p>Indian Expert : Name : Dr. Y. VENKATA RAO, Designation: Professor, Department of Tourism Studies, Pondicherry University, Teaching Experience: 27 Years Research Experience: 25 Years Area of Research: HRM in Tourism Industry</p>	
<p>Industry Expert: Name: Mr. MOHAMMED SHERIFF, Designation: Senior General Manager, Company name and address : Regency Madurai (GRT), Experience: 33 Years</p>	
<p>Members: Name: Mr. K.P. KARTHILINGAM, Designation: Assistant Professor, Department of Tourism Management, Alagappa University, Teaching Experience: 19 Years Research Experience: 9 Years Area of Research: Eco Tourism & Hospitality Management</p>	

Alumnus :Name: Mr. S.SUDHARSUN,
Current position: Team Lead at COP,
Type of Profession: Management,
Professional address: 12- 15, Hanger green,
Ealing,
London, W53AY.



ALAGAPPA UNIVERSITY
DEPARTMENT OF TOURISM AND HOTEL MANAGEMENT
Karaikudi -630003, Tamil Nadu.

REGULATIONS AND SYLLABUS- (CBCS-University Department)
[For the candidates admitted from the Academic Year 2022 – 2023 onwards]

Name of the Department : Tourism and Hotel Management

Name of the Programme : M.B.A., Tourism Management

Duration of the Programme : Full Time (Two Years)

Choice-Based Credit System

A choice-Based Credit System is a flexible system of learning. This system allows students to gain knowledge at their own tempo. Students shall decide on electives from a wide range of elective courses offered by the University Departments in consultation with the Department committee. Students undergo additional courses and acquire more than the required number of credits. They can also adopt an inter-disciplinary and intra-disciplinary approach to learning, and make the best use of the expertise of available faculty.

Programme

“Programme” means a course of study leading to the award of a degree in a discipline.

Courses

‘Course’ is a component (a paper) of a programme. Each course offered by the Department is identified by a unique course code. A course contains lectures/ tutorials/laboratory/seminar/project / practical training/report writing /Viva-voce, etc or a combination of these, to meet effectively the teaching and learning needs.

Credits

The term “Credit” refers to the weightage given to a course, usually in relation to the instructional hours assigned to it. Normally in each of the courses credits will be assigned on the basis of the number of lectures/tutorial/laboratory and other forms of learning required to complete the course contents in a 15-week schedule. One credit is equal to one hour of lecture per week. For laboratory/field work one credit is equal to two hours.

Semesters

An Academic year is divided into two **Semesters**. In each semester, courses are offered in 15 teaching weeks and the remaining 5 weeks are to be utilized for conduct of examination and evaluation purposes. Each week has 30 working hours spread over 5 days a week.

Medium of Instruction

English

Departmental committee

The Departmental Committee consists of the faculty of the Department. The Departmental Committee shall be responsible for admission to all the programmes offered by the Department including the conduct of entrance tests, verification of records, admission, and evaluation. The Departmental Committee determine the deliberation of courses and specifies the allocation of credits semester-wise and course-wise. For each course, it will also identify the number of credits for lectures, tutorials, practicals, seminars etc. The courses (Core/Discipline Specific Elective/Non-Major Elective) are designed by teachers and approved by the Departmental Committees. Courses approved by the Departmental Committees shall be approved by the Board of Studies/Broad Based Board of Studies. A teacher offering a course will also be responsible for maintaining attendance and performance sheets (CIA -I, CIA-II, assignments and seminar) of all the students registered for the course. The Non-major elective programme, MOOCs coordinator and Internship Mentor are responsible for submitting the performance sheet to the Head of the department. The Head of the Department consolidates all such performance sheets of courses pertaining to the programmes offered by the department. Then forward the same to be Controller of Examinations.

Programme Educational Objectives - (PEO)

PEO-1	To apply knowledge of management theories and practices to solve tourism Business problems.
PEO-2	To foster Analytical and critical thinking abilities for data-based and Situation based decision making.
PEO-3	To develop Value based Leadership in Tourism and Hospitality Industry
PEO-4	To understand, analyze and communicate social, economic, legal, ethical, Technological and global aspects of tourism business.
PEO-5	To be able to lead themselves and others in the achievement of organizational goals, contributing effectively to the organization as well as Society.
PEO-6	To generate business ideas, develop business plans, understand regulatory requirements, and identify the sources of finance and other resources to start New Tourism related business ventures.
PEO-7	To demonstrate the preparation of Tour literacy and organizing Tour.
PEO-8	To implement leadership skills to work effectively within diverse team.
PEO-9	To understand of the global environment in evaluating a business problem or opportunity.
PEO-10	Skills in making a well organized formal presentation to an audience.

Programme Specific Objectives-(PSO)

PSO-1	To cultivate a professional management attitude by nurturing the creative development of innovative ideas and solutions.
PSO-2	To evaluate the economic, social and/or environmental impacts of Tourism and hospitality business practices on the local communities in which they operate

PSO-3	To evaluate, analyze and determine the application of human resource theories and principles in maximizing employee performance, employee retention and customer (internal and external) service.
PSO-4	To develop an awareness of the various career opportunities and options within the Tourism industry.
PSO-5	To acquire knowledge of a global perspective and diversity issues as related to tourism management.

Programme Outcome - (PO)

PO-1	Interpret practical, theoretical and personal skills required for senior management roles within a variety of international hotels and tourism organisations.
PO-2	Equip the students to fit into the requirements of tourism industry by providing theoretical and practical training in the field of destination management, tour guiding, tour operation, airport and airline management and ticketing etc.
PO-3	Frequent academia-industry interaction enables the students to keep themselves updated with the recent trends in the industry.
PO-4	The programme will prepare a cadre of professional experts who can manage the most dynamic travel, tourism and hospitality industry.
PO-5	Synthesise strategic, organisational and marketing processes of a commercial hospitality enterprise within the context of the global nature of the business.
PO-6	Apply strategic management principles to tourism business operations in maximizing the accomplishment of organizational goals and objectives.
PO-7	To acquire and practice leadership and negotiation skill in tourism industry.
PO-8	Ability to interpret, analyse and draw conclusions from business and economic information in financial statements, tables, charts and graphs.
PO-9	Apply decision-making techniques both quantitative and qualitative analysis to management issues.
PO-10	Create and analyse ethical responsibility of Tour operating business.

Programme Specific Outcome - (PSO)

PSO-1	In depth knowledge of the global tourism industry, including its trends, challenges & opportunities.
PSO-2	Proficiency in strategic planning and decision making to address the complexities of the tourism sector.
PSO-3	Understanding of sustainable tourism practices and responsible management principles.
PSO-4	Skills in Managing in tourism operations, including hospitality services , travel agencies & tour operators
PSO-5	Ability to analyse market demand, consumer behaviour and competition in the tourism market.

Eligibility for admission

Any degree from a recognized University in the 10+2+3 pattern or equivalent. The eligible candidates have to apply and have to take up Entrance examination conducted by the University. After successful completion the eligible candidate has to attend group discussion and personal interview for gaining admission to MBA (Tourism Management). The admission procedure may be changed upon as per University administration decision in time to time.

Minimum Duration of programme

The programme is for a period of two years. Each year shall consist of two semesters viz. Odd and Even semesters. Odd semesters shall be from June / July to October / November and even semesters shall be from November / December to April / May. Each Semester there shall be 90 working days consisting of 6 teaching hours per working day (5 days/week).

Components

A PG programme consists of a number of courses. The term “course” is applied to indicate a logical part of the subject matter of the programme and is invariably equivalent to the subject matter of a “paper” in the conventional sense. The following are the various categories of the courses suggested for the PG programmes:

- A. Core courses (CC)-** “Core Papers” means “the core courses” related to the programme concerned including practicals and project work offered under the programme and shall cover core competency, critical thinking, analytical reasoning, and research skill.
- B. Discipline-Specific Electives (DSE)** means the courses offered under the programme related to the major but are to be selected by the students, shall cover additional academic knowledge, critical thinking, and analytical reasoning.
- C. Non-Major Electives (NME)-** Exposure beyond the discipline
 - ☐ Students have to undergo a total of two Non Major Elective courses with 2 credits offered by other departments (one in II Semester another in III Semester).
 - ☐ A uniform time frame of 3 hours on a common day (Tuesday) shall be allocated for the Non-Major Electives.
 - ☐ Non Major Elective courses offered by the departments pertaining to a semester should be announced before the end of previous semester.
 - ☐ Registration process: Students have to register for the Non-Major Elective course within 15 days from the commencement of the semester either in the department or NME portal (University Website).
- D. Self Learning Courses from MOOCs platforms.**
 - ☐ MOOCs shall be on voluntary for the students.
 - ☐ Students have to undergo a total of 2 Self Learning Courses (MOOCs) one in II semester and another in III semester.
 - ☐ The actual credits earned through MOOCs shall be transferred to the credit plan of programmes as extra credits. Otherwise 2 credits/course be given if the Self Learning

Course (MOOCs) is without credit. While selecting the MOOCs preference shall be given to the course related to employability skills.

- While selecting the MOOCs, preference shall be given to the course related to employability skills.

E. Projects / Dissertation /Internships (Maximum Marks:100)

The student shall undertake the Project/Dissertation/internship during the fourth semester.

□ Plan of work

Project/Dissertation

The candidate shall undergo Project/Dissertation Work during the final semester. The candidate should prepare a scheme of work for the dissertation/project and should get approval from the guide. The candidate, after completing the dissertation /project work, shall be allowed to submit it to the university departments in the third semester. If the candidate is desirous of availing the facility from other departments/universities/laboratories/organizations they will be permitted only after getting approval from the guide and HOD. In such a case, the candidate shall acknowledge the same in their dissertation/project work.

Format to be followed for dissertation/project report'

The format /certificate for thesis to be followed by the student are given below

- Title page
- Certificate
- Acknowledgment
- Content as follows:

Chapter No	Title	Page number
1	Introduction	
2	Aim and objectives	
3	Review of literature	
4	Materials and methods	
5	Result	
6	Discussion	
7	Summary	
8	References	

Format of the title page

Title of Dissertation/Project work

Dissertation/Project submitted in partial fulfillment of the requirement for the degree of Master of Science to the Alagappa University, Karaikudi -630003.

By
(Student Name)
(Register Number)
University Logo

Department of -----

Alagappa University

(A State University Accredited with "A+" grade by NAAC (CGPA: 3.64) in the Third Cycle and Graded as Category-I University by MHRD-UGC, 2019: QS ASIA Rank-216, QS BRICS Rank-104, QS India Rank-20)

Karaikudi - 630003

(Year)

Format of certificates

Certificate –Guide

This is to certify that the **Dissertation/Project** entitled“-----
-----” submitted to Alagappa University, Karaikudi-630 003 in partial fulfillment for the degree of Master of Science in-----by Mr/Mis----- (RegNo -----) under my supervision. This is based on the results of studies carried out by him/her in the Department of-----, Alagappa University, Karaikudi-630 003. This dissertation/Project or any part of this work has not been submitted elsewhere for any other degree, diploma, fellowship, or any other similar titles or record of any University or Institution.

Place: Karaikudi

Date: _____

Certificate - (HOD)

This is to certify that the thesis entitled “ ----- ” submitted by Mr/Mis -----(Reg No: -----) to the Alagappa University, in partial fulfillment for the award of the degree of Master of-----in----- is a bonafide record of research work done under the supervision of Dr.-----, Assistant Professor, Department of -----, Alagappa University. This is to further certify that the thesis or any part thereof has not formed the basis of the award to the student of any degree, diploma, fellowship, or any other similar title of any University or Institution.

Place: Karaikudi
Date: _____

Head of the Department

Declaration (student)

I hereby declare that the dissertation entitled “ ----- ” submitted to the Alagappa University for the award of the degree of Master of ----- in----- ----- has been carried out by me under the guidance of Dr. -----, Assistant Professor, Department of -----, Alagappa University, Karaikudi – 630 003. This is my original and independent work and has not previously formed the basis of the award of any degree, diploma, associateship, fellowship, or any other similar title of any University or Institution.

Place: Karaikudi Date: _____

(-----)

Certificate

(Format of certificate – faculty in-charge)

This is to certify that the report entitled “ ----- ” submitted to Alagappa University, Karaikudi-630 003 in partial fulfillment for the Master of Science in ----- by Mr/Mis -----(Reg No -----) under my supervision. This is based on the work carried out by him/her in the organization M/S ----- . This Internship report or any part of this work has not been submitted elsewhere for any other degree, diploma, fellowship, or any other similar record of any University or Institution.

Place:
Date: _____

Research Supervisor

Certificate (HOD)

This is to certify that the Internship report entitled “-----” submitted by Mr/Mis.----- (Reg No -----) to the Alagappa University, in partial fulfillment for the award of the Master of Science in ----- is a bonafide record of Internship report done under the supervision of -----, Assistant Professor, Department of -----, Alagappa University and the work carried out by him/her in the organization M/S ----- . This is to further certify that the thesis or any part thereof has not formed the basis of the award to the student of any degree, diploma, fellowship, or any other similar title of any University or Institution.

Place: Karaikudi

Head of the Department

Date: _____

Certificate

(Format of certificate – Company supervisor or Head of the Organization)

This is to certify that the Internship report entitled “-----” submitted to Alagappa University, Karaikudi-630 003 in partial fulfillment for the Master of Science in ----- by Mr/Mis----- (Reg No:-----) under my supervision. This is based on the work carried out by him/her in our organization M/S-----
----- for the period of three months or ----- . This Internship report or any part of this work has not been submitted elsewhere for any other degree, diploma, fellowship, or any other similar record of any University or Institution.

Place:

Date: _____

Declaration (student)

I hereby declare that the Internship Report entitled “-----” submitted to the Alagappa University for the award of the **Master of Business Administration** in-----has been carried out by me under the supervision of -----, Assistant Professor, Department of-----, Alagappa University, Karaikudi - 630003. This is my original and independent work carried out by me in the organization M/S ----- for the period of three months or ----- and has not previously formed the basis of the award of any degree, diploma, associate ship, fellowship, or any other similar title of any University or Institution.

Place: Karaikudi

Date: _____

(-----)

Internship

Chapter No	Title	Page number
1	Introduction	
2	Aim and objectives	
3	Organisation profile /details	
4	Methods / Work	
5	Observation and knowledge gained	
6	Summary and outcome of the Internship study	
7	References	

Internship

The students who have opted for an Internship must undergo industrial training in the reputed organizations to accrue industrial knowledge at the end of the second semester. The student has to find industry related to their discipline (Public limited/Private Limited/owner/NGOs etc..) in consultation with the faculty in charge/Mentor and get approval from the head of the department and Departmental Committee before going for an internship.

Format to be followed for Internship report

The format for internship report to be followed by the student are given below

➤ Format of the title page

Title of internship report

Internship report submitted in partial fulfillment of the requirement for the Master of Science in Fisheries Science to the Alagappa University, Karaikudi -630003.

By

(Student Name)

(Register Number)

University Logo

Department of _____

Alagappa University

(A State University Accredited with "A+" grade by NAAC (CGPA: 3.64) in the Third Cycle and Graded as Category-I University by MHRD-UGC, 2019: QS ASIA Rank-216, QS BRICS Rank-104, QS India Rank-20)

Karaikudi - 630003(Year)

➤ **Format of certificate**

(Faculty in-charge)

This is to certify that the internship report entitled “-----” submitted to Alagappa University, Karaikudi-630 003 in partial fulfillment for the Master of Science in _____ by Mr/Miss ----- (Reg. No.:-----) under my supervision. This is based on the work carried out by him/her in the organization M/S ----- . This Internship report or any part of this work has not been submitted elsewhere for any other degree, diploma, fellowship, or any other similar record of any University or Institution.

Place:
Date:_____

Research Supervisor

(HOD)

This is to certify that the Internship report entitled “-----” submitted by Mr./Miss.----- (Reg No:-----) to the Alagappa University, in partial fulfillment for the award of the Master of Science in _____ is a bonafide record of Internship report done under the supervision of -----, Assistant Professor, Department of -----, Alagappa University and the work carried out by him/her in the organization M/S ----- . This is to further certify that the thesis or any part thereof has not formed the basis of the award to the student of any degree, diploma, fellowship, or any other similar title of any University or Institution.

Place: Karaikudi
Date:_____

Head of the Department

(Company supervisor or Head of the Organization)

This is to certify that the Internship report entitled “-----” submitted to Alagappa University, Karaikudi-630 003 in partial fulfillment for the Master of Science in _____ by Mr./Miss ----- (Reg No:-----) under my supervision. This is based on the work carried out by him/her in our organization M/S ----- for the period of ----- . This Internship report or any part of this work has not been submitted elsewhere for any other degree, diploma, fellowship, or any other similar record of any University or Institution.

Place:
Date:_____

Supervisor or In charge

Declaration (student)

I hereby declare that the Internship Report entitled “-----” submitted to the Alagappa University for the award of the Master of Science in _____ has been carried out by me under the supervision of-----, Assistant Professor, Department of-----, Alagappa University, Karaikudi – 630 003. This is my original and independent work carried out by me in the organization M/S ----- for the period of ----- and has not previously formed the basis of the award of any degree, diploma, associateship, fellowship, or any other similar title of any University or Institution.

Place: Karaikudi

(-----)

Date:_____

- Acknowledgment
- Content as follows:

Chapter No.	Title	Page No.
1	Introduction	
2	Aim and objectives	
3	Organisation profile / details	
4	Methods / Work	
5	Observation and knowledge gained	
6	Summary and outcome of the Internship study	
7	References	

No. of copies of the dissertation/project report/internship report

The candidate should prepare three copies of the dissertation/project/report and submit the same for the evaluation of examiners. After evaluation, one copy will be retained in the department library, one copy will be retained by the guide and the student shall hold one copy.

Teaching methods

The MBA pedagogy is such that it makes the students understand and experience the business problems and find their creative and feasible solutions. Also, they should be able to utilize the technology aided tools, wherever possible. In the subsequent paragraphs, some of the teaching methods that may be highly effective in contemporary management education are being discussed.

Case study method: The real life business problems are usually given in the form of a story and students are asked to find possible alternate solutions, considering various environmental factors.

Presentations: Topics related to the course are given in advance to the students, who then make the oral presentation with or without the help of audio-visual aids. The Q&A session at the end is held to resolve queries from the participants.

Situation handling and Role Plays: Students are assigned certain roles in a given situation and they have to respond according to their characters. The process is usually repeated to make the

students understand the various alternative actions and their repercussions.

Field Projects/Assignments: Students are given tasks such as understanding customers buying behavior, analyzing financial performance of a company, finding out the best HR practices, understanding the logistic processes in a firm, etc. These are then written down in the form of a project report and submitted for evaluation.

Business Quiz/Exercises: Periodic assessment of the learning provided is normally done through quiz and exercises, which can be oral, MCQ or short answer type.

Simulations games/Hands-on experience: With the help of customized software tools students are exposed to real business situations and they have to take strategic decisions while competing with each other. Stock market related software is sometimes used to provide experience of live share trading on the virtual world.

Attendance

Students must have earned 75% of attendance in each course for appearing for the examination. Students who have earned 74% to 70% of attendance need to apply for condonation in the prescribed form with the prescribed fee. Students who have earned 69% to 60% of attendance need to apply for condonation in the prescribed form with the prescribed fee along with the Medical Certificate. Students who have below 60% of attendance are not eligible to appear for the End Semester Examination (ESE). They shall re-do the semester(s) after completion of the programme.

Examination

The examinations shall be conducted separately for theory and practical's to assess (remembering, understanding, applying, analysing, evaluating, and creating) the knowledge required during the study. There shall be two systems of examinations viz., internal and external examinations. The internal examinations shall be conducted as Continuous Internal Assessment tests I and II (CIA Test I & II).

a. Internal Assessment

The internal assessment shall comprise a maximum of 25 marks for each subject. The following procedure shall be followed for awarding internal marks.

Theory -25 marks

Sl.No	Content	Marks
1	Average marks of two CIA test	15
2	Assignment	5
3	Seminar/group discussion/ Assignment/case study report	5
	Total	25

b. External Examination

- There shall be examinations at the end of each semester, for odd semesters in the month of October / November; for even semesters in April / May.
- A candidate who does not pass the examination in any course(s) may be permitted to appear in such failed course(s) in the subsequent examinations to be held in October / November or April / May. However candidates who have arrears in Practical shall be permitted to take their arrear Practical examination only along with Regular Practical examination in the respective semester.

- A candidate should get registered for the first semester examination. If registration is not possible owing to shortage of attendance beyond condonation limit / regulation prescribed OR belated joining OR on medical grounds, the candidates are permitted to move to the next semester. Such candidates shall re-do the missed semester after completion of the Programme.
- For the Project Report/ Dissertation Work / internship the maximum marks will be 100 marks for project report evaluation and for the Viva-Voce it is 25 marks (if in some programme, if the project is equivalent to more than one course, the project marks would be in proportion to the number of equivalent courses).
- Viva-Voce: Each candidate shall be required to appear for Viva-Voce Examination (in defense of the Dissertation Work /Project/internship).

c. Scheme of External Examination (Question Paper Pattern)

Theory - Maximum 75 Marks

Section A	10 questions. All questions carry equal marks. (Objective-type questions)	10 x 1 = 10 Marks	10 questions – 2 each from every unit
Section B	5 questions Either / or type like 1.a (or) b. All questions carry equal marks	5 x 5 = 25	5 questions – 1 each from every unit
Section C	5 questions Either / or type like 1.a (or) b. All questions carry equal marks	5 x 8 = 40	5 questions – 1 each from every unit

Dissertation / Project report/Internship report Scheme of evaluation

Dissertation /Project report/Internship report	75 Marks
Vivo voce	25 Marks

Results

The results of all the examinations will be published through the Department where the student underwent the course as well as through University Website

Passing minimum

- A candidate shall be declared to have passed in each course if he/she secures not less than 40% marks in the End Semester Examinations and 40% marks in the Internal Assessment and not less than 50% in the aggregate, taking Continuous assessment and End Semester Examinations mark together.
- The candidates not obtained 50% in the Internal Assessment are permitted to improve their Internal Assessment marks in the subsequent semesters (2 chances will be given) by writing the CIA tests and by submitting assignments.
- Candidates, who have secured the pass marks in the End-Semester Examination and in the CIA but failed to secure the aggregate minimum pass mark (E.S.E + C I.A), are permitted to improve their Internal Assessment mark in the following semester and/or in University examinations.
- A candidate shall be declared to have passed in the Project / Dissertation / Internship if he /she gets not less than 40% in each of the Project / Dissertation / Internship Report and Viva-Voce

and not less than 50% in the aggregate of both the marks for Project Report and Viva-Voce.

- A candidate who gets less than 50% in the Project / Dissertation / Internship Report must resubmit the thesis. Such candidates need to take again the Viva-Voce on the resubmitted Project report.

Grading of the Courses

The following table gives the marks, Grade points, Letter Grades and classifications meant to indicate the overall academic performance of the candidate.

Conversion of Marks to Grade Points and Letter Grade (Performance in Paper / Course)

RANGE OF MARKS	GRADE POINTS	LETTER GRADE	DESCRIPTION
90 - 100	9.0 – 10.0	O	Outstanding
80 - 89	8.0 – 8.9	D+	Excellent
75 - 79	7.5 – 7.9	D	Distinction
70 - 74	7.0 – 7.4	A+	Very Good
60 - 69	6.0 – 6.9	A	Good
50 - 59	5.0 – 5.9	B	Average
00 - 49	0.0	U	Re-appear
ABSENT	0.0	AAA	ABSENT

- a) Successful candidates passing the examinations and earning GPA between 9.0 and 10.0 and marks from 90 – 100 shall be declared to have Outstanding (O).
- b) Successful candidates passing the examinations and earning GPA between 8.0 and 8.9 and marks from 80 - 89 shall be declared to have Excellent (D+).
- c) Successful candidates passing the examinations and earning GPA between 7.5 – 7.9 and marks from 75 - 79 shall be declared to have Distinction (D).
- d) Successful candidates passing the examinations and earning GPA between 7.0 – 7.4 and marks from 70 - 74 shall be declared to have Very Good (A+).
- e) Successful candidates passing the examinations and earning GPA between 6.0 – 6.9 and marks from 60 - 69 shall be declared to have Good (A).
- f) Successful candidates passing the examinations and earning GPA between 5.0 – 5.9 and marks from 50 - 59 shall be declared to have Average (B).
- g) Candidates earning GPA between 0.0 and marks from 00 - 49 shall be declared to have Re-appear (U).
- h) Absence from an examination shall not be taken as an attempt.

From the second semester onwards the total performance within a semester and continuous performance starting from the first semester are indicated respectively by **Grade Point Average (GPA)** and **Cumulative Grade Point Average (CGPA)**. These two are calculated by the following formulate

$$\text{GRADE POINT AVERAGE (GPA)} = \frac{\sum_i C_i G_i}{\sum_i C_i}$$

$$\text{GPA} = \frac{\text{Sum of the multiplication of Grade Points by the credits of the courses}}{\text{Sum of the credits of the courses in a Semester}}$$

Classification of the final result

CGPA	Grade	Classification of Final Result
9.5 – 10.0	O+	FirstClass – Exemplary*
9.0 and above but below 9.5	O	
8.5 and above but below 9.0	D++	First Class with Distinction*
8.0 and above but below 8.5	D+	
7.5 and above but below 8.0	D	
7.0 and above but below 7.5	A++	First Class
6.5 and above but below 7.0	A+	
6.0 and above but below 6.5	A	
5.5 and above but below 6.0	B+	Second Class
5.0 and above but below 5.5	B	
0.0 and above but below 5.0	U	Re-appear

The final result of the candidate shall be based only on the CGPA earned by the candidate.

- Successful candidates passing the examinations and earning CGPA between 9.5 and 10.0 shall be given Letter Grade (O+), those who earned CGPA between 9.0 and 9.4 shall be given Letter Grade (O) and declared to have First Class –Exemplary*.
- Successful candidates passing the examinations and earning CGPA between 7.5 and 7.9 shall be given Letter Grade (D), those who earned CGPA between 8.0 and 8.4 shall be given Letter Grade (D+), those who earned CGPA between 8.5 and 8.9 shall be given Letter Grade (D++) and declared to have First Class with Distinction*.
- Successful candidates passing the examinations and earning CGPA between 6.0 and 6.4 shall be given Letter Grade (A), those who earned CGPA between 6.5 and 6.9 shall be given Letter Grade (A+), those who earned CGPA between 7.0 and 7.4 shall be given Letter Grade (A++) and declared to have First Class.
- Successful candidates passing the examinations and earning CGPA between 5.0 and 5.4 shall be given Letter Grade (B), those who earned CGPA between 5.5 and 5.9 shall be given Letter Grade (B+) and declared to have passed in Second Class.
- Candidates those who earned CGPA between 0.0 and 4.9 shall be given Letter Grade (U) and declared to have Re-appear.
- Absence from an examination shall not be taken as an attempt.

$$\text{CUMULATIVE GRADE POINT AVERAGE (CGPA)} = \frac{\sum_n \sum_i C_{ni}G_{ni}}{\sum_n \sum_i C_{ni}}$$

$$\text{CGPA} = \frac{\text{Sum of the multiplication of Grade Points by the credits of the entire Programme}}{\text{Sum of the credits of the courses for the entire Programme}}$$

Where ‘Ci’ is the Credit earned for Course i in any semester; ‘Gi’ is the Grade Point obtained by the student for Course i and ‘n’ refers to the semester in which such courses were credited.

CGPA (Cumulative Grade Point Average) = Average Grade Point of all the Courses passed starting

from the first semester to the current semester.

Note: * The candidates who have passed in the first appearance and within the prescribed Semesters of the PG Programme are alone eligible for this classification.

Maximum duration of the completion of the programme

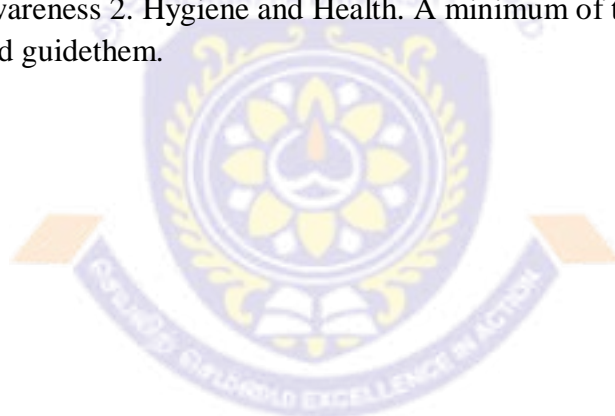
The maximum period for completion of M.B.A in shall not exceed eight semesters continuing from the first semester.

Conferment of the Master's Degree

A candidate shall be eligible for the conferment of the Degree only after he/ she has earned the minimum required credits for the Programme prescribed therefore (i.e. 102 credits). Programme).

Village Extension Programme

The Sivaganga and Ramnad districts are very backward districts where a majority of people lives in poverty. The rural mass is economically and educationally backward. Thus the aim of the introduction of this Village Extension Programme is to extend out to reach environmental awareness, social activities, hygiene, and health to the rural people of this region. The students in their third semester have to visit any one of the adopted villages within the jurisdiction of Alagappa University and can arrange various programs to educate the rural mass in the following areas for three day based on the theme. 1. Environmental awareness 2. Hygiene and Health. A minimum of two faculty members can accompany the students and guide them.



**M.B.A., TOURISM MANAGEMENT
COURSE STRUCTURE**

S. No	Course Code	Title of the paper		T/P	Credits	Hours/Week	Marks		
							I	E	Total
I Semester									
1	645101	Core 1	Management Concepts & Organizational Behaviour	T	4	4	25	75	100
2	645102	Core 2	Tourism- Principles & Practices	T	4	4	25	75	100
3	645103	Core 3	Accounting & Financial Management for Tourism	T	4	4	25	75	100
4	645104	Core 4	Global Tourism Geography	T	4	4	25	75	100
5	645105	Core 5	Tourism Products & Services	T	4	4	25	75	100
6	645106	Core 6	Information Technology for Business	P	2	3	25	75	100
7	645601		Comprehensive Viva – Voce -I	P	2	2	25	75	100
		Library / Yoga/ counseling/Field Visit/SSD-I				5			
					24	30	175	525	700
II Semester									
8	645201	Core 7	Business Law	T	3	3	25	75	100
9	645202	Core 8	Hospitality Management	T	4	4	25	75	100
10	645203	Core 9	Strategic Tourism Management	T	4	4	25	75	100
11	645204	Core 10	Human Resource Management	T	4	4	25	75	100
12	645205	Core 11	Travel Agency & Tour Operation	T	3	3	25	75	100
13	645206	Core 12	Business Analytics Lab	P	2	3	25	75	100
14	645207		Destination Tour & Report	P	2		25	75	100
Non-Major Elective									
15		NME-I	Non-Major Elective -I Basics of Tourism	T	2	3	25	75	100
16	645602		Comprehensive Viva – Voce -II	P	2	2	25	75	100
Self-learning course									
			(SLC) –MOOCs				Extra credit		
		Library / Yoga/ counseling/Field Visit/SSD-II				4			
		Summer Internship Training for 45 days (Compulsory)							
					26	30	225	675	900
III Semester									
17	645301	Core 13	Tour Itinerary & Operations	T	4	4	25	75	100
18	645302	Core 14	Eco-Tourism & Sustainable Development	T	4	4	25	75	100
19	645303	Core 15	Destination Planning & Development	T	4	4	25	75	100
20	645304	Core 16	Business Research Methodology	T	4	4	25	75	100
Discipline – Specific Elective -I & II									
21	645501	DSE*-I	DSE (Any two Course to be selected) 1.Cross Cultural Behaviour in Tourism	T	2	3	25	75	100

	645502	&II	2.Food Safety and Nutrition						
22	645503		3. Tourism French						
	645504		4. Recent Trends in Travel & Tourism Management	T	2	3	25	75	100
Non-Major Elective									
23		NME -II	Non-Major Elective -II Hospitality & Hotel Management	T	2	3	25	75	100
24	645603		Comprehensive Viva-Voce -III	P	2	2	25	75	100
25	645777		Summer Internship Training & Viva-Voce	P	3		25	75	100
Self-learning course									
			(SLC) –MOOCs						
			Library / Yoga/ Counseling/Field Visit/SSD-IV			3			
					27	30	225	675	900
IV Semester									
26	645401	Core 17	Managerial Economics for Tourism	T	4	4	25	75	100
27	645402	Core 18	Travel Media & Public Relation	T	4	4	25	75	100
28	645403	Core 19	Entrepreneurial Innovations in Tourism	T	4	4	25	75	100
29	645404	Core 20	Customer Relationship Management	T	4	4	25	75	100
Discipline – Specific Elective – III & IV									
30	645505	DSE*-III &IV	DSE (Any two Course to be selected) 1. Tour Guide & Services	T	2	3	25	75	100
	645506		2. Leisure & Recreation Management						
31	645507		3. German for Tourism						
	645508		4. Crisis & Disaster Management in Tourism	T	2	3	25	75	100
32	645999		Project Work and Viva-Voce	P	3	3	25	75	100
33	645604		Comprehensive Viva-Voce -IV	P	2	2	25	75	100
			Library / Yoga/ Counseling/Field Visit/SSD-IV			3			
					25	30	200	600	800
Total					102	120	825	2475	3300

Non – Major Elective – Courses offered to other Department

S.No	Paper Code	Semester	Title of the paper	T/P	Credits	Hours/Week	Marks		
							I	E	Total
1	645NM1	II	Basics of Tourism	T	2	3	25	75	100
2	645NM2	III	Hospitality & Hotel Management	T	2	3	25	75	100

*DSE – Student Choice and it may be conducted by parallel sections.

** NME –Student have to select courses offered by other (Faculty) departments.

*** SLC- Voluntary basis

**** Dissertation / internship report –Marks -Vivo-voce (50) + thesis (100) + internal (50) = 200

T-Theory
P-Practical



I-Semester					
Core - I	Course Code 645101	Management Concepts & Organizational Behaviour	T	Credits:4	Hours: 4
Unit - I					
Objective 1	To orient the students in theories and practices of Management so as to apply the acquired knowledge in actual business practices.				
Management- Planning: Definition – Nature – Scope and Functions – Evolution of Management thought – Contributions of F.W Taylor, Henri Fayol, Elton Mayo, Roethlisberger, H.A. Simon and Peter F Drucker - Components of Planning as Vision, Mission, Objectives, Goals, Decision-making – Meaning – Types – Decision-making Process under Conditions of Certainty and Uncertainty.					
Outcome 1	The students gain knowledge about Management given by different experts view. Also they can able to take various decisions.				K2
Unit - II					
Objective 2	To focus on conceptual development in the area of planning, organizing, leading and controlling managerial functions.				
Organising& Directing: Nature, purpose and kinds of organization – Structure - Principles and theories of organization – Departmentalization – Span of control – Line and staff functions – Authority and responsibility – Centralization and decentralization – Delegation of authority - General Principles of Staffing- Importance and techniques of Directing- Motivation – Meaning – Importance – Theories: Maslow, Herzberg.					
Outcome 2	The learners can Observe and evaluate the influence of historical forces on the current practice of management.				K2
Unit - III					
Objective 3	To provide an overview of theories and practices in organizational behaviour at individual, group and organisational level.				
Organisational Behaviour: Meaning– Elements– Need and importance – Approaches – Models – Levels – Global scenario – Socio-cultural, political and economic differences and their influence on International Organisationalbehaviour – Future of Organisationalbehaviour – (Relevant One or Two Case Studies).					
Outcome 3	The students can able to apply problem solving and critical thinking abilities.				K2
Unit – IV					
Objective 4	To provide the students to analyze specific strategic human resources demands for future action.				
Foundations of Individual Behaviour: Individual differences – Personality: Meaning – Personality factors – Learning: Components of learning process – Learning theories – Values: Significance and Types- Attitudes: Components – Formation – Perception: Perceptual process – Motivation: Types – Importance – Ability: Meaning – Types – Their relevance to Organizational behavior. Stress: Meaning – Types – Sources – Impact and consequences of stress on behavior – Management of stress – (Relevant One or Two Case Studies).					
Outcome 4	The learners can analyze the kinds of choices available for developing alternative organizational behaviour approaches in the workplace.				K2

Unit - V					
Objective 5	To enable students to synthesize related information and evaluate options for the most logical and optimal solution.				
Group Dynamics: Group: Definition – Reasons – Types – Formation and development – Group Norms: Meaning – Types – Reasons for enforcement of norms – Norm variation – Norm conformity – Group Cohesiveness: Meaning – Advantages– Group Conflict: Meaning – Reasons – Management of group conflict – Their impact on Organizational behavior- Leadership: Types and Theories – (Relevant One or Two Case Studies).					
Outcome 5	To demonstrate the applicability of analysing the complexities associated with management of individual behaviour in the organization.				K2
Suggested Readings: Aswathappa K.,(2010), <i>Organizational Behaviour</i> , Himalaya Publishing, Mumbai FredLuthans., (2010), <i>Organizational Behaviour</i> , (12thed.). McGraw-Hill/Irwin. Keith Davis., (2010), <i>Organizational Behavior: Human Behavior at Work</i> , (9thed.). McGraw Hill. Ricky W. Griffin and Gregory Moorhead., (2014), <i>Organizational Behavior: Managing People and Organizations</i> , (11thed.). Cengage Learning. Stephen P. Robbins and Timothy A Judge., (2018), <i>Organizational Behaviour</i> , (18thed.).15e, Pearson.					
Online resources: https://www.managementconcepts.com https://www.managementconcepts.com https://edge.sagepub.com https://open.umn.edu					
K1-Remember	K2-Understand	K3-Apply	K4-Analyze	K5-Evaluate	K6-Create
Coursedesignedby: Mr. K. P. Karthilingam					

CourseOutcomeVSProgrammeOutcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S(3)	M(2)	S(3)	M(2)	S(3)	M(2)	S(3)	M(2)	L(1)	L(1)
CO2	M(2)	M(2)	S(3)	M(2)	M(2)	L(1)	M(2)	M(2)	L(1)	L(1)
CO3	M(2)	M(2)	S(3)	L(1)	M(2)	L(1)	M(2)	L(1)	L(1)	L(1)
CO4	S(3)	M(2)	M(2)	L(1)	M(2)	L(1)	S(3)	L(1)	L(1)	M(2)
CO5	M(2)	M(2)	M(2)	L(1)	L(1)	L(1)	L(1)	L(1)	L(1)	L(1)
W.A V	2.4	2	2.6	1.4	2	1.2	2.2	1.4	1	1.2

S–Strong (3),M-Medium (2),L-Low (1)

Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M(2)	M(2)	S(3)	S(3)	M(2)
CO2	L(1)	S(3)	S(3)	M(2)	L(1)
CO3	S(3)	L(1)	M(2)	S(3)	S(3)
CO4	L(1)	M(2)	M(2)	M(2)	S(3)
CO5	M(2)	L(1)	M(2)	L(1)	M(2)
W.AV	1.8	1.8	2.6	2.2	2.2

S-Strong (3),M-Medium (2),L-Low (1)



I-Semester					
Core -II	Course Code 645102	Tourism – Principles & Practices	T	Credits:4	Hours:4
Unit-I					
Objective1	To comprehend the conceptual dimensions of tourism industry.				
History and concepts of Tourism; An overview: Elements, Nature and Characteristics– Typology of Tourism – Classification of Tourists – Structure and Components of Tourism: Attractions – Accommodation – Activities – Accessibilities -Amenities - Tourism network –Interdisciplinary approaches to tourism –Major motivations and deterrents to travel.					
Outcome1	Developing the in- depth knowledge on the concept of tourism, development of tourism and its impact.				K3
Unit-II					
Objective2	To understand the dynamics of tourism businesses and its growth.				
Evolution of Tourism Industry: Historical Development of Tourism – Concept of Holiday –Paid Holiday -Industrial Revolution - Structure of Present day Tourism - Emerging areas of tourism – Rural, Eco,Medical,MICE,Literary,Indigenous,Wellness,Film,Golf,etc.,–Ideals of Responsible Tourism – Alternate Tourism.					
Outcome2	Exploring the Phenomenal growth of Tourism Industry.				K6
Unit-III					
Objective3	To elucidate the application of tourism the theories to the pragmatic developmental agenda.				
Tourism and its Theories – Leiper’s Geo-Spatial Model - Mill-Morrison’s Tourism Policy Model - Mathieson & Wall’s Travel Buying Behaviour Model - Butler’s Tourism Area Life Cycle (TALC) Model - Doxey’s Irridex Model – Demonstration Effect - Crompton’s Push and Pull Theory- Stanley Plog’s Psychographic Model- Demand and Supply in tourism – Tourism regulations – Present trends in Domestic and Global tourism.					
Outcome3	Identifying the various practices and theories of Tourism for better understanding.				K5
Unit-IV					
Objective 4	To have the knowledge of Tourism Organisations.				
Tourism Organizations: Role and Functions of UNWTO, IATA, ICAO, WTTC, IHA, TAAI, FHRAI, ITDC, ICPB, IATO, IRCTC, State Tourism Development Corporations, Airport Authority of India, Archaeological Survey of India, Ministries of Tourism and Culture, Director General of Civil Aviation, Government of India.					
Outcome4	Understanding the role of various organisations, benefits of tourism and its impact on boosting the economy.				K1
Unit-V					
Objective 5	To have the knowledge of Tourism Organisations.				
Overview of Five Year Plans with special reference to Twelfth Five Year Plan for Tourism Development and Promotion, National Action Plan, National Tourism Policy – India as Tourism Destination - Global Emerging Tourism Destinations.					
Outcome5	Applying with regard to five year plans for the promotion and development of Tourism and its market.				K1

Suggested Readings :

A K Bhatia, “*Tourism Development: Principles And Practices*” Paperback – 1 January 2009.

Charles R. Goeldner & Brent Ritchie,

J.R., (2011), “*Tourism, Principles, Practices, Philosophies*”, (12thed.) JohnWiley and Sons, NewJersey.

GhoshBishwanath., (2013), “*Tourism and Travel Management*”, (2nded.) Vikas Publishing House, NewDelhi.

Page J. Stephen & Brunt Paul., (2007), *Tourism- A Modern Synthesis*, Thomson Publishers, London.

Sampadkumar swain &Jitendra Mohan Misra, (2011), *Tourism principles and Practices*.

Online resources:

Website: <https://www.unwto.org/>

Website: <https://www.wttc.org/>

K1-Remember	K2-Understand	K3-Apply	K4-Analyze	K5-Evaluate	K6-Create
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Course designed by : Mrs. T.Nathiya

Course Outcome VS Programme Outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S(3)	S(3)	L(1)	L(1)	L(1)	S(3)	M(2)	S(3)	S(3)	M(2)
CO2	M(2)	M(2)	S(3)	S(3)	S(3)	M(2)	S(3)	M(2)	L(1)	S(3)
CO3	S(3)	M(2)	M(2)	M(2)	M(2)	S(3)	S(3)	M(2)	S(3)	S(3)
CO4	S(3)	S(3)	M(2)	S(3)	M(2)	M(2)	M(2)	M(2)	L(1)	M(2)
CO5	S(3)	M(2)	S(3)	L(1)	L(1)	M(2)	L(1)	S(3)	L(1)	M(2)
W.AV	2.8	2.4	2.2	2	1.8	2.4	2.2	2.4	1.8	2.4

S–Strong (3), M-Medium (2), L-Low (1)

Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S(3)	S(3)	S(3)	S(3)	S(3)
CO2	S(3)	S(3)	S(3)	S(3)	M(2)
CO3	S(3)	M(2)	M(2)	S(3)	S(3)
CO4	M(2)	M(2)	S(3)	S(3)	S(3)
CO5	M(2)	M(2)	M(2)	M(2)	M(2)
W.AV	2.6	2.4	2.6	2.8	2.6

S–Strong (3), M-Medium (2), L-Low (1)

I-Semester					
Core - III	Course Code 645103	Accounting & Financial Management for Tourism	T	Credits: 4	Hours: 4
Unit - I					
Objective 1	To enable the students to understand and prepare basic accounting statements.				
Accounting Fundamentals and Statements: Definition – Accounting – Types of Accounting- Financial, Management and Cost accounting – Scope of Accounting –Financial Accounting Concepts –Uses of Accounting –Double Entry System Preparation of Journal and ledger, Subsidiary Books – Trial Balance, Profit and Loss Account and Balance Sheet Preparation (Simple Problems only).					
Outcome 1	Prepare, understand and maintain basic accounts Books.				K2
Unit - II					
Objective 2	To enable the students understand the basics of Finance and Time value of money.				
Introduction to Finance: Time Value of Money, Role of Finance Function, Principles of Financial Management, Scope, Rationale, Techniques, Practical Applications of Compounding and Present Value Techniques.					
Outcome 2	Demonstrate the applicability of the concept of Financial Management to understand the managerial Decisions.				K3
Unit - III					
Objective 3	To sensitize them about how to manage cost of capital efficiently in an organization.				
Cost of Capital: Concept, Explicit and Implicit Costs, Cost of Debt – Redeemable and Perpetual, Cost of Preference Shares – Redeemable and non redeemable, Cost Equity – Dividend and CAPM Approach, Cost of Retained Earnings Overall Cost of Capital (WACC) – Assignment of Weights (Historical and Market) –(Relevant One or Two Case Studies).					
Outcome 3	Analyse the complexities associated with management of cost of funds in the capital Structure.				K3
Unit - IV					
Objective 4	The objective of the capital budgeting is to develop student’s ability to analyze financial statements and understand financial performance of an Organization.				
Capital Budgeting: Concept of Budget and Budgetary control –Revenue Budget Preparation – Sales and Production Budgets – Cash Budget –Master budget –Fixed and Flexible budgets – Capital Budgeting: Features and Significance – Methods of Appraisal: Payback period, ARR, NPV and IRR.					
Outcome 4	Demonstrate how the concepts of financial management and investment, financing and dividend policy decisions could integrate.				K6
Unit - V					
Objective 5	To sensitize them about how to identify the need of working capital and manage Working capital efficiently.				
Working Capital Management: Introduction, Principles, Concept of Working Capital, Need for Working capital, Determinants and estimation of working capital needs. Inventory Management: Nature of Inventories, Need to hold inventories, objectives of inventory management, inventory Management techniques, inventory management process.					
Outcome 5	Analyse the need for working capital and to efficiently manage inventory..				K4
Suggested Readings : Antony Atkinson and Robert S Kalplan., (2013), <i>Management Accounting: Information for Decision</i>					

Making and Strategy Execution, (6th ed.), Prentice Hall.
 Goyal., (2017), *Principles of Management Accounting*, Shakithabhavan Publication.
 Gupta RL Gupta VK., (2013), *Principles and Practice of Accounting*”, Sultan Chand Sons.
 Khan and Jain., (2017), *Management Accounting: Text, Problems and Cases*, (7th ed.), Manmohan
 Pandey I.M., (2018), “*Financial Management*”, (11th ed.).

Online resources:

American Institute of CPAs (AICPA)(www.aicpa.org)
 CFI (Corporate Finance Institute)(www.corporatefinanceinstitute.com)
 Accounting WEB(www.accountingweb.com)
 LinkedIn Learning(www.linkedin.com/learning)

K1-Remember	K2-Understand	K3-Apply	K4-Analyze	K5-Evaluate	K6-Create
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Course designed by: Dr. S. Sridevi

Course Outcome VS Programme Outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S(3)	M(2)	M(2)	S(3)	L(1)	L(1)	L(1)	S(3)	S(3)	M(2)
CO2	S(3)	M(2)	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)	M(2)
CO3	S(3)	M(2)	M(2)	S(3)	M(2)	S(3)	L(1)	S(3)	S(3)	M(2)
CO4	S(3)	M(2)	M(2)	S(3)	S(3)	S(3)	M(2)	S(3)	S(3)	M(2)
CO5	S(3)	M(2)	S(3)	S(3)	M(2)	S(3)	L(1)	S(3)	S(3)	M(2)
W.AV	3	2	2.4	3	2.2	2.6	1.6	3	3	2

S–Strong (3), M-Medium (2), L-Low (1)

Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S(3)	L(1)	L(1)	L(1)	L(1)
CO2	S(3)	L(1)	L(1)	M(2)	L(1)
CO3	S(3)	L(1)	M(2)	M(2)	L(1)
CO4	S(3)	M(2)	M(2)	M(2)	M(2)
CO5	S(3)	M(2)	M(2)	S(3)	M(2)
W.AV	3	1.4	1.6	2	1.4

S–Strong (3), M-Medium (2), L-Low (1)

I-Semester					
Core - IV	Course Code 645104	Global Tourism Geography	T	Credits: 4	Hours: 4
Unit – I					
Objective1	To acquaint with the interdependence between Indian geography and tourism.				
Physical Geography of India: India and its physical features - Mountain system in India – Riversystem in India - Natural Vegetation and wildlife - Agriculture and cropping pattern – Urbanisationand population distribution in India - Economic activities of the population - Energy Resources inIndia - Mineral Resources in India - National Parks and Wildlife centuries.					
Outcome 1	The learners will have complete overview on Indian geography..				K2
Unit – II					
Objective2	Tofamiliarize on the locales, attractions, and accessibility to major touristDestinations across the continents.				
World Geography: Physiography, Drainage, Climate, vegetation & wild life of Africa – NorthAfrica - Northeastern Africa - West Africa - West-Central Africa - Southern Africa – Asia - Southwest Asia - South Asia - Southeast Asia - East Asia - Central Asia – Europe –NorthAmerica - Middle America - South America – Oceania – Antarctica.					
Outcome 2	The learners will have complete overview on global geography.				K2
Unit – III					
Objective3	To give exposure in planning tour itinerariesofvarious countries across time zones.				
Map Reading: Latitude, Longitude, International Date Line – Altitude –Direction– ScaleRepresentation–GIS&RemoteSensing –TimeZones –Calculation of Time: GMT Variation – Concept of Elapsed Time & FlyingTime.					
Outcome 3	To critically and independently asses existing knowledge within tourism geography in concern to reading map.				K4
Unit – IV					
Objective4	To know an overview of the basic concepts of geography in relation to travel and the tourism industry.				
Tourism Transport Systems in the World: Air Transport; IATA Areas &SubAreas – Global Indicators – Major Airports and Routes – Major Railway Systemsand Networks – Water Transport: International Inland and Ocean TransportNetworks – Road Transportation: Transcontinental Major, International andNational Highways – Transport Systems in India.					
Outcome 4	The ability to know an overview of the basic concepts of geography in relation to travel and the tourism industry.				K2
Unit – V					
Objective5	To think critically about contemporary issues of spatial location.				
Planning and development of Tourism in different climatic regions: CaseStudies of China, Brazil, Hawaii, Madagascar, Switzerland, France, Italy, Malaysia, Maldives, Hong Kong, SriLankaandPapuaNew Guinea.					
Outcome 5	The ability to think critically about contemporary issues of spatial location.				K5
Suggested Readings :					

Boniface B. & Cooper C., (2016), *Worldwide Destinations: The geography of Travel & Tourism* (7th ed.), Oxford Butterworth Heinemann.

Michael Hall C. & Stephen J., (2016), *The Geography of Tourism and Recreation- Environment*, (3rd ed.).Routledge, London.

Michael hall., (2008), *Geography of Travel and Tourism*, (1sted.), Routledge, London.

RosemaryBurton., (2011), *Travel Geography Pitman Publishing*, (2nd ed.).

Marlow Essex., (2009), *Travel Information Manual*, IATA, Netherland World Atlas.

Online resources:
 Project Gutenberg(www.gutenberg.org): Project Gutenberg provides free e-books, including some older works related to geography and travel that might be relevant to global tourism.
 OpenStax (openstax.org/subjects): OpenStax offers free textbooks on various subjects, and you may find geography-related resources that cover tourism aspects.

K1-Remember	K2-Understand	K3-Apply	K4-Analyze	K5-Evaluate	K6-Create
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Course designed by: Dr. S. Sridevi

Course Outcome VS Programme Outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S(3)	M(2)	M(2)	M(2)	M(2)	L(1)	L(1)	L(1)	L(1)	L(1)
CO2	S(3)	M(2)	M(2)	M(2)	S(3)	M(2)	L(1)	L(1)	L(1)	L(1)
CO3	S(3)	M(2)	S(3)	M(2)	S(3)	L(1)	L(1)	L(1)	S(3)	L(1)
CO4	M(2)	M(2)	S(3)	S(3)	M(2)	L(1)	M(2)	L(1)	S(3)	M(2)
CO5	S(3)	M(2)	S(3)	S(3)	M(2)	M(2)	S(3)	L(1)	S(3)	M(2)
W.AV	2.8	2	2.6	2.4	2.4	1.4	1.6	1	2.2	1.4

S–Strong (3), M-Medium (2), L-Low (1)

Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S(3)	S(3)	M(2)	S(3)	M(2)
CO2	S(3)	S(3)	M(2)	S(3)	M(2)
CO3	S(3)	S(3)	M(2)	S(3)	S(3)
CO4	S(3)	S(3)	M(2)	S(3)	S(3)
CO5	S(3)	S(3)	M(2)	S(3)	S(3)
W.AV	3	3	2	3	2.6

S–Strong (3), M-Medium (2), L-Low (1)

I-Semester					
Core – V	Course Code: 645105	Tourism Products and Services	T	Credits:4	Hours:4
Unit-I					
Objective 1	To develop the understanding about the conceptual and theoretical basis of various tourism products & services.				
Introduction Tourism Products: Definition, Concept, Characteristics and Classification. Cultural Heritage of India — Stages of evolution, continuity. Heritage-Types of Heritage Tourism, Chettinadu Heritage Homes. Heritage Properties. Chettiar heritage museum Heritage Management Organizations.					
Outcome1	At the end of the course, various tourism products and services offered in India can be identified and the students will also be able to analyze the range of tourism products and services which emphasize the importance of tourism demand and supply.				K3
Unit-II					
Objective 2	To conceptualize a tour itinerary based on variety of themes and to identify and manage emerging tourist destinations.				
Natural Resources: Wild life sanctuaries – National parks –Biosphere reserves – Back water Tourism – Mountain and Hill Tourist Destinations – Islands, Beaches, Caves, Caves drawings of Tamilnadu& Deserts of India.					
Outcome2	Acquaint with the interdependence between geography and tourism; familiarize on the locales, attractions, and accessibility to major tourist destinations across the continent, plan tour itineraries of various countries across time zones.				K6
Unit-III					
Objective 3	To understand the vast tourism resources of India.				
Tourism Circuits Major tourism circuits of India: Inter State and Intra-State Circuits –Religious Circuits –Heritage Circuits-Chettinadu pilgrimage circuits–Wildlife Circuits.					
Outcome3	Understanding the Cultural background elements of tourism resources with reference to Indian heritage				K5
Unit-IV					
Objective 4	To know the competitiveness of India as a tourist destination.				
Manmade Destinations And Theme Parks: Manmade Destinations: Locations of Adventure sports – Commercial attractions – Amusement Parks –Gaming –Shopping-chettinadu snacks andhandycrafts-LiveEntertainments-Supplementaryaccommodation-Houseboats–Treehouses-Homestays-Tourismbyrail-Palaceonwheels.Zoological and Botanical Garden.					
Outcome4	To give insights into Indian architecture and its implication on Tourism resources.				K1
Unit-V					
Objective5	To identify and manage emerging tourist destinations and circuits.				
Contemporary Destinations In India: Places and Packages for Eco tourism, Rural Tourism, Golf Tourism, Camping Tourism, Medical Tourism and Pilgrimage Tourism. MICE Tourism.					
Outcome5	To acquaint with emerging tourism circuits in the country and can promote the circuits in every state level.				K1

Suggested Readings :

Douglas.N, (Ed.), (2001), *Special Interest Tourism* Australia: John Wiley & Sons.
 (2018), *India Year Book 2018*, New Delhi: Publication Division.
 Gupta. S.P., (2002), *Cultural tourism in India: Museums, Monuments & Arts: Theory and Practice*,
 New Delhi Indra prastha Museum of Art and Archaeology & D.K. Printworld.
 Jacob. R., (2007), *Indian Tourism Products*, New Delhi: Abhijeet Publications.
 Singh. S., (2008), *Lonely Planet India*, Gurugram: Lonely Planet Publications.
 StephenBall. (2007), *Encyclopaedia of Tourism Resources in India*, B/H.
 E-Pathshala., (2018), Retrieved from E-Pathshala an MHRD

Onlineresources:

Website: <https://www.wttc.org/>
 Website: <https://www.unwto.org/>
 Website: <https://www.ecotourism.org/>

K1-Remember	K2-Understand	K3-Apply	K4-Analyze	K5-Evaluate	K6-Create
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Course designed by :Mrs. T.Nathiya

Course Outcome VS Programme Outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S(3)	S(3)	S(3)	M(2)	M(2)	M(2)	M(2)	M(2)	M(2)	M(2)
CO2	S(3)	S(3)	S(3)	M(2)	M(2)	L(1)	M(2)	M(2)	M(2)	L(1)
CO3	S(3)	S(3)	S(3)	M(2)	S(3)	M(2)	M(2)	M(2)	L(1)	M(2)
CO4	M(2)	S(3)	M(2)	M(2)	M(2)	L(1)	M(2)	M(2)	M(2)	M(2)
CO5	S(3)	S(3)	S(3)	M(2)	M(2)	M(2)	M(2)	M(2)	M(2)	M(2)
W.AV	2.8	3	2.8	2	2.2	1.6	2	2	1.8	1.8

S-Strong (3), M-Medium (2), L-Low (1)

Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S(3)	S(3)	S(3)	S(3)	M(2)
CO2	S(3)	S(3)	S(3)	S(3)	M(2)
CO3	S(3)	S(3)	S(3)	S(3)	S(3)
CO4	S(3)	S(3)	M(2)	M(2)	M(2)
CO5	S(3)	S(3)	M(2)	M(2)	M(2)
W.AV	3	3	2.6	2.6	2.2

S-Strong (3), M-Medium (2), L-Low (1)

I-Semester				
Core – VI	Course Code 645106	Information Technology for Business	P	Credits:2 Hours: 3
Unit - I				
Objective 1	To Introduce Computing basics, evolution, operating systems, applications software and network settings.			
Introduction: Basics and Evolution of Computing–OperatingSystems(SystemSoftware)and Application Software – Introduction to Network Setting – LAN and WAN, Internet and Intranet.				
Outcome1	Student Acquire a comprehensive understanding of Computing, including basics, evolution, operating systems, application software, and network settings exchange.			K1
Unit - II				
Objective 2	To educate Microsoft Office for document creation, formatting, dataanalysis, and manipulation,enabling enhanced productivity and streamline reporting.			
WorkingwithMicrosoftOfficeSuite: MSWord– Creating,Opening,Saving,andFormattingDocuments–MailMerge- WorkingwithSpreadSheets:MSExcel–Tables–FormulasandFunctions–DataAnalysisusingexcel– LinkingWorkSheetsandWorkbooks–Charts–Macros Forms–PivotTables.				
Outcome2	Predict gain practical skills in MS Word for document management andformatting, and in MS Excel for data analysis, formulas, charts, and pivot tables,enhancingtheirproductivity.			K2
Unit - III				
Objective 3	LearnersunderstandMSPowerPointfordynamicpresentations,MSAccessfordatabase managementandreportgeneration.			
MSPower-Point: CreatingaPower-PointPresentation(PPT)UsingSlideMaster,Animation, and Graphics in PPT - MS Access – Creating and Modifying Data Bases –ReportGeneration– LinkingAccessFileswithExcelFiles.MS:Project:CreatingProjectDesign,Schedules,PERT/CPM Charts,andReports.				
Outcome3	Participants gain practical skills in MS PowerPoint, MS Access, and MSPProject, streamlining communication, datamanagement,and project planning,leading to improve productivity and successful project outcomes.			K5
Unit - IV				
Objective 4	ToknowmoreInternetandE-Commerce,masteringE-MailEtiquette,web- basedcommunicationtools,Wi-Fienvironment,andE-Businessmodels.			
Internet and E-Commerce: E-Mail Etiquette – Usages of Search Engines and Portals –Website and Web-Based E-mail, FTP and Net Meeting – Wi-Fi Environment in ModernOffices – Basic Models of E-Business: B2B, B2C, C2C, and Mobile Commerce (M-Commerce).				
Outcome4	SummariestheParticipantseffectivelyutilizeonlineresources,demonstratepr oficiencyinE-MailEtiquette,searchengines,andweb-basedtools.			K1
Unit - V				
Objective 5	Exploreconceptsofonlinebuyingandselling,includingE- Payment,PaymentGateway,SecuritySystems,OnlineStores,InternetBanking,Smart cards,andPlasticMoney.			

Buying and Selling through the Internet: E-Payment and Electronic Fund Transfer – Payment Gateway and Security Systems – On-Line Stores – Internet Banking – Smart cards and Plastic Money.					
Outcome5	Familiarize online transactions, utilize digital payment methods, access online to resend internet banking and e-commerce experiences.				K1
Suggested Readings: Goel, R. (2003)., “Computer Applications In Management”, New Age International. Rayudu, C.S(2010)., “E-Commerce, and E-Business”, Himalaya Publishing Company. Sudalaimuthu & Anthony Raj(2015)., “Computer Applications in Management”, Himalaya Publishing House. Vijayaraghavan, G(2015)., Computer Applications for Management, Himalaya Publishing Company.					
Online resources: https://www.w3schools.com/excel/index.php https://www.geeksforgeeks.org/e-commerce/Pivot Tables in Excel (In Easy Steps) (excel-easy.com)					
K-Remember	K2-Understand	K3-Apply	K4-Analyze	K5-Evaluate	K6-Create
Course designed by : Mr. Sathish					

Course Outcome VS Programme Outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S(3)	L(1)	S(3)	M(2)	M(2)	L(1)	M(2)	M(2)	S(3)	M(2)
CO2	M(2)	M(2)	L(1)	S(3)	M(2)	M(2)	M(2)	L(1)	M(2)	M(2)
CO3	M(2)	M(2)	M(2)	L(1)	M(2)	L(1)	M(2)	M(2)	M(2)	L(1)
CO4	M(2)	M(2)	M(2)	L(1)	L(1)	L(1)	M(2)	L(1)	L(1)	L(1)
CO5	M(2)	M(2)	M(2)	M(2)	M(2)	L(1)	M(2)	L(1)	L(1)	M(2)
W.Avg	2.2	1.8	2	1.8	1.8	1.2	2	1.4	1.8	1.6

S–Strong (3), M-Medium (2), L-Low (1)

Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M(2)	S(3)	L(1)	M(2)	S(3)
CO2	S(3)	M(2)	M(2)	M(2)	M(2)
CO3	S(3)	M(2)	L(1)	M(2)	L(1)
CO4	M(2)	M(2)	M(2)	M(2)	M(2)
CO5	M(2)	M(2)	M(2)	M(2)	L(1)
W.Avg	2.4	2.2	1.4	1.8	1.8

S–Strong (3), M-Medium (2), L-Low (1)

II -Semester					
Core – VII	Course Code 645201	Business Law	T	Credits: 3	Hours :3
Unit – I					
Objective1	To recognize types of contracts, including formation and modification of contracts and to identify the concepts behind remedies.				
Indian Contract Act 1872 : Contract – Meaning – Essential Elements – Offer and Acceptance – Consideration – Capacity – Consent – Legality of object – Quasi contract – Discharge of Contract – Performance of Contract – Breach of Contract – Remedies – Study of Relevant case laws.					
Outcome 1	Students would learn the basic laws relating to contracts.				K1
Unit – II					
Objective2	To help the students to understand the nuance of Law of Indemnity & Guarantee, Contract of Bailment, Contract of Pledge and Contract of Agency.				
Special Contracts: Contract of Indemnity and Guarantee: Definition – Rights of Surety – Discharge of Surety – Bailment: Definition – Rights and Duties of Bailor and Bailee – Rights of Finder of Lost Goods – Pledge: Rights and Duties of Pawner and Pawnee – Contract of Agency: Definition of Agent and Principal – Creation of Agency – Types of Agents – Rights and Duties of Agent and Principal – Termination of Agency – Study of Relevant case laws.					
Outcome 2	Students would learn the rules regarding the Contract of Indemnity & Guarantee, Contract of Bailment, Contract of Pledge and Contract of Agency and types of Agents.				K2
Unit – III					
Objective3	To make the students understand the object and significance of the Sale of Goods Act.				
Sale of Goods Act, 1930: Contract of Sale: Essentials – Sale and Agreement to Sell – Conditions and Warranties: Caveat Emptor – Transfer of Property: Sale by non-owners – Performance of the Contract – Delivery of Goods – Rights and Duties of the Buyer and Seller. Consumer Protection Act, 1986: Objects – Rights of Consumers – Consumer Dispute – Procedure of Filing Complaint – Procedure for redressal of Complaints, Redressal Agencies: Consumer Production Councils. Remedies – Study of Relevant case laws.					
Outcome 3	Students would learn the rules regarding the Consumer Protection Act, 1986, Concepts, Consumer Dispute, Complaint, Defect, Deficiency, Unfair Trade Practices, Redressal Agencies.				K2
Unit – IV					
Objective4	To help the students to understand the laws relating to carriage of Goods.				
Laws on Carriage of Goods: Duties, Rights and Liabilities of Common Carriers under: (i) The Carriers Act, 1865. (ii) The Railways Act, 1989, (iii) The Carriage of Goods by Sea Act, 1925, (iv) The Carriage by Air Act, 1972 and (v) The Carriage By Road Act, 2007.					
Outcome 4	Students would learn all the laws relating to carriage of goods by air, land and sea.				K1
Unit – V					
Objective5	To help the students know the laws relating to safety and security in hotel.				
Safety, Security and Hotel: Best Practices of Safety and Security: A Study of Taj and Oberoi					

Hotels, Mumbai, Security Departments of Hotels, Guidelines for Security in Hotels, Dealing with various Emergency Situations, Dealing with Fire, Dealing with Death, Dealing with Crisis, Dealing with Disaster, Significance of Safety and Security.					
Outcome 5	Students would learn about establishment of safety and security measures in a Hotel.				K2
Suggested Readings :					
Kapoor N.D., (2018), <i>Mercantile Law</i> , Sultan Chand & Sons, New Delhi.					
Kenneth W. Clarkson, Roger LeRoy Miller, Frank B. Cross., (2010), <i>Business Law: Text and Cases –Legal, Ethical, Global, and Corporate Environment</i> ” (12 th ed.), Cengage Learning.					
Kuchhal M.C. & VivekKuchhal., (2018), <i>Business Laws</i> , (8 th ed.).					
Pandit M.S. and ShobhaPandit., (2010), <i>Business Law</i> , HPH, Mumbai.					
Pathak., (2013), <i>Legal Aspects of Business</i> , (5 th ed.) TMH.					
Shukla M.C., (2012) , <i>Mercantile Law</i> , (8 ed.) S. Chand Co., New Delhi.					
Online Resources:					
Edx (www.edx.org): Similar to Coursera, edX provides business law courses from universities worldwide. You can audit the courses for free or pay for a certificate if you want official recognition.					
Khan Academy (www.khanacademy.org): Khan Academy provides free video tutorials on various subjects, including business law. It’s an excellent resource for beginners.					
Legal Information Institute (www.law.cornell.edu):This resource by Cornell Law School provides access to statutes, case law, and other legal materials related to business law.					
K1- Remember	K2-Understand	K3-Apply	K4-Analyze	K5-Evaluate	K6-Create
Course designed by: Dr. S. Sridevi					

Course Outcome VS Programme Outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	L(1)	L(1)	M(2)	M(2)	M(2)	M(2)	L(1)	M(2)	L(1)	M(2)
CO2	L(1)	L(1)	L(1)	M(2)	M(2)	M(2)	S(3)	S(3)	M(2)	M(2)
CO3	M(2)	L(1)	M(2)	M(2)	M(2)	M(2)	S(3)	S(3)	S(3)	S(3)
CO4	S(3)	S(3)	L(1)	M(2)	M(2)	S(3)	M(2)	S(3)	S(3)	M(2)
CO5	M(2)	M(2)	S(3)	M(2)	M(2)	S(3)	M(2)	M(2)	S(3)	S(3)
W.AV	1.8	1.6	1.8	2	2	2.4	2.2	2.6	2.4	2.4

S–Strong(3), M-Medium (2), L-Low (1)

Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S(3)	L(1)	L(1)	M(2)	S(3)
CO2	M(2)	L(1)	L(1)	M(2)	S(3)
CO3	M(2)	L(1)	L(1)	M(2)	S(3)
CO4	M(2)	L(1)	L(1)	M(2)	S(3)
CO5	S(3)	S(3)	M(2)	S(3)	S(3)
W.AV	2.4	1.4	1.2	2.2	3

S–Strong (3), M-Medium (2), L-Low (1)



II -Semester					
Core –VIII	Course Code 645202	Hospitality Management	T	Credits:4	Hours: 4
Unit-I					
Objective 1	Provide a comprehensive introduction to hospitality for programmes related to tourism and business studies.				
The Hospitality Industry: Travel and Tourism–The travel industry- The tourism industry-Profile of the Accommodation and Leisure Industry- Accommodation- hotels in UK, Europe and USA – Industrial supply in UK and Europe –Historical perspective –UK- Economic issues- Organisations – Accommodation–Timeshare – Accommodation–caravan and camping – Other activities within the hospitality and leisure industry.					
Outcome1	Identify and apply business concepts and skills relevant to the operational areas of hospitality management.				K2
Unit-II					
Objective 2	To explain the basics of hospitality industry, and the aspects of Management				
Hotel Management: - Dimensions and Structure – Strategic management – Feasibility studies – Aspects of Management – Commissioning the property – Procurement – Sources of revenue and operating costs – Market segments.					
Outcome2	Demonstrate an understanding of the historical role of hospitality as well as the future of the industry.				K2
Unit-III					
Objective 3	It provides students with a solid grounding in the industry, drawing together the main elements of hotel and catering.				
Accommodation Operations :- Marketing- Rooms division – Rooms – Housekeeping –Planning and organization of the housekeeping department – Human resource management –Financial control ,Legislation: Food safety legislation – Liquor licensing legislation – Health and safety at work – Planning legislation.					
Outcome3	Exhibit knowledge concerning the various types of hospitality facilities as well as the managerial segments of each type of facility.				K1
Unit-IV					
Objective4	Featuring neglected areas such as brewing, contract catering, time share, caravanning and camping.				
Restaurant and Fast-Food Industry: Catering market – The catering market by sector – Market sectors – Major operators – Food and beverage management – Contract Catering Industry :Background and history – The primary markets – Industry supply.					
Outcome4	Understand how different types of hospitality facilities appeal to specific market segments.				K2
Unit-V					
Objective5	To introduce real life case.				
Brewing Industry: Background to the industry – Major operators –TrendsThe environment – Environment initiatives – Environment issues in the hospitality industry –Computer reservations systems – Quality assurance – Total quality management.					
Outcome5	Evaluate current trends in the hospitality industry.				K1

Suggested Readings:

Knowles T., (2019), *Hospitality Management: An Introduction*, Pitman Publishing.
 Laurie Mullins, *Hospitality Management and Organisational Behaviour*, Pitman Publishing
 Peter Jones., (2017), *International Hospitality Industry*, Pitman Publishing
 Yoshinori Hara., (2017) , *A New Approach to Resilient Hospitality Management*, senkoikenobo ,
 SpringHan

Online Resources:

American Hotel & Lodging Association (AH&LA): Website: <https://www.ahla.com/>
 National Restaurant Association (NRA): Website: <https://restaurant.org/>
 International Society of Hospitality Consultants (ISHC): Website: <https://ishc.com/>

K1- Remember	K2-Understand	K3-Apply	K4-Analyze	K5-Evaluate	K6-Create
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Course designed by: Mrs. T.Nathiya

Course Outcome VS Programme Outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S(3)	S(3)	S(3)	S(3)	M(2)	M(2)	M(2)	M(2)	S(3)	M(2)
CO2	S(3)	M(2)	M(2)	M(2)	M(2)	L(1)	M(2)	M(2)	M(2)	M(2)
CO3	S(3)	M(2)	M(2)	S(3)	M(2)	M(2)	M(2)	M(2)	S(3)	M(2)
CO4	S(3)	M(2)	M(2)	S(3)	S(3)	M(2)	M(2)	M(2)	M(2)	M(2)
CO5	S(3)	M(2)	S(3)	S(3)	M(2)	M(2)	M(2)	M(2)	M(2)	M(2)
W.AV	3	2.2	2.4	2.8	2.2	1.8	2	2	2.4	2

S–Strong(3), M-Medium (2), L-Low (1)

Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S(3)	S(3)	M(2)	M(2)	M(2)
CO2	S(3)	S(3)	M(2)	S(3)	M(2)
CO3	S(3)	S(3)	S(3)	S(3)	S(3)
CO4	S(3)	S(3)	S(3)	S(3)	M(2)
CO5	S(3)	S(3)	S(3)	S(3)	S(3)
W.AV	3	3	2.6	2.8	2.4

S–Strong(3), M-Medium (2), L-Low (1)

II -Semester					
Core –IX	Course Code 645203	Strategic Tourism Management	T	Credits:4	Hours:4
Unit –I					
Objective 1	To introduce the concepts of strategic management and understand its nature in the competitive and institutional landscape.				
Introduction: Strategy – Strategic Management Process – Developing a Strategic Vision – Setting Objectives – Crafting Strategy – Strategies and Tactics – Importance of Corporate Strategy – the 7-S Framework – Board of Directors: Role and Functions – Board Functioning – Top Management: Role and Skills. Strategic planning: Levels of strategic planning – Process of strategic plans – dimensions of strategic decisions.					
Outcome 1	To describe major theories, background work, concepts and research output in the field of strategic management.				K2
Unit – II					
Objective 2	To develop analytical and conceptual skills and the ability to look at the totality of situations.				
Environmental analysis: environmental scanning – Industry analysis – Competitive analysis – Internal analysis: Resource Based view, SWOT / PEST / ETOP analysis, Value Analysis. Society and Business: Social Responsibility of Business – Corporate Governance and Ethical Responsibility – Corporate Policy: Importance – Characteristics – Objectives – Policy Formulation and Development – Types of Business Policies – Implementation of Policies.					
Outcome 2	To demonstrate a clear understanding of the concepts, tools & techniques used by executives in developing and executing strategies and will appreciate its integrative and interdisciplinary nature.				K2
Unit – III					
Objective 3	To gain competitive advantage, to outperform the competitors and achieve market dominance.				
Business level strategies: acquiring core competencies – Porter’s Generic Strategies Model – Functional level strategies: Production and Operations – Finance – HR – Marketing and R & D Strategies.					
Outcome 3	To demonstrate effective application of concepts, tools & techniques to practical situations for diagnosing and solving organization26l problems.				K1
Unit – IV					
Objective 4	To integrate and apply knowledge gained in basic courses to the formulation and implementation of strategy from holistic and multi-functional perspectives.				
Strategic analysis and choice: Portfolio Analysis-BCG Growth-Share Matrix, GE Business Screen, Shell’s Directional Policy Matrix, Hofer’s Product – Market Matrix. Strategic implementation: Steps- structural issues- behavioral issues- strategic leadership.					
Outcome 4	To demonstrate capability of making their own decisions in a dynamic business landscape.				K1
Unit – V					
Objective 5	To analyse and evaluate critically real life company situations and develop creative solutions using strategic management perspectives.				
Strategic evaluation and control: Balanced Scorecard approach – EVA and MVA – ERP– Stakeholder analysis – Systems thinking approach, Strategic control – operational control – process					

and techniques – Michael Porter’s Framework for Strategic Management – Future of Strategic Management – Strategic Information System.

Outcome 5 | To develop their capacity to think and execute strategically. | **K6**

Suggested Readings:

AzharKazmi.,(2009), *Strategic Management and Business Policy*, (4th ed.). Tata McGraw Hill, N. Delhi.

John Pearce, Richard Robinson., (2017), *Strategic Management: Formulation, Implementation and control*, (12th ed.).

Dr.Pradip Kumar Sinh.,(2018), *Strategic Management*, Niraliprakashan.

Dr.SaritaAbhayDhawale.,(2022), *Strategic Management*, Thakur Publication.

Online Resources:

Open course ware (OCW) Platforms: Some universities share their course materials on OCW platforms like MIT Open Course Ware, Open Yale Courses, and others.

Coursera (www.coursera.org):Course offers online courses on tourism management and related topics.

edX (www.edx.org):Similar to Course, edX provides courses on various subjects, including tourism management.

K1- Remember | **K2-Understand** | **K3-Apply** | **K4-Analyze** | **K5-Evaluate** | **K6-Create**

Course designed by: Dr. S. Sridevi

Course Outcome VS Programme Outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S(3)	S(3)	M(2)	S(3)	M(2)	S(3)	M(2)	M(2)	S(3)	M(2)
CO2	S(3)	S(3)	M(2)	S(3)	M(2)	S(3)	M(2)	M(2)	S(3)	M(2)
CO3	S(3)	S(3)	M(2)	S(3)	M(2)	S(3)	S(3)	M(2)	S(3)	M(2)
CO4	S(3)	S(3)	M(2)	S(3)	M(2)	S(3)	S(3)	M(2)	S(3)	M(2)
CO5	S(3)	S(3)	M(2)	S(3)	M(2)	S(3)	S(3)	M(2)	S(3)	M(2)
W.AV	3	3	2	3	2	3	2.6	2	3	2

S–Strong (3), M-Medium (2), L-Low (1)

Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
C01	S(3)	S(3)	S(3)	S(3)	S(3)
C02	S(3)	M(2)	S(3)	S(3)	S(3)
C03	S(3)	S(3)	S(3)	S(3)	S(3)
C04	S(3)	S(3)	S(3)	S(3)	M(2)
C05	S(3)	M(2)	S(3)	S(3)	M(2)
W.AV	3	2.6	3	3	2.6

S–Strong (3), M-Medium (2), L-Low (1)



II -Semester					
Core-X	Course Code 645204	Human Resource Management	T	Credits:4	Hours:4
Unit -I					
Objective 1	To establish and maintain organization ²⁹ structure and desirable working relationships among all the members of the organization.				
Introduction of Human Resources Management: Definition, Importance of Human Resources, Objectives of Human Resources Management, Qualities of a good personnel manager – Evolution and growth of Personnel Management in India. Human Resource Policies: Need, type and scope – Human Resources policies and work Culture.					
Outcome1	Demonstrate an understanding of key terms, theories/concepts and practices within the field of HRM.			K2	
Unit-II					
Objective 2	To create facilities and opportunities for individual or group development so as to match it with the growth of the organization.				
Human Resource Planning: Job Description and Job Specification. Recruitment and selection: Purposes, types and methods of recruitment and selection, Personnel Search, Selection Instruments, Functions of Human Resources Management from Procurement to Separation: Placement, Induction, Transfers, Promotions, Disciplinary actions, Termination of Services: Resignation, Dismissal, Retrenchment and Voluntary Retirement Schemes, Exit Interviews, Prevention of employee turnover.					
Outcome2	Demonstrate competence in development and problem-solving in the area of HR Management.			K4	
Unit-III					
Objective 3	To strengthen and appreciate the human assets continuously by providing training and development programs.				
Human Resource Development & Performance Evaluation: Human Resource Development: Introduction needs assessment phase - Training phase, evaluation phase - HRD in future - Training methods, training development for executives - strategic issues. Performance Evaluation: Ranking, rating scales, critical incident method, Removing subjectivity from evaluation, MBO as a method of appraisal, Job evaluation, Criteria for Promotions and job enrichment.					
Outcome3	Provide innovative solutions to problems in the fields of HRM.			K4	
Unit-IV					
Objective 4	To provide facilities and conditions of work and create a favorable atmosphere for maintaining stability of employment.				
Rewards Management: Wage and Salary Administration: Meanings, Calculation of Wage, Salary, Perquisites, Compensation Packages, Cost of Living Index and Calculation of Dearness Allowance, Rewards and Incentives: Financial and non- financial incentives, Productivity – linked Bonus, Compensation Criteria.					
Outcome4	Be able to identify and appreciate the significance of the ethical issues in HR.			K2	
Unit-V					
Objective 5	To maintain high employee morale Training & development Opportunity for expression Provide fair, acceptable and efficient leadership Facilities and conditions.				
HR Audit: Nature and Scope – Approaches to HR Audit Management of Differences: Grievance Handling – Discipline and Domestic Enquiry – Handling of Sexual Harassment in the Work Place – Introduction to Industrial Relations – Current Trends and Issues in HRM - Jobs and Careers in HRM.					

Outcome 5	Be able to evaluate HRM related social, cultural, ethical and environmental responsibilities and issues in a global context.	K5
Suggested Readings : Alan Price., (2011), <i>Human Resource Management</i> , Cengage Learning , EMEA. Edwin B. Flippo., <i>Personal Management</i> . Gary Dessler., (2010), <i>Human Resource Management</i> , Prentice Hall. Rao V.S.P., (2020), <i>Human Resource Management</i> , Tax. Dr.SBedi S.P., (2012), <i>Human Resource Management</i> , Batri Publications.		
Online Resources: Website: https://www.shrm.org/ Website: https://www.hrtechnologist.com/ Website: https://ww.hr.com/		
K1- Remember	K2-Understand	K3-Apply
K4-Analyze	K5-Evaluate	K6-Create
Course designed by: Mrs. T. Nathiya		

Course Outcome VS Programme Outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S(3)	M(2)	S(3)	S(3)	M(2)	S(3)	S(3)	M(2)	S(3)	S(3)
CO2	S(3)	M(2)	S(3)	S(3)	M(2)	S(3)	S(3)	M(2)	S(3)	S(3)
CO3	S(3)	M(2)	S(3)	S(3)	M(2)	S(3)	S(3)	M(2)	S(3)	S(3)
CO4	M(2)	M(2)	S(3)	S(3)	M(2)	S(3)	S(3)	M(2)	S(3)	S(3)
CO5	M(2)	M(2)	S(3)	S(3)	S(3)	S(3)	S(3)	M(2)	S(3)	S(3)
W.AV	2.6	2	3	3	2.2	3	3	2	3	3

S–Strong (3), M-Medium (2), L-Low (1)

Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S(3)	M(2)	S(3)	M(2)	S(3)
CO2	S(3)	M(2)	S(3)	M(2)	S(3)
CO3	S(3)	M(2)	S(3)	M(2)	S(3)
CO4	S(3)	M(2)	S(3)	M(2)	S(3)
CO5	S(3)	M(2)	S(3)	M(2)	S(3)
W.AV	3	2	3	2	3

S–Strong (3), M-Medium (2), L-Low (1)

II -Semester					
Core - XI	Course Code645205	Travel Agency & Tour Operation	T	Credits: 3	Hour:3
Unit - I					
Objective 1	To understand the significance of travel agency and tour operation business.				
Travel Trade: History, Growth, and present status of Travel Agency. Emergence of Thomas Cook- Cox and Kings-American Express Company - Types of Tour & Tour Operators - Wholesale and Retail Travel Agency Business: Linkages and Integration with hotels, airlines and transport agencies and other segments of tourism sector., Changing Scenario of Travel Trade. Travel formalities: Passport, Visa, Health requirements, taxes, customs, and currency, and travel insurance, baggage and airport information.					
Outcome 1	At the end of the course students will be able to recollect the prevalent procedures of travel formalities and Travel trade business.				K4
Unit - II					
Objective 2	To know the current trends and services in Travel agency Business				
Travel Agency and Tour Operation Business: Functions of Travel Agency - Setting Up A Full-Fledged Travel Agency - Sources of Income of A Travel Agency - Diversification of Business - Travel Insurance, Fore x- Cargo- MICE – Documentation, Recognition: IATA rules and regulations for approval of a travel agency, - Recognition from Government.					
Outcome 2	The learners can know to Adopt the processing style in respect of travel agency business and its management also the basic procedures adopted by agencies in the specific fields.				K2
Unit - III					
Objective 3	To develop adequate knowledge and practice in preparation of Itinerary.				
Itinerary Planning & Development: Tour Itinerary: Types of Itinerary - Resources and Steps for Itinerary Planning - Do's and Don'ts of Itinerary Preparation, Tour Formulation and Designing Process: FITs & Group Tour Planning and Components - Special Interest Tours (SITs).Travel Terminology: Current and populartraveltradeabbreviationsandothertermsusedinpreparingitineraries.					
Outcome 3	The learners can Understand the specific aspects of Tour operators and their functions and also can prepare Tour Itinerary.				K2
Unit – IV					
Objective 4	To gain at thorough insights into various functions of Tour operator.				
Functions of a Tour Operator: Tour Packaging: Classifications of Tour Packages - Components of Package Tours, Concept of Costing: Types of Costs - Components of Tour Cost - Preparation of Cost Sheet, Tour Pricing: Calculation of Tour Price - Pricing Strategies - Tour Packages of Thomas Cook, SOTC, Make My Trip and Cox & King. Sources of income for tour operation.					
Outcome 4	Conceptualize a tour itinerary Planning and arrangements.				K2
Unit - V					
Objective 5	To impart knowledge on diversified operations of guiding a tour				
Tour Guide and Escort Services: Introduction to Tour Guiding: Types / Categories of tour guides. Meaning of tour guide - appointment and licensing tour guides. Escort & escorting services. Duties and Responsibilities of Tour Guides.					
Outcome 5	To develop a thought in Tour guiding and its various services.				K2

Suggested Readings :

Bhatia A K., (2012), *Business of Travel Agency & Tour Operations Management*.
 Chand. M., (2007), *Travel Agency Management: An Introductory Text*, (2nded.), Anmol Publications Pvt.Ltd.,NewDelhi.
 Chand,Mohinder., (2007), *Travel Agency Management*, Anmol Publication.
 Holloway,J.C., (2016), *The Business of Tourism*, McDonaldand Evans,(10th ed.) Plymouth.
 Negi.J., (2013), *Travel Agency Operations: Concepts and Principles*,(2nded.) Kanishka, New Delhi.

Online Resources:

<https://resources.centrav.com>
<https://www.altexsoft.com>
<https://guides.loc.gov>

K1- Remember	K2-Understand	K3-Apply	K4-Analyze	K5-Evaluate	K6-Create
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Course designed by: Mr. K. P. Karthilingam

Course Outcome VS Programme Outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M(2)	M(2)	S(3)	M(2)	S(3)	M(2)	L(1)	M(2)	L(1)	L(1)
CO2	M(2)	S(3)	S(3)	S(3)	S(3)	S(3)	L(1)	S(3)	M(2)	M(2)
CO3	S(3)	L(1)	M(2)	M(2)	M(2)	M(2)	L(1)	M(2)	L(1)	L(1)
CO4	M(2)	M(2)	M(2)	S(3)	M(2)	M(2)	L(1)	M(2)	M(2)	L(1)
CO5	M(2)	M(2)	M(2)	M(2)	M(2)	M(2)	L(1)	M(2)	L(1)	L(1)
W.AV	2.2	2	2.4	2.4	2.4	2.2	1	2.2	1.4	1.2

S–Strong (3), M-Medium (2), L-Low (1)

Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M(2)	M(2)	M(2)	M(2)	M(2)
CO2	S(3)	L(1)	M(2)	S(3)	S(1)
CO3	M(2)	S(3)	M(2)	S(3)	M(2)
CO4	L(1)	M(2)	L(1)	M(2)	L(1)
CO5	L(1)	L(1)	M(2)	L(1)	M(2)
W.AV	1.8	1.8	1.8	2.2	1.8

S–Strong (3), M-Medium (2), L-Low (1)

II -Semester					
Core - XII	Course Code	Business Analytics Lab	P	Credits :2	Hours:3
Unit - I					
Objective 1	To introduce basics of statistics, covering statistical terms, population and sample, data types, and measurement scales (nominal, ordinal, interval, ratio).				
Basics of Statistics: Basic Statistical Terms – Population and Sample (Theory), Understanding Data-Qualitative Vs Quantitative Data / Continuous vs Discrete (Theory) –Measurement Scales -Nominal, Ordinal, Interval & Ratio.					
Outcome 1	Learner’s gain foundational understanding, enabling effective data interpretation and analysis in diverse contexts.				K2
Unit - II					
Objective 2	To provide Teach basic data analysis using Excel (Pivottable, Vlookup, Hlookup), Chi Square Analysis, Independence, and Goodness off it tests.				
BasicDataanalysisusingExcelPivottable–Vlookup–Hlookup–ChiSquareAnalysis–Testof Independence - Test of Goodness of fit. Analysis of Variance - One-Way Classification -Two-way Classification. Correlation, Regression.					
Outcome 2	Students will gain proficiency in Excel-based data analysis techniques and statistical tests, enhancing their analytical skills for decision-making and research.				K2
Unit - III					
Objective 3	To introduce basics of R:software installation (RandRStudio), data reading and writing, data cleaning, and library installation.				
Basics of R: Installation of software (Rand R Studio)–Reading and writing data from local files (.txt,.csv,.xls) – Data Cleaning –Installing libraries.					
Outcome 3	Learner’s will gain proficiency in R for data analysis and manipulation.				K3
Unit – IV					
Objective 4	To provide data visualization using R, covering ggplot and types of charts :Bar /Pie Charts, Histogram, Box and Whisker Chart, and Scatter Diagram.				
Data visualization using R: ggplot –types of charts –Bar /Pie Charts –Histogram –Box and Whisker Chart- Scatter Diagram.					
Outcome 4	Students will be familiar in data visualization using R, creating various types of charts for effective data representation and analysis.				K4
Unit - V					
Objective 5	To provide Python basics, installing Python, panda swith pip, and reading /writing data from local files(.txt,. csv,. xls,. json, etc).				
Basics of Python: Introducing to Python –Installing Python –installing pandas using pip-Reading and writing data from local files (.txt,.csv,.xls,.json,etc)					
Outcome 5	Learner’s will learn Python skills, install pandas, and effectively handled at a in various formats, enhancing data manipulation proficiency.				K2
Suggested Readings :					
Berk & Carey(2009)., “Data Analysis with Microsoft Excel”, 3rd Edition, Cengage Learning.					
David Ascher and Mark Lutz(2001)., “Learning Python”, 2nd Edition, O’Reilly Media.					

Eric Goh Ming Hui(2019)., “Learn R for Applied Statistics with Data Visualizations, Regressions, and Statistics”, 1st Edition, APRESS.
 Garrett Golemund and Hadley Wickham(2017)., “R for Data Science”, 1st Edition, O’Reilly Media. Garrett Golemund(2014)., “Hands-On Programming with R”, 1st Edition, O’Reilly Media.
 Linda Herkenhoff and John Fogli(2013)., “Applied Statistics for Business and Management using Microsoft Excel”, 1st Edition, Springer.

Online Resources:

<https://www.learnpython.org/>
<https://www.tutorialspoint.com/python/>
<https://www.rstudio.com/online-learning/>
 Pivot Tables in Excel (In Easy Steps) (excel-easy.com)
 VLOOKUP in Excel (Formula, Examples) | How to Use? (educba.com)

K1- Remember	K2-Understand	K3-Apply	K4-Analyze	K5-Evaluate	K6-Create
Course designed by: Mr. Sathish					

Course Outcome VS Programme Outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S(3)	L(1)	S(3)	M(2)	M(2)	M(2)	M(2)	M(2)	S(3)	M(2)
CO2	M(2)	S(3)	L(1)	S(3)	L(1)	M(2)	M(2)	L(1)	M(2)	M(2)
CO3	M(2)	M(2)	M(2)	L(1)	M(2)	L(1)	M(2)	M(2)	M(2)	L(1)
CO4	L(1)	M(2)	M(2)	L(1)	L(1)	M(2)	M(2)	L(1)	L(1)	L(1)
CO5	M(2)	S(3)	M(2)	M(2)	M(2)	L(1)	M(2)	M(2)	L(1)	M(2)
W.Avg	2	2.2	2	1.8	1.6	1.6	2	1.6	1.8	1.6

S–Strong (3) , M-Medium (2), L-Low(1)

Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S(3)	S(3)	M(2)	M(2)	S(3)
CO2	S(3)	M(2)	M(2)	M(2)	M(2)
CO3	S(3)	M(2)	L(1)	M(2)	L(1)
CO4	M(2)	M(2)	M(2)	S(3)	M(2)
CO5	M(2)	M(2)	S(3)	M(2)	L(1)
W.Avg	2.6	2.2	1.8	2	1.8

S–Strong (3), M-Medium (2), L-Low (1)

III -Semester					
Core - XIII	Course Code 645301	Tour Itinerary & Operations	T	Credits:4	Hours:4
Unit- I					
Objective1	This paper is an attempt to help the students prepare tour itinerary and design package tour independently.				
Itinerary Planning & Development: Meaning, Importance and Types of Itinerary - Resources and Steps for Itinerary Planning - Do's and Don'ts of Itinerary Preparation.					
Outcome1	Ability to Prepare an Itinerary to tourism destination.				K2
Unit -II					
Objective2	To familiarize the students with the essence of Tour Packages.				
Developing & Innovating Package Tour: Tour Formulation and Designing Process: FITs & Group-Special Interest Tours (SITs), Tour Packaging: Importance of Tour Packaging – Classifications of Tour Packages - Components of Package Tours.					
Outcome2	Developing Innovative Tour packages..				K3
Unit -III					
Objective3	To enable the students to acquire knowledge in concept of costing.				
Concept of Costing: Types of Costs, Components of Tour Cost - Preparation of Cost Sheet - Tour Pricing - Calculation of Tour Price – Pricing Strategies - Tour Packages of Thomas Cook, SOTC, Cox & Kings and TCI.					
Outcome3	Communicate the concepts of tour costing.				K3
Unit -IV					
Objective4	To understand the process of operations in tour packaging.				
Operation of Package Tour: Confirmation of Tour, Creation of Docket/ File, Issue of Tour Vouchers, Reconfirmation with Airlines, Hotel & Ground Service Providers, Distributing Customized Itinerary to Tour Leader, Guide, Driver & Transporter, Standard Procedures for Pickup and Drop, Check-in and Check-out in the Hotel, Sightseeing, Do's and Don'ts of Sightseeing, Crisis Management in tour, Preparation of Feedback or Guest Comment Sheet, Filling the Guest Comment Sheet, Analysis of Comments of Guest, Service providers, Tour Escorts.					
Outcome4	Understanding the role of package tour operators.				K2
Unit - V					
Objective5	To equip students to handle emergency situations in tour.				
Group management and situation handling: Why people go on tours, Group control and Setting Limits, Handling difficult tourists, Communication Skills; Typical Day-to-Day Problems; Listening Skills; Conflict Resolution; Keeping your Cool; Creativity; Tips to keep group happy; Ethical and Professional Considerations, Handling emergency situations.					
Outcome5	Demonstrate the knowledge of guiding Group Tour.				K1
Suggested Readings:					
Chowdhary, Nimit., (2013), <i>Handbook for Tour Guides</i> , New Delhi: Matrix Publishers. (L).					
Goeldner, R & Ritchie. B., (2010), <i>Tourism, Principles, Practices and Philosophies</i> , John Wiley & Sons, London.					
Mitchell, G.E., (2005), <i>How to Start a Tour Guiding Business</i> . Charleston: The GEM Group Ltd.					
Negi, Jagmohan., (2007), <i>Tour Guide & Tour Operations: Planning & Organizing</i> , Kanishka Publishers.					

Swain, S.K. & Mishra, J.M., (2012), *Tourism Principles & Practices*, Oxford University Press, New Delhi.

Travel Information Manual, IATA, Netherlands, 2012.

Wright Reilly Collins., (2007), *Becoming a Tour Guide*, South -Western Cengage Learning, UK.

Online resources:

[https://nios.ac.in/media/documents/tourism-337-course E / 337 Tourism - Eng/337 -Tourism- Eng - L22A.pdf](https://nios.ac.in/media/documents/tourism-337-courseE/337Tourism-Eng/337-Tourism-Eng-L22A.pdf)

<https://tourism.gov.in/flipbook/4>

K1- Remember	K2-Understand	K3-Apply	K4-Analyze	K5-Evaluate	K6-Create
Coursedesignedby: Dr. V. Ramachandran					

Course outcome VS Programme outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S (3)	S (3)	S (3)	S (3)	S (3)	S (3)	S (3)	S (3)	S (3)	S (3)
CO2	S (3)	S (3)	S (3)	S (3)	S (3)	S (3)	S (3)	S (3)	M (2)	M (2)
CO3	M (2)	S (3)	M (2)	S (3)	S (3)	S (3)	M (2)	M (2)	S (3)	M (2)
CO4	S (3)	S (3)	M (2)	S (3)	S (3)	S (3)	S (3)	S (3)	S (3)	S (3)
CO5	S (3)	S (3)	S (3)	M (2)	S (3)	S (3)	S (3)	S (3)	S (3)	S (3)
W.AV	2.8	3	2.6	2.8	3	3	2.8	2.8	2.8	2.6

S –Strong (3), M-Medium (2), L- Low (1)

Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S (3)	S (3)	S (3)	S (3)	S (3)
CO2	S (3)	S (3)	S (3)	S (3)	S (3)
CO3	S (3)	S (3)	S (3)	S (3)	S (3)
CO4	S (3)	S (3)	S (3)	S (3)	S (3)
CO5	S (3)	S (3)	S (3)	S (3)	S (3)
W.AV	3	3	3	3	3

S –Strong (3), M-Medium (2), L- Low (1)

III –Semester					
Core - XIV	Course Code	Eco – Tourism & Sustainable Development	T	Credits:4	Hours:4
Unit - I					
Objective 1	To get knowledge of eco-tourism destinations and activities in India.				
Eco- tourism: Evolution, Principles, Trends. Functions of Ecotourism - Mass Tourism Vs Ecotourism -Typology of Eco-tourists - Ecotourism Activities & Impacts -Western Views of Ecotourism. Eco- tourism travel essentials. Eco- tourism and protected areas: visitor management for sustainability. Major Eco tourism destinations of India.					
Outcome 1	After the completion of the course, students will be aware of the significance of sustainable tourism in the changing global scenario.			K2	
Unit - II					
Objective 2	To acquire the knowledge on various approaches and practices of sustainable tourism development.				
Sustainable Tourism Development: Meaning- Principles-Agenda for Travel and Tourism Industry - World Conference on Sustainable Tourism 1995 - Globe 90 Conference - Berlin Declarations - Bali Declarations 2005 - Cape Town Declarations 2002 and Kerala Declarations, Ecotourism- Quebec Declaration 2002 - Kyoto Protocol 1997 - Oslo Declaration 2007.					
Outcome 2	The students will gain knowledge on sustainable tourism development, responsible tourism, conventions and ethics relating to sustainable tourism, etc.			K4	
Unit - III					
Objective 3	Develop knowledge, understand, and appreciation of environmentally responsible travel to relatively undisturbed natural areas that promotes biodiversity conservation, has low negative visitor impact, and provides for socio-economic benefits to the local stakeholder communities.				
Planning for Sustainable Tourism: Topographical Analysis - Analysis of Local Resources - Land Use Pattern – Environmental Impact Assessment (EIA), Environmental Information System (EIS), Environmental Management System (EMS) & Community Participation and Types of Community Participation and Socio- Economic and Cultural Conditions - Evaluation of Impact of Tourism Site - Zoning System - Carrying capacity & its Type.					
Outcome 3	The students can gain the following skills: development of strategic approach in relation to the activities of companies operating within the EU, identification of appropriate research aims to analyze complex business activities.			K2	
Unit – IV					
Objective 4	Develop knowledge and understanding of resources, products, best management practices, and opportunities in the ecotourism sub-sector.				
Approaches of Sustainable Tourism: Standardization and Certification – Alternative Tourism - Responsible Tourism - Collaboration and Partnership - Waste Management – Eco-friendly Practices - Basic Laws & ideas in Ecology- Function and Management of Ecosystem-Biodiversity 17 and its Conservation-Pollution-Ecological Foot Prints - Relationship between Tourism & Ecology, Sustainable Tourism and Poverty Alleviation - Pro-poor Tourism and Community Participation.					

Outcome 4	The learners will acquire the Required method competences: situation awareness, information gathering, review capability, creativity and logical thinking.	K2			
Unit - V					
Objective 5	To Know the various organisations for sustainable development				
Concept of Sustainable Development: Evolution, Meaning, Principles, Key Dimensions of Sustainability, Stockholm Conference 1972 (Human & Environment), World Conservation Union 1980 – World Commission on Environment & Development (WCED) 1987 and Brundtland Commission - Rio Declaration 1992 – Kyoto Protocol 1997 – World Summit on Sustainable Development (WSSD) 2002 - Global Warming & Climate Change.					
Outcome 5	The students can gain the Development of openness and interpersonal skills as social competence, business-oriented flexibility, decisiveness and accuracy become important as personal competences.	K2			
Suggested Readings:					
<p>Martha Honey., (June 2008), <i>Ecotourism and Sustainable Development</i>, (2nd ed) Who Owns Paradise? Paperback – 1</p> <p>Middleton.V.T.C and Hawkins.R., (1998), <i>Sustainable Tourism: A Marketing Perspective</i>, Butterworth – Heinemann, Oxford</p> <p>Mowforth. M and Munt.I., (2005), <i>Tourism and Sustainability. Development and New Tourism in the Third World</i> Routledge, London.</p> <p>Ravi Shankar Kumar Singh., (2003), <i>Ecotourism and Sustainable Development Inskip, E. Tourism Planning: An Integrated and Sustainable Development Approach</i>, New York: Van Nostrand Reinhold.</p> <p>Satish Chandra Nigam., (2 January 2008), <i>Eco Tourism and Sustainable Development</i> Hardcover</p> <p>Wahab.S and John.J, Pigram.J.J., (2005), <i>Tourism, Development and Growth: The Challenge of Sustainability</i>, Routledge, London.</p> <p>Weaver.D.,(2001), <i>The Encyclopedia of Ecotourism</i>, CABI Publication, UK.</p> <p>Wood.M.E., (July 2001), <i>Ecotourism and sustainable development</i>.</p>					
Onlineresources:					
<p>https://www.intechopen.com</p> <p>https://www.earthreminder.com</p> <p>https://www.unwto.org</p>					
K1- Remember	K2-Understand	K3-Apply	K4-Analyze	K5-Evaluate	K6-Create
Coursedesignedby: Mr. K.P .Karthilingam					

Course outcome VS Programme outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M(2)	M(2)	H(3)	H(3)	M(2)	H(3)	M(2)	M(2)	M(2)	M(2)
CO2	L(1)	M(2)	M(2)	M(2)	M(2)	M(2)	L(1)	L(1)	M(2)	L(1)
CO3	M(2)	M(2)	L(1)	L(1)	M(2)	L(1)	M(2)	M(2)	M(2)	M(2)
CO4	M(2)	L(1)	M(2)	L(1)	M(2)	M(2)	L(1)	L(1)	M(2)	L(1)
CO5	L(1)	M(2)	L(1)	M(2)	M(2)	L(1)	L(1)	M(2)	L(1)	M(2)
W.AV	1.6	1.8	1.8	1.8	2	1.8	1.4	1.6	1.8	1.6

S –Strong (3), M-Medium (2), L- Low (1)

Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M(2)	M(2)	M(2)	M(2)	M(2)
CO2	S(3)	H(3)	H(3)	H(3)	M(2)
CO3	M(2)	M(2)	M(2)	M(2)	H(3)
CO4	M(2)	M(2)	M(2)	L(1)	M(2)
CO5	M(2)	L(1)	M(2)	H(3)	L(1)
W.AV	2.2	2	2.2	2.2	2

S –Strong (3), M-Medium (2), L- Low (1)

III-Semester					
Core - XV	Course Code 645303	Destination Planning & Development	T	Credits:4	Hours:4
Unit - I					
Objective1	To introduce to the students the concepts of Tourism Destinations.				
Introduction: Tourists destination-concepts/ notions; Destination- Elements of Tourists Destination - Characteristics of successful destination- Uniqueness of destination management-stakeholders in destination management-destination governance-destination management organization (DMO).					
Outcome 1	The learners would be familiarizing with the concepts of Tourism destinations.				K1
Unit - II					
Objective2	To facilitate the assessment of the tourism potential of a destination.				
Destination Development: Types of destinations, Characteristics of destinations - Destinations and products - Destination Management Systems - Destination planning guidelines - Destination Selection Process - The Values of Tourism.					
Outcome 2	The learners shall be competent for analyzing how the destinations are segmented and hand destination on their own.				K1
Unit - III					
Objective3	To prepare tourism development plan as well as marketing techniques.				
Destination Planning Process and Analysis : National and Regional Tourism Planning and Development - Assessment of tourism potential - Planning for Sustainable Tourism Development - Contingency Planning - Economic, Social, Cultural and Environmental considerations - Demand and supply match - Design and innovations.					
Outcome 3	The learners would understand the steps in the process of planning and analyzing the Destinations.				K2
Unit – IV					
Objective4	To familiarize with the destination branding practices.				
Destination Image Development: Attributes of Destinations: Person's determined image, Destination determined image, measurement of destination image - Destination branding perspectives and challenges Creating the Unique Destination Proposition - Place branding and destination image - Destination image formation process; unstructured image - Product development and packaging.					
Outcome 4	The learners shall be familiarizing with destination branding practices.				K1
Unit - V					
Objective5	The students will be exposed to advanced analysis and research in the field of destination development.				
Institutional Support: Public Private Partnership (PPP) - National Planning Policies for Destination Development- WTO Guidelines for Planners - Role of urban civic bodies: Town planning -Characteristics of rural tourism planning - Environmental Management Systems – Destination Vision- The focus of Tourism Policy: the competitive sustainable destination - Destination Mapping (practical assignment).					
Outcome 5	The learners would understand the institutional guidelines in connection with destination development.				K2

Suggested Readings :

Alastair Morrison., (2013), *Marketing & Managing Tourism Destination*, RoutledgePublications.

Gunn.C., (2002), *Tourism Planning: Basic, Concepts and Cases*, (4th ed.), CognizantPublication.

TheEnvironment (Protection) Act, 1986,amended1991.

Krishan K. Kamra., (2007), *Managing Tourist Destination: Development, Planning, Marketing&Policies*Kanishka Publishers.

World Tourism Organization., (2007), *A practical guide to Tourism Destination Management*, World Tourism OrganizationPublications.

Online Resources:

e- Book on “ Tourism Planning : Basics, Concepts, Cases” by Clare A. Gunn and TurgutVar (Publisher: Routledge)

e- Book on “ Tourism Planning and Development : Concepts, Issues and Solutions” by Peter Murphy (Publisher: Channel View Publications)

e- Book on “ Tourism Destination Management : Principles, Practices, and Policies” by C. Michael Hall and Alan A. Lew (Publisher: Routledge)

K1- Remember | **K2-Understand** | **K3-Apply** | **K4-Analyze** | **K5-Evaluate** | **K6-Create**

Course designed by: **Dr. S. Sridevi**

Course Outcome VS Programme Outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S(3)	S(3)	S(3)	M(2)	S(3)	M(2)	M(2)	M(2)	S(3)	M(2)
CO2	S(3)	S(3)	S(3)	M(2)	S(3)	S(3)	M(2)	S(3)	S(3)	M(2)
CO3	S(3)	S(3)	S(3)	M(2)	S(3)	S(3)	S(3)	S(3)	S(3)	M(2)
CO4	S(3)	S(3)	S(3)	M(2)	M(2)	M(2)	M(2)	M(2)	M(2)	M(2)
CO5	S(3)	S(3)	S(3)	M(2)	S(3)	M(2)	M(2)	M(2)	M(2)	M(2)
W.AV	3	3	3	2	2.8	2.4	2.2	2.4	2.6	2

S–Strong (3), M-Medium (2), L-Low (1)

Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S(3)	S(3)	S(3)	S(3)	S(3)
CO2	S(3)	S(3)	S(3)	S(3)	M(2)
CO3	S(3)	S(3)	M(2)	S(3)	M(2)
CO4	S(3)	S(3)	M(2)	S(3)	S(3)
CO5	S(3)	S(3)	S(3)	S(3)	S(3)
W.AV	3	3	2.6	3	2.6

S–Strong (3), M-Medium (2), L-Low (1)

III-Semester					
Core -XVI	Course Code 645304	Business Research Methodology	T	Credits:4	Hours:4
Unit-I					
Objective1	To know gathering information in order to aid business- related decision-making, collecting, recording, analysing and interpreting data for aid in solving managerial problems.				
Types, Process & Design of Research: Meaning – Importance- Types of Research – Pure & Applied, Historical & Futuristic, Analytical & Synthetic, Descriptive & Prescriptive, Survey & Experimental, Qualitative & Quantitative and Case & Generic Researches – Process of research – Research problem – Identification, selection and formulation of research problem – Review of literature- Research Gaps and Techniques – Hypothesis –Types and Formulation.					
Outcome1	Apply a range of quantitative and / or qualitative research techniques to business and management problems / issues.			K3	
Unit-II					
Objective2	To develop understanding of the basic framework of the research process, research designs and techniques.				
Research design & Sampling: Meaning, Components and Use of Research Design- Census Vs Sampling- Essentials of a good sampling –Probability and non- probability sampling methods – Sample size – Factors affecting the size of the sample – Sampling and non-sampling errors.					
Outcome2	Understand and apply research approaches, techniques and strategies in the appropriate manner for managerial decision making.			K2	
Unit-III					
Objective3	To identify various sources of information for literature review and data collection.				
Sources and Collection of Data: Primary and secondary data –Observation: Types and Techniques – Interview: Types and conduct – Preparation for an interview – Effective interview techniques – Schedule: Meaning, Essentials and kinds – Questionnaire: Meaning and types – Format of a good questionnaire–Scaling techniques: Meaning, Importance, Methods of scale construction- Validity and Reliability- Pre-testing- Pilot Study.					
Outcome3	Demonstrate knowledge and understanding of data analysis and interpretation in relation to the research process.			K1	
Unit-IV					
Objective4	To understand some basic concepts of research and its methodologies organise and conduct research in a more appropriate manner.				
Processing of Data: Editing, Coding, Classification and Tabulation – Analysis of Data – measures of Central Value: Arithmetic mean, Median and Mode – Measures of Dispersion: Range, Quartile Deviation, Mean Deviation and Standard Deviation – measures of Relationship: Correlation and Regression Analysis – Association of Attributes.					
Outcome4	Conceptualise the research process.			K6	
Unit-V					
Objective5	To write a research proposal, research report and thesis				
Hypothesis testing and Report Writing: Parametric tests: Testing for Means -One way and Two way ANOVA – Testing of Proportions: One and Two Populations – Chi-square Test – Non – parametric tests: Sign test and Mann Whitney test – Test Result Interpretation Report Writing:					

Meaning, types and contents of research reports –Steps involved in drafting reports – Principles of good report writing – Lay- out and Features of a Good Research Report- Grammatical Quality – Language flow- Data Support- Diagrammatic Elucidation- References and Annotations – Clarity and Brevity of expressions – Inputs for Stylish Report Writing.

Outcome5	Develop necessary critical thinking skills in order to evaluate different research approaches utilised in the service industries	K5
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Suggested Readings:

Anderson, Sweeney and Williams., (2019), *Statistics for business and Economics*, (14thed.), Cengage Learning.
 John W Best & James V. Kahn., (2016), *Research in Education*, (10thed.), Allyn and Bacon.
 Christensen,
 Johnson and Turner, (2013). *Research Methods, Design, and Anal.*
 Kothari C.R., (2013),*Research Methodology: Methods and Techniques*, (2nd ed.).
 Wiliam G. Zikmund, Barry J Babin, et al., (2012), *Business Research Methods* (with Qualtrics Printed Access Card) Hardcover (9thed.), Cengage Learning.

Online Resources:

- Website: <https://scholar.google.com/>
 Website: <https://www.socialresearchmethods.net/kb/>
 Website: <https://www.ama.org/>

K1- Remember	K2-Understand	K3-Apply	K4-Analyze	K5-Evaluate	K6-Create
Coursedesignedby:Mrs. T.Nathiya					

Course Outcome VS Programme Outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S(3)	M(2)	S(3)	S(3)	S(3)	M(2)	M(2)	S(3)	S(3)	M(2)
CO2	S(3)	M(2)	S(3)	S(3)	S(3)	M(2)	S(3)	S(3)	S(3)	M(2)
CO3	S(3)	M(2)	S(3)	S(3)	S(3)	M(2)	M(2)	S(3)	S(3)	M(2)
CO4	M(2)	M(2)	S(3)	S(3)	S(3)	M(2)	M(2)	S(3)	S(3)	M(2)
CO5	S(3)	M(2)	S(3)	S(3)	S(3)	M(2)	S(3)	S(3)	S(3)	M(2)
W.AV	2.8	2	3	3	3	2	2.4	3	3	2

S–Strong (3), M-Medium (2), L-Low (1)

Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S(3)	M(2)	S(3)	S(3)	L(1)
CO2	S(3)	M(2)	S(3)	S(3)	M(2)
CO3	S(3)	M(2)	S(3)	S(3)	L(1)
CO4	S(3)	M(2)	S(3)	S(3)	L(1)
CO5	S(3)	M(2)	S(3)	S(3)	M(2)
W.AV	3	2	3	3	1.4

S–Strong (3), M-Medium (2), L-Low (1)



Semester -III					
DSE – I & II	Course Code 645501	1. Cross Cultural Behaviour in Tourism	T	Credits: 2	Hours : 3
Unit –I					
Objective1	To know the various concepts related to cross cultural behaviour in Tourism.				
Culture in Tourism: Introduction - Concept and definition - Purpose of Culture - Characteristics of Culture - Subculture - Cultural differences - Cultural dimensions - Inter-Cultural interaction model - Importance of understanding the cross cultural differences in Behaviour - factors affecting tourist behaviour; models of Tourism behaviour, cultural influences on ethics; differences among international societies like Asia, Australia, India etc. multicultural competence.					
Outcome 1	To Understand the importance of culture and cross-cultural linkages in tourism.				K2
Unit – II					
Objective2	To identify and discuss the major differences between Eastern & Western national cultures and their influence on tourist and host social behaviour.				
Concepts of Cross- Cultural Behaviour in Tourism: Social contact, Values, Rules of Social interaction, Perception and Satisfaction: Social Contact: Determinants of Tourist-host contact - Interaction difficulties in inter and cross cultural tourist-host contact - Cultural shock - Measurement of Tourist- host contact. Values:- Values and Culture - types of Values and other classifications - measurement of Values .Rules of Social interaction: Cross- Cultural differences in rules of social interaction. Perception - Measurement of Perception - Stereotyping - Ethnocentrism. Satisfaction: Satisfaction Vs Customer service quality - Measurement of satisfaction.					
Outcome 2	Understanding, maintaining and keeping local culture, arts, crafts and traditions; empowering host communities; and strengthening cultural values.				K2
Unit – III					
Objective3	To develop the understanding about the conceptual and theoretical basis of tourist behaviour.				
Theoretical Framework: Introduction to cultural theories and practices; basics of culture; intercultural theories; Motivators & Determinants of Tourist behavior; models of purchase decision-making process (Mathieson and Wall; Stimulus- Response model (Middleton) etc.)					
Outcome 3	To generalise the various aspects of an observed phenomenon from simply describing it and also identify their limits.				K1
Unit – IV					
Objective4	To conceptualise the impact of cultural theories on tourist behaviour.				
Typologies Of Tourist Behaviour: typologies and their critique; marketing applications of typologies; tourism-specific Market segmentation Tourism demand and markets: Global pattern of tourism demand; nature of demand in tourism market; consumer behaviour and markets in different sectors of tourism.					
Outcome 4	To validate and challenge theoretical assumptions, it facilitates the understanding of concepts and variables as per the given definitions and builds new knowledge in the Tourism industry.				K5
Unit – V					
Objective5	To provide in-depth analysis of Consumer behaviour and Marketing in Tourism				

	industry.	
Consumer Behaviour and Marketing: Inbound and Outbound Tourism - Indian outbound travel market - Marketing mix and tourist behaviour; the emergence of new markets and changes in tourist demand; quality and tourist satisfaction; trends. Host-guest interactions and their impacts: physical, social, cultural, environmental; tourist-guide interaction and its impact.		
Outcome 5	To increase the important element of the tourism product as it creates distinctiveness in a crowded global marketplace.	K6
Suggested Readings : Abbael.,(2012), <i>Consumer behavior: A strategic approach</i> ,Wiley. Assel.,(2008), <i>Consumer Behavior - A Strategic Approach</i> , Biztranza. Bowen. D and Clarke. J., (2009), <i>Contemporary Tourist Behaviour: Yourself and Others and Tourists</i> . Cambridge: Cambridge University Press. Hed, Hoyer., (2012), <i>Consumer behavior</i> , (6 th ed.) Das Gupta.(2012) <i>Consumer behavior</i> , Wiley. Horner, Susan, and Swarbrooke, John.,(2016), <i>Consumer Behaviour in Tourism</i> , (3 rd ed.) Burlington: Butterworth-Heinemann. (L). ShriPrakash., (2012), <i>Theory of Consumer behavior</i> , (1 st ed.),Vikas.		
Online Resources: Textbook on Cross-Cultural Behaviour in Tourism By: Lindsay Turner https://www.perlego.com/book/1625384/crosscultural-behaviour-in-tourism-pdf		
K1- Remember	K2-Understand	K3-Apply
K4-Analyze	K5-Evaluate	K6-Create
Course designed by: Dr. S. Sridevi		

Course Outcome VS Programme Outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S(3)	S(3)	S(3)	M(2)	M(2)	M(2)	M(2)	L(1)	L(1)	M(2)
CO2	S(3)	S(3)	S(3)	M(2)	M(2)	S(3)	M(2)	L(1)	L(1)	M(2)
CO3	S(3)	M(2)	S(3)	M(2)	M(2)	M(2)	S(3)	L(1)	M(2)	M(2)
CO4	S(3)	M(2)	S(3)	S(3)	M(2)	S(3)	S(3)	M(2)	S(3)	M(2)
CO5	M(2)	S(3)	S(3)	S(3)	S(3)	M(2)	M(2)	S(3)	M(2)	M(2)
W.AV	2.8	2.6	3	2.4	2.2	2.4	2.4	1.6	1.8	2

S–Strong (3), M-Medium (2), L-Low (1)

Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S(3)	S(3)	S(3)	M(2)	M(2)
CO2	S(3)	S(3)	S(3)	M(2)	M(2)
CO3	S(3)	S(3)	S(3)	M(2)	M(2)
CO4	S(3)	S(3)	S(3)	M(2)	M(2)
CO5	S(3)	S(3)	S(3)	M(2)	S(3)
W.AV	3	3	3	2	2.2

S–Strong (3), M-Medium (2), L-Low (1)



Semester - III					
DSE - I & II	Course Code 645502	2. Food Safety and Nutrition	T	Credits :2	Hours: 3
Unit-I					
Objective1	To know the significance of food safety in processing and hotels.				
Nutrition: Definition - Food, Nutrition, Food safety –Nutrition classification –under, over, malnutrition. Nutrients –types, classification. Macro and Micro nutrients -Sources, Deficiency diseases, excessive intake. Digestion and absorption of food.					
Outcome1	Understanding the different terms related to food safety in processing and health.				K2
Unit - II					
Objective2	To understand the terms like food, health, nutrition, malnutrition, and nutritional status.				
Nutrition and Food science: Nutrition and food - Food pyramid, Healthy eating index, Five food groups, Balanced diet. Definition-RDA, Nutritive value, reference men, reference women. Factors affecting the nutritive value of food and new product development. Diets for patients – like Diabetic, Blood Pressure etc. and for Children. Normal calculated diet for Working Women, Hard working men, Sports persons.					
Outcome2	Gain Knowledge of HACCP principles.				K1
Unit - III					
Objective3	To introduce the method of Calculation of recommended dietary allowances.				
Micro Organism: Definition-microorganism, Bacteria, Moulds, yeasts, –Types, Growth, Temperature conditions, Moisture, Time, Growth pattern and Control. Beneficial effects of microbes and Economic importance. Harmful effects –Food poisoning, Food infections and food infestation.					
Outcome3	Compare different methods of applying food safety laws.				K3
Unit - IV					
Objective4	Understand the relationship of macro & micro nutrients to health.				
Food Adulteration and Food Preservation: Definition – Food Adulteration, Food Preservation, Adulterants, Food Additives. Types of common food adulterants test to detect food adulteration. Laws to prevent. Food Standards. Principles of food preservation, methods using low and high temperature, preservatives and its standards.					
Outcome4	Analyze the suitable methods related to HACCP for different foods.				K4
Unit - V					
Objective5	To know the adulteration and Applying HACCP techniques.				
Health and Hygiene: COSHH –Control Of Substances Hazardous to Health –Legislation –1990/91 Amendments. HACCP and its principles. Safety regulation, Accidents, Prevention and First Aid Hygiene: provision of safe food, Colour coding, Hygiene storage of food, personal hygiene, food hygiene, general health and fitness.					
Outcome5	Evaluate various techniques to detect adulteration.				K5
Suggested Readings: Tara Paster., (2006) <i>The Haccp Food Safety Training Manual</i> , John Wiley & Sons. Carol A. Wallace, William H. Sperber, Sara E. Mortimore.,(2006), <i>Food Safety Throughout the</i>					

Global Supply Chain, John Wiley & Sons.

Vijayalakshmi D., UshaRavindra, Shahshad BegumS.,(2017),*Principles of Food Science and Nutrition*.

S. Roday, (2007), *Food Science & Nutrition*.

David McSwane., (April 2002), *Food Safety Fundamentals*, Prentice Hall.

William C frazier, Dennis C westhoff .,(2014), *Food microbiology* (fifth edition), Mc graw hill education private limited, New delhi.

Online Resources:

Nutrition and Food Safety: <https://actascientific.com/ASNH/pdf/ASNH-03-0454.pdf>

Food, Nutrition, Health and Fitness: <https://ncert.nic.in/textbook/pdf/kehe103.pdf>

Food and Nutrition Handbook: https://pdf.usaid.gov/pdf_docs/PA00TBCT.pdf

K1- Remember	K2-Understand	K3-Apply	K4-Analyze	K5-Evaluate	K6-Create
Coursedesignedby: Mrs.R.Jennifer					

Course outcome VS Programme outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	L (1)	L (1)	L (1)	M (2)	L (1)	M (2)	M (2)	L (1)	L (1)	M (2)
CO2	M (2)	M (2)	M (2)	M (2)	L (1)	M (2)	L (1)	M (2)	M (2)	L (1)
CO3	M (2)	M (2)	M (2)	M (2)	M (2)	S (3)	S (3)	M (2)	S (3)	M (2)
CO4	M (2)	M (2)	M (2)	M (2)	M (2)	M (2)	M (2)	M (2)	M (2)	S (3)
CO5	S (3)	S (3)	L (1)	M (2)	M (2)	L (1)	M (2)	L (1)	L (1)	L (1)
W.AV	2	2	1.6	2	1.6	2	2	2	1.8	1.8

S –Strong (3), M-Medium (2), L- Low (1)

Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L (1)	L (1)	L (1)	L (1)	M (2)
CO2	M (2)	M (2)	M (2)	M (2)	M (2)
CO3	M (2)	M (2)	M (2)	M (2)	M (2)
CO4	S (3)	L (1)	M (2)	S (3)	S (3)
CO5	M (2)	S (3)	L (1)	L (1)	S (3)
W.AV	2	1.8	1.6	1.8	2.4

S –Strong (3), M-Medium (2), L- Low (1)

Semester -III					
DSE – I & II	Course Code 645503	3. Tourism French	T	Credits: 2	Hours: 3
Unit -I					
Objective1	The objective of the course is to provide a basic knowledge of general French useful for tourism and hotel industries and catering business.				
Here you are / Hello / Good Morning Situations – Reception / Coach / Airports / Bar Know - how- Greeting / Showing something / Thanking / Introducing oneself / Receiving clients Grammar - Possessive adjectives, Present tense conjugations (to be ,to call oneself) Alphabets, The role of accents Cultural information - To greet a person / Names /- French tourists abroad / India as seen by the French / French Visitors in India					
Outcome 1	On successful completion of this course learners will be able to understand French greetings and basic expressions				K5
Unit – II					
Objective 2	To enable the students to understand, Read, Write and Speak basic French.				
I have a ... Situations - Reception / Travel Agency / Travel Exchange / Tourist spots Know - how- Receiving / Communicating Grammar- Present tense conjugation (to have, to be able), Days of the Week ,Months of the Year , Cultural information - Hotels in France					
Outcome 2	Satisfy requirement of everyday situations, demonstrate good comprehension.				K5
Unit – III					
Objective3	Greetings, to welcome.				
A room for ... Situations - Reception / Bar / Travel Agency Know how - Receiving / allotting a room Grammar – Conditional Present Tense, (to wish ,can) The Numbers (0-100) Cultural information - Air conditioning / Noise / Swimming Pool					
Outcome 3	Frame simple sentences in French.				K6
Unit – IV					
Objective4	To give basic details in French.				
There's only... Situations - Reception / Travel Agency / Travel Exchange / Shop Know- how- Receiving / Giving Rates Grammar - How much? / How many etc? ,Present tense conjugation (to speak/to wish/ to stay) ,The numbers (100-1000000) Cultural information - Tariffs of hotel rooms in France					
Outcome 4	Aware of French Culture, hospitality & Tourism.				K5

Unit – V		
Objective5	To know cultural information about France.	
Can you ...? Situations - Reception / Travel Exchange / Bar / Restaurant Know – how - Helping with formalities Grammar - Gender & number of possessive adjectives , Demonstrative adjectives Present tense conjugation (to call) Cultural information- Formalities for checking in / foreign currency		
Outcome 5	Identify the basic knowledge of French Grammar.	K3
Suggested Readings : Rajeswari Chandrasekhar, Rekha Hangal et al.,(2002), <i>À Votre Service I</i> ,(L1-6; W.R. Goyal, New Delhi.		
Online Resources: https://theperfectfrench.com/guide/ https://nammakalvi.com/french-study-materials/ https://www.fluentu.com/blog/french/best-french-textbooks/		
K1- Remember	K2-Understand	K3-Apply
K4-Analyze	K5-Evaluate	K6-Create
Course designed by: Dr. S . Sridevi		

Course outcome VS Programme outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	L(1)	M(2)	L(1)	M(2)	L(1)	L(1)	L(1)	L(1)	L(1)	M(2)
CO2	M(2)	S(3)	S(3)	S(3)	M(2)	M(2)	S(3)	M(2)	M(2)	S(3)
CO3	L(1)	L(1)	L(1)	M(2)	L(1)	L(1)	L(1)	L(1)	L(1)	M(2)
CO4	S(3)	S(3)	S(3)	S(3)	S(3)	M(2)	S(3)	M(2)	M(2)	S(3)
CO5	L(1)	L(1)	L(1)	M(2)	L(1)	L(1)	L(1)	L(1)	L(1)	L(1)
W.AV	1.6	2	1.8	2.4	1.6	1.4	1.8	1.4	1.4	2.2

S –Strong (3), M-Medium (2), L- Low (1)

Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S(3)	L(1)	M(2)	S(3)	L(1)
CO2	S(3)	M(2)	S(3)	S(3)	L(1)
CO3	L(1)	L(1)	L(1)	M(2)	L(1)
CO4	S(3)	S(3)	S(3)	S(3)	L(1)
CO5	M(2)	L(1)	L(1)	L(1)	L(1)
W.AV	2.4	1.6	2	2.4	1

S –Strong (3), M-Medium (2), L- Low (1)

Semester -III					
DSE – I & II	Course Code 645504	Recent Trends in Travel & Tourism Management	T	Credits :2	Hours :3
Unit-I					
Objective1	To study the fundamental concept of information technology in tourism.				
Introduction to Digital Technology in Tourism: Online Development of Package Tours- Advances of Information Technology in E-Tourism- Advances of Information Technology in E-Tourism – 2- Use of Virtual Reality in Tourism- Artificial Intelligence in Tourism.					
Outcome1	Find the basic concept of technology in tourism industry.				K1
Unit-II					
Objective2	To understand nature and types of different trends in tourism.				
Introduction to Trends in Tourism: Polar Tourism- Space Tourism- Dark Tourism- Voluntourism- Luxury Tourism- Brick Tourism- Gastronomy Tourism etc.					
Outcome2	Understand the background of tourism trends through the years.				K2
Unit - III					
Objective3	To understand nature and types of different trends in travel.				
Introduction to Travel Trends: Solo Travel- Eco Travel- Leisure Travel- Genealogy Travel- Genetic Exploration- Off The Beaten Track Travel- Transformative Travel.					
Outcome3	Understand the background of travel trends.				K2
Unit-IV					
Objective4	To gain the knowledge about various challenges in travel and tourism industry.				
Issues and challenges facing Tourism and Travel industry: Risk in business of Travel Agencies- The factors Affecting on Risk Management of Travel Agencies- Emerging markets and destinations- Changes in travel motivation- Role of demographic factors in travel motivation- Role of economic factors in travel motivation.					
Outcome4	Identify the various risks in tourism industry and managing				K4
Unit-V					
Objective5	Measure the impact of different types of threats in tourism industry.				
Threats of Tourism and Travel development : WTO emphasis on threats- Threat of Terrorism in Tourism- Threat of Natural disasters in Tourism- Threat of Health scares in Tourism- Threat of Oil price rises in Tourism- Threat of Economic and political uncertainties in Tourism.					
Outcome5	Evaluate the different kinds of threats of tourism industry				K5
Suggested Readings: Clayton W. Barrows, Tom Powers, Dennis R. Reynolds, (2011), <i>Introduction to Management in the Hospitality Industry</i> , Clayton W. Barrows, Tom Powers, Dennis R. Reynolds, (2011) , <i>Introduction to the Hospitality Industry</i> Janne J. Liburd, Deborah Edwards, (2010), <i>Understanding the Sustainable Development of Tourism</i> Karen Stocker, (2013), <i>Tourism and Cultural Change in Costa Rica Pitfalls and Possibilities</i> Rob Davidson, Beulah Cope,(2013), <i>Business Travel Conferences, Incentive Travel, Exhibitions, Corporate Hospitality, and Corporate Travel</i> .					

Online Resources:Website: <https://www.unwto.org/>Website: <https://www.travelweekly.com/>

<i>K1- Remember</i>	<i>K2-Understand</i>	<i>K3-Apply</i>	<i>K4-Analyze</i>	<i>K5-Evaluate</i>	<i>K6-Create</i>
Coursedesignedby:Mrs. T.Nathiya					

Course outcome VS Programme outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S(3)	S(3)	S(3)	S(3)	S(3)	M(2)	M(2)	M(2)	S(3)	M(2)
CO2	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)	M(2)	M(2)	S(3)	M(2)
CO3	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)	L(1)	M(2)	S(3)	M(2)
CO4	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)	M(2)	S(3)	M(2)
CO5	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)	M(2)	S(3)	M(2)
W.AV	3	3	3	3	3	2.8	2.2	2	3	2

S –Strong (3), M-Medium (2), L- Low (1)**Course Outcome VS Programme Specific Outcomes**

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S(3)	S(3)	S(3)	S(3)	M(2)
CO2	S(3)	S(3)	S(3)	S(3)	M(2)
CO3	S(3)	S(3)	S(3)	S(3)	M(2)
CO4	S(3)	S(3)	S(3)	S(3)	M(2)
CO5	S(3)	S(3)	S(3)	S(3)	M(2)
W.AV	3	3	3	3	2

S –Strong (3), M-Medium (2), L- Low (1)

Semester - IV					
Core - XVII	Course Code 645401	Managerial Economics for Tourism	T	Credits: 4	Hours: 4
Unit - I					
Objective1	To familiarise the students with the basic concept of microeconomics.				
Introduction to Economics; Nature and Scope of Management Economics, Significance indecision-making and fundamental concepts. Objectives of a firm. Tourism Economics: Introduction - Managerial Concepts – Micro and Macroeconomics -Liberalization,Privatization and Globalization – Global Market Trends – Fiscal and Monetary Policy – Roleof Central Bank - Gap between theory and practice and role of managerial economist.					
Outcome 1	Solve the managerial problems in their day to day functioning and avoidsdifficult issues of economic theory.			K1	
Unit - II					
Objective2	To make student understand the demand and supply analysis in business Applications.				
Tourism Demand: Meaning - Objectives of Tourism demand - Types of TourismDemand - Determinants of Tourism Demand – Law of Tourism demand - Griffon paradox -Elasticity of demand in Tourism - Life Cycle Factors - Measurement of Tourism Demand-Tourism Demand Forecasting - Methods of Forecasting – Growth of Tourism Demand inIndia. Case study of Demonetization and its Impacts on Tourism.					
Outcome 2	understand the concepts of cost, nature of production and its relationshipto Business operations.			K2	
Unit - III					
Objective3	To familiarise students with the production and cost structure under different stages of production.				
Cost, Return and Production Function: Cost function and cost-output relationship- Economics and Diseconomies of scale – Cost control and Cost reduction- Cost Behaviour and Business Decision- Relevant costs for decisionmaking- Cobb-Douglas and Homogeneous and Homothetic production functions - (Relevant One or Two Case Studies).					
Outcome 3	Apply the mixture of the various economic concepts in solving businessproblems for business efficiency to make the best use of the resources inhand.			K3	
Unit – IV					
Objective4	To understand the pricing and output decisions under various marketstructures.				
Price and Profit Function: Pricing and output decisions under Monopoly, Duopoly, Monopolistic Competition and Perfect Competition –Penetrative and Skimming Pricing-Government control over and decontrol of pricing –Price discrimination –Concept of Profit-Types and Theories of Profit by Knight (Uncertainty), Schumpeter (Innovation), Clark (Dynamic) and Hawley (Risk) - Profit maximization – Cost volume profit analysis – Risk and Return Relationship- (Relevant One or Two Case Studies).					
Outcome 4	Integrate the concept of price and output decisions of firms under variousmarket structures .			K5	

Unit - V					
Objective5	To help students understand and apply the various decision tools to understand the market structure.				
Impact of Tourism : Economic impact - the Multiplier Effect –Tax Revenue (Case Study of GST on Tourism Products) - Displacement Effect - Tourist Spending - Costs and Benefits of Tourism to Community - Environmental Aspects – Contingency Valuation Method. Case study of Socio-economic impact of Tourism on Folk Artists in Kerala & Rajasthan - Public and Private participation (PPP).					
Outcome 5	Identify themes and trends that could be the cause and effect of good and bad business decisions.				K4
Suggested Readings : Bradley Schiller., (2016), <i>Essentials of Economics</i> , (10 th ed.). McGraw-Hill/Irwin. Dominick Salvatore.,(2016), <i>Managerial Economics in a Global Economy</i> , (8 th ed.).Oxford Univ. Press. Mehta P L., (2016), <i>Managerial Economics</i> , Sultan Chand and Sons. Rangarajan C., (2014), <i>Principles of Macro Economics</i> , Tata McGraw-Hill. Varshney and Maheswari.,(2014), <i>Managerial Economics</i> , (22 nd ed.), Sultan Chand and Sons.					
Online Resources:					
https://gacbe.ac.in/pdf/ematerial/18MTT36E-U1.pdf https://www.lpude.in/SLMs/Master%20of%20Business%20Administration/Sem_1/DEECO515_MANAGERIAL_ECONOMICS.pdf					
K1- Remember	K2-Understand	K3-Apply	K4-Analyze	K5-Evaluate	K6-Create
Course designed by: Dr. S. Sridevi					

Course outcome VS Programme outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S(3)	S(3)	S(3)	S(3)	S(3)	M(2)	S(3)	S(3)	S(3)	S(3)
CO2	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)
CO3	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)
CO4	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)
CO5	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)
W.AV	3	3	3	3	3	2.8	3	3	3	3

S –Strong (3), M-Medium (2), L- Low (1)

Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S(3)	S(3)	S(3)	S(3)	S(3)
CO2	S(3)	S(3)	S(3)	S(3)	S(3)
CO3	S(3)	S(3)	S(3)	S(3)	S(3)
CO4	S(3)	S(3)	S(3)	S(3)	S(3)
CO5	S(3)	S(3)	S(3)	S(3)	S(3)
W.AV	3	3	3	3	3

S –Strong (3), M-Medium (2), L- Low (1)



Semester -IV					
Core - XVIII	Course Code	Travel Media & Public Relation	T	Credits:	Hours:
	645402			4	4
Unit -I					
Objectives 1	To facilitate in the understanding of travel media and its role in tourism promotion through public relations.				
Foundations Of Travel Writing: Articles Of Travel Writing – Magazines –Travel Newsletters – Short Pieces for Books – Internet Search – Approaching Markets – Travel Books – Guide Books – Accommodation Guides – Business Travel–Coffee Table Books –Autobiographical Tales–Anthologies.					
Outcome 1	The students can gain basic understanding about travel journalism and its role in tourism promotion.				K1
Unit - II					
Objective 2	To impart and equip the students with practical know-how on travel writing and dynamics of making of travelogues.				
Electronic Media In Tourism: Electronic Media in Documenting of Destinations – Travel, Transport and Tourism Resources – Nature of Media coverage – Telecast and Webcast – Writing Travel Programme Scripts –Identification of Visual Support Points–Conducting Interviews.					
Outcome 2	The learners would be able to use electronic media in documenting the destination.				K1
Unit - III					
Objective 3	To enhance innovations in travel media.				
Innovations In Tourism And Travel Media: Idea Generation for Travel Articles–Journey Pieces –Activity Pieces – Special Interest Pieces – Side Trips–Reviews – Own Travel experiences –Ideas from other Sources –Recent Trends.					
Outcome 3	The learners can Equip them with the practical know-how on travel writing and the dynamics of making travelogues.				K2
Unit – IV					
Objective 4	To imbibe knowledge on institutional methods in public relation.				
Public Relations: Need, Scope, Objectives and Purpose of Public Relations –Elements of Public Relations – Public Relations Process - Public Relations as a Profession – Codes of Professional Conduct – Functions Of Public Relations Department - Policy Publicity - Product Publicity – Public Relations And Propaganda Relations With The Government-Community Relations, Shareholders Relations –Ethics And Challenges Of Public Relations.					
Outcome 4	The learners would be able to manage relations with public.				K2
Unit - V					
Objective 5	To develop the practical knowledge on travel photography.				
Photography in Tourism: Photography for travel magazines, Fundamentals of photography (Basic settings and features of DSLR), People & Portraits, landscapes, monuments and buildings, cities and towns, Friends and Family, How to portray the experiences: Practical tips, Choosing the right words, Verbs, Adjectives and Clichés, Illustrations: The Practicality of taking photographs, Non photographic illustrations.					
Outcome 5	Explain the concept of Camera and its compositions in Photography.				K2

Suggested Readings :

Arvahame, Ketter E., (2008), *Media Strategies for marketing places in crisis*, (1sted.). Elsevier, UK.

Dennis E. Deuschl., (2006), *Travel and Tourism Public Relations: An Introductory Guide for Hospitality Managers*, Elsevier Butterworth-Heinemann.

Geroge E- Belch & Michael., (2014), *A. Belch Advertising and Promotion*, (10thed.). Tate Mc Graw Hill.

Kruti Shah and Alan D'souza., (2009), *.Advertising and Promotion*, Tata Mc Graw –Hill, 2009.

Online Resources:

<https://travmedia.com>

<https://www.publicrelationstoday.com>

<https://www.destinationbc.ca>

K1- Remember | **K2-Understand** | **K3-Apply** | **K4-Analyze** | **K5-Evaluate** | **K6-Create**

Course designed by: Mr. K.P. Karthilingam

Course outcome VS Programme outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S(3)	M(2)	M(2)	S(3)	M(2)	M(2)	M(2)	M(2)	L(1)	M(2)
CO2	M(2)	M(2)	M(2)	M(2)	M(2)	L(1)	M(2)	L(1)	L(1)	L(1)
CO3	S(3)	S(3)	M(2)	L(1)	L(1)	M(2)	M(2)	L(1)	L(1)	M(2)
CO4	M(2)	M(2)	M(2)	L(1)	M(2)	L(1)	L(1)	L(1)	L(1)	L(1)
CO5	M(2)	M(2)	M(2)	L(1)	L(1)	L(1)	L(1)	L(1)	L(1)	L(1)
W.AV	2.4	2.2	2	1.6	1.6	1.4	1.6	1.2	1	1.4

S –Strong (3), M-Medium (2), L- Low (1)

Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M(2)	M(2)	S(3)	L(1)	M(2)
CO2	M(2)	L(1)	M(2)	M(2)	M(2)
CO3	S(3)	M(2)	L(1)	M(2)	M(2)
CO4	L(1)	L(1)	M(2)	L(1)	L(1)
CO5	M(2)	M(2)	M(2)	M(2)	M(2)
W.AV	2	1.6	2	1.6	1.8

S –Strong (3), M-Medium (2), L- Low (1)

Semester - IV					
Core-XIX	Course Code 645403	Entrepreneurial Innovations in Tourism	T	Credits: 4	Hours: 4
Unit - I					
Objective 1	To provide an insight on entrepreneurial competence and entrepreneurial environment in Tourism.				
Entrepreneurial Competence: Entrepreneurship Concept – Entrepreneurship as a Career – Characteristics of Successful Entrepreneurs – Types of Entrepreneurs – Entrepreneurial Skills and Knowledge for Tourism Trade -Emerging areas of entrepreneurship in Travel sector - Tour operations and Hospitality - Home stays - Entrepreneurial Opportunities, Problems, and Current Trends in Tourism.					
Outcome 1	Create their own business plan and are able to develop and launch tourism related small businesses.				K6
Unit - II					
Objective 2	To obtain the knowledge on management of tourism business and to support entrepreneurship traits.				
Entrepreneurial Environment: Business Environment - Role of Family and Society – Entrepreneurial Factors Affecting Tourism Growth - Entrepreneurship Development Training and Other Support Organisational Services – Central and State Government Industrial Policies and Regulations for Tourism – International Tourism Business Management.					
Outcome 2	Understand the basic concepts about entrepreneurship in Tourism.				K2
Unit - III					
Objective 3	To present the importance of tourism in the global economy/at the global level of the Tourism industry.				
Business Plan Preparation In Tourism: Definition of Business Plan- its importance - Financial aspects of the Business Plan -Marketing aspects of the Business Plan - Human Resource aspects of the Business Plan - Technical aspects of the Business Plan - Social aspects of the Business Plan - Problems and prospects of Business plan - Sources of Product for Tourism Business – Pre Feasibility Study – Preparation of Tourism Business Plan.					
Outcome 3	Engage in critical thinking by analysing situations and constructing and selecting viable solutions to solve problems in the Tourism industry.				K5
Unit-IV					
Objective 4	To describe and discuss the main features of entrepreneurs in tourism.				
Launching Of Small Business In Tourism: Finance and Human Resource Mobilization – Operations Planning – Market Research and Channel Selection – Growth Strategies for Tourism – Tourism Product Launching – Incubation, Venture Capital, Tourism Start-ups. Small Scale Industries- definition, Importance and role played by SSI in the development of the Indian economy - Policies governing SSI's.					
Outcome 4	Improve the Entrepreneurial innovations and inventions in Tourism.				K4
Unit - V					
Objective 5	To briefly present the role and contribution of entrepreneurs in tourism activities and their contribution for the development of a tourism destination.				

Management Of Tourism Business: Monitoring and Evaluation of Tourism Business – Organisational Framework for Promotion and Development in Tourism – Preventing Sickness and Rehabilitation of Sick Business Units – Innovations in Tourism Business Management.					
Outcome 5	Analyse the future and success of the entrepreneurial process in Tourism.				K4
Suggested Readings : Donald F Kuratko, T.V Rao., (2012), <i>Entrepreneurship: A South Asian perspective</i> , Cengage Learning. Mathew J Manimala., (2005), <i>Entrepreneurship Theory at the Crossroads, Paradigms & Praxis</i> , Biztrantra , 2 nd Edition, 2005. Prasanna Chandra., (2017), <i>Projects –Planning, Analysis, Selection, Implementation and Reviews</i> , Tata McGraw Hill. Rajeev Roy., (2011), <i>Entrepreneurship</i> , (2 nd ed.). Oxford University Press.					
Online Resources: Website: https://phocuswright.com/ Website: https://www.entrepreneur.com/					
K1- Remember	K2-Understand	K3-Apply	K4-Analyze	K5-Evaluate	K6-Create
Course designed by: Mrs. T.Nathiya					

Course outcome VS Programme outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)
CO2	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)
CO3	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)
CO4	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)
CO5	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)
W.AV	3	3	3	3	3	3	3	3	3	3

S –Strong (3), M-Medium (2), L- Low (1)

Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S(3)	S(3)	S(3)	S(3)	S(3)
CO2	S(3)	S(3)	S(3)	S(3)	S(3)
CO3	S(3)	S(3)	S(3)	S(3)	S(3)
CO4	S(3)	S(3)	S(3)	S(3)	S(3)
CO5	S(3)	S(3)	S(3)	S(3)	S(3)
W.AV	3	3	3	3	3

S –Strong (3), M-Medium (2), L- Low (1)

Semester -IV					
Core - XX	Course Code	Customer Relationship Management	T	Credits:	Hours:
	645404			4	4
. Unit - I					
Objective 1	To understand customer satisfaction in service industry and its importance to the success of the business entity.				
Customer Relating Management in Tourism - Definition– Elements of CRM- CRM as a business strategy - Customer Vs consumer - Customer Acquisition and Retention –Customer Loyalty -Customer Satisfaction Measurement - Customer Feedback and Service Recovery. CR Minservice-Hospitality, Airlines.					
Outcome 1	Aftercompletingthiscoursetousestrategiccustomeracquisitionandretentiont echniquesin CRM.				K2
Unit - II					
Objective 2	To understand good marketing practices and techniques and how to apply them.				
Managing and Sharing Customer data -Customer information databases –Ethics and legalities of data use –Data warehousing and data mining –Data analysis –market Basket analysis- (MBA) - Concept of building relationships Individual/team/organizational body language and its impact upon customer care, Elective listening skills.					
Outcome 2	To understand how customer relations is related to their hospitality business.				K2
Unit - III					
Objective 3	To be able to create and manage a market oriented service organization.				
Customer Feedback and its Impaction Customer Care: Value of feedback- Feedback mechanisms, Customer Complaint resolution, Value of complaints to an organization, The 4step process, dealing with irate customers.					
Outcome 3	To identify the principles of quality customer service.				K2
Unit – IV					
Objective 4	To familiarize with the issues of Services Marketing.				
Marketing Mix in Services –The Seven Ps -Product –Price –Place –Promotion -People –Process –Physical Evidence –Balancing Demand and Capacity –Popular Strategies.					
Outcome 4	Explain the importance of Marketing Mix practices.				K2
Unit - V					
Objective 5	To be able to create and manage a market oriented service organization.				
Project work on CRM practices of an organization using 15 parameters –greeting the customer, break the ice, complement freely, calling by name, eye contact, self evaluation, listening more than the ears, polite words, assurance ,smile, good telephone techniques, reach out the customer, enjoying people and their diversity, positive attitude of selling, dressing and grooming at workplace.					
Outcome 5	Discuss the importance of listening to the customer.				K3
Suggested Readings : Werner Reintartz, V Kumar, (2001), <i>Customer Relationship Management: Concept, Strategy and Tools</i> . Christian Grönroos., (2009), <i>Service Management and Marketing: A Customer RelationshipManagementApproach</i> ,(2 nd ed.) Wiley Publisher.					

Rao,NageswaraSB; Madhavi,C., (2009), <i>Customer service excellence: Trends and strategies</i> Ed.:Kanishka publishers, Distributors, NewDelhi. KaushikMukerjee., (2007), <i>Customer Relationship Management: A Strategic Approach to Marketing</i> .					
Online resources: https://www.techtargget.com https://www.coursera.org https://crm.org					
K1- Remember	K2-Understand	K3-Apply	K4-Analyze	K5-Evaluate	K6-Create
Course designed by: Mr. K.P. Karthilingam					

Course outcome VS Programme outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S(3)	M(2)	M(2)	L(1)	S(3)	L(1)	M(2)	M(2)	L(1)	L(1)
CO2	M(2)	M(2)	S(3)	M(2)	M(2)	L(1)	L(1)	M(2)	L(1)	M(2)
CO3	M(2)	S(3)	M(2)	L(1)	L(1)	L(1)	M(2)	M(2)	L(1)	M(2)
CO4	M(2)	M(2)	S(3)	M(2)	L(1)	L(1)	L(1)	M(2)	L(1)	L(1)
CO5	S(3)	M(2)	M(2)	L(1)	L(1)	L(1)	M(2)	M(2)	L(1)	M(2)
W.AV	2.4	2.2	2.4	1.4	1.6	1	1.6	2	1	1.6

S –Strong (3), M-Medium (2), L- Low (1)

Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M(2)	M(2)	M(2)	M(2)	M(2)
CO2	S(3)	L(1)	S(3)	L(1)	M(2)
CO3	M(2)	M(2)	M(2)	M(2)	L(1)
CO4	L(1)	M(2)	L(1)	L(1)	M(2)
CO5	M(2)	L(1)	L(1)	M(2)	L(1)
W.AV	2	1.6	1.8	1.6	1.6

S –Strong (3), M-Medium (2), L- Low (1)

Semester -IV				
DSE-III & IV	Course Code: 645505	1.Tour Guide & Services	T	Credits:2 Hours:3
Unit-I				
Objective1	To familiarize the students with guiding skills.			
Introduction to Tour Guiding: Types / Categories of tour guides. Meaning of tour guide- appointment and licensing tour guides. Escort & escorting services, General instructions at monuments, sacred places and crowded areas –giving commentary, answering questions and conducting a tour .				
Outcome1	Communicate the concepts of tour guiding & escorting.			K2
Unit -II				
Objective2	To understand the role of guiding in promotion of tourism.			
Duties and Responsibilities of Tour Guides: Preparation of tour, Review of itinerary –participant list, accuracy, timings and practicality –identification of the group or individual traveller’s Specific Need –Checking, locating and contacting the accessibility avenues. Dress and personal grooming. Greeting participants and introducing self – Leading the participants: Skills in leading the group.				
Outcome2	Understanding the role of tour guides and their responsibilities.			K2
Unit - III				
Objective3	To acquire an in-depth knowledge about the profession of tour guiding and escorting.			
Tour Co-ordination: Co-ordination with the main office –Conducting various types of tours –Ability to deliver all information –accurately and imaginatively, relevant to the client’s needs –public relation, safety and security measures during the tour.				
Outcome3	Demonstrate the knowledge of guiding through case studies.			K1
Unit - IV				
Objective4	To comprehend the responsibilities of Tour guides.			
Tour Interpretation: Characteristics of Natural, Historical and urban sites. Interpretation for specific groups, especially the young and the disabled –commentary in the tourist vehicles – multimedia presentation and pre-trip interpretation.				
Outcome4	Conduct tours within hygiene and safety principles and practices to the professionalism in tour.			K3
Unit -V				
Objective5	To gain knowledge in the professional tour guiding.			
Professionalism in Tour Interpretation: Interpretative planning-Training staff for interpretation – Evaluation Techniques –Sources of Professional Assistance.				
Outcome5	Analyze the challenges & issues in guiding field.			K4
Suggested Readings:				
Barbara Braidwood (et al), 2000 <i>Start and Run a Profitable Tour Guides business</i> , Chandigarh.				
Chand, Mohinder - <i>Travel Agency and Tour Operations: An Introductory text</i> , Anmol Publications				
Kathleen Ingle Pond., 2006, <i>The Professional Guide, Dynamics Of Tour Guiding</i> , John Wiley & Sons INC, UK.				

<p>Mitchell.G., 2008, <i>How to start a Tour Guiding Business</i>, Self-Council Publishers, UK.</p> <p>Negi, Jagmohan., (2006), <i>Travel Agency and Tour Operation: Concepts and Principles.</i> : Kanishka Publishers</p> <p>Negi, Jagmohan., (2007), <i>Tour Guide & Tour Operations: Planning & Organizing</i> Kanishka Publishers</p> <p>Philip.L.Pearce, ,2006, <i>Aspects of Tourist Behaviour</i>, Viva Books, Hyderabad</p> <p>VeriteReily Collins., 2007, <i>Becoming a Tour Guide</i>, South-Western Cengage Learning, UK.</p>					
<p>Onlineresources:</p> <p>https://www.slideshare.net/charliezabala7/tour-guiding-43376353</p> <p>http://library.rmit.edu.vn/cgi-bin/spydu.s.exe/ENQ/OPAC/BIBENQ?BRN=40945</p> <p>http://library.rmit.edu.vn/cgi-bin/spydu.s.exe/ENQ/OPAC/BIBENQ?BRN=36569</p> <p>https://login.ezproxy.lib.rmit.edu.au/login?url=http://www.oxfordreference.com.ezproxy.lib.rmit.edu.au/view/10.1093/acref/9780191733987.001.0001/acref-9780191733987</p>					
K1- Remember	K2-Understand	K3-Apply	K4-Analyze	K5-Evaluate	K6-Create
Coursedesignedby: Dr.V.Ramachandran					

Course outcome VS Programme outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S (3)	M (2)	S (3)	M (2)	S (3)	S (3)	S (3)	S (3)	M (2)	S (3)
CO2	S (3)	S (3)	S (3)	M (2)	S (3)	M (2)	S (3)	S (3)	M (2)	M (2)
CO3	S (3)	S (3)	S (3)	M (2)	S (3)	S (3)	S (3)	M (2)	S (3)	S (3)
CO4	S (3)	S (3)	S (3)	M (2)	S (3)	S (3)	S (3)	S (3)	M (2)	M (2)
CO5	S (3)	M (2)	S (3)	M (2)	S (3)	S (3)	S (3)	S (3)	S (3)	M (2)
W.AV	3	2.6	3	2	3	2.8	3	2.8	2.4	2.4

S –Strong (3), M-Medium (2), L- Low (1)

Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S (3)	S (3)	S (3)	S (3)	S (3)
CO2	S (3)	M (2)	M (2)	S (3)	M (2)
CO3	S (3)	M (2)	S (3)	S (3)	S (3)
CO4	S (3)	S (3)	S (3)	S (3)	S (3)
CO5	M (2)	S (3)	S (3)	M (2)	S (3)
W.AV	2.8	2.6	2.8	2.8	2.8

S –Strong (3), M-Medium (2), L- Low (1)

Semester -IV					
DSE-III & IV	Course Code 645506	2. Leisure & Recreation Management	T	Credits:2	Hours:3
Unit-I					
Objective1	To introduce the student to the broad base of study needed for understanding of the fundamentals of and issues in leisure and recreation management.				
Introduction To Leisure: Introduction, the historical analysis of leisure, Leisure – the social context, Demand for leisure, leisure participation and leisure behavior, Supply for leisure, leisure places, spaces and environment, Planning, managing and marketing leisure.					
Outcome1	Students will be able to understand the concepts.				K2
Unit-II					
Objective2	To develop critical and analytical thinking among students pertaining to issues and trends in the fields of tourism, recreation, events, hospitality and related leisure sectors.				
Sectors In Leisure: The public, private and voluntary sectors in leisure provision, Leisure and the experience economy: the cultural industries and entertainment, Urban leisure, Coastal leisure, Rural leisure, Future of leisure.					
Outcome2	Explain the key concepts of leisure and recreation.				K6
Unit-III					
Objective3	To develop an appreciation for the application of theory and research to tourism, recreation, events, hospitality and related leisure service sectors.				
Introduction To Recreation : Recreation: an overview - Recreation & Leisure Participation and Behavior - Role in Health & Well-Being - Leisure & Culture - Mass Leisure: Popular Culture & Purple Leisure - Balancing Leisure & Work services.					
Outcome3	Describe how leisure and recreation is considered from different historical and social perspectives.				K5
Unit-IV					
Objective4	To provide a forum for the discussion of issues currently facing the leisure-services profession generally with foci on tourism, recreation, events, hospitality and related leisure sectors.				
Recreation Management: Recreation Theories -Impact of recreation on tourism - Recreation Resource Management - Recreational and Tourist Motivation - Barriers to Recreation - Gender and Social Constraints Tourism and recreation planning and policy - Urban and rural recreation - Relationships between leisure, recreation and tourism.					
Outcome4	Discuss the issues in leisure and recreational management as applied in different leisure and recreational activities.				K1
Unit-V					
Objective5	The foundational concepts of leisure and recreation.				
Recent Trends : Trends in the recreation industry- Tourists and recreational demand for wilderness, National Parks and natural areas - Supply of the wilderness and outdoor recreation experience, Tourism recreation and climate change - - Environmental perspectives on coastal recreation and tourism. Technology Impacts on Recreation & Leisure.					
Outcome5	Identify major leisure problems and issues facing individual and society.				K5

Suggested Readings:

Daniel D. McLean and Amy R. Hurd., 2015, *Kraus' Recreation and Leisure in Modern Society*, Jones and Bartlett Learning, 10th Edition.

Stephen J. Page and Joanne Connell, Leisure, 2010, *An Introduction*, Pearson Education Limited.

William C. Gartner & David W. Lime., (2000), *Trends in Outdoor, Recreation, Leisure and Tourism*, CABI, London.

Online Resources:

Website: <https://www.nrpa.org/>

Website: <https://www.worldleisure.org/>

K1- Remember	K2-Understand	K3-Apply	K4-Analyze	K5-Evaluate	K6-Create
Coursedesignedby:Mrs. T.Nathiya					

Course outcome VS Programme outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)
CO2	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)
CO3	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)
CO4	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)
CO5	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)
W.AV	3	3	3	3	3	3	3	3	3	3

S–Strong(3),M-Medium(2),L-Low(1)

CourseOutcomeVSProgrammeSpecificOutcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S(3)	S(3)	S(3)	S(3)	S(3)
CO2	S(3)	S(3)	S(3)	S(3)	S(3)
CO3	S(3)	S(3)	S(3)	S(3)	S(3)
CO4	S(3)	S(3)	S(3)	S(3)	S(3)
CO5	S(3)	S(3)	S(3)	S(3)	S(3)
W.AV	3	3	3	3	3

S–Strong(3),M-Medium(2),L-Low(1)

Semester -IV					
DSE-III & IV	Course Code 645507	3. German for Tourism	T	Credits: 2	Hours: 3
Unit –I					
Objective1	To understand and fill in simple forms				
Meeting People Greetings and Politeness Basics of the Language: Greetings and Introductions The Sounds of German: Introduction to Pronunciation Simple Introductions: Sein: Ich,bin, Sie sind Family and Marriage Group introductions: Members of the Family Words Similar to English: Recognising Cognates Saying ‘my’ introduction to Gender Possessives: mein, meine					
Outcome 1	Will be able to use German language skills related to welcoming, acquainting and greeting customers.				K1
Unit - II					
Objective2	To greet people and introduce oneself.				
Jobs and Work Asking and Saying What You Do: Masculine and Feminine: Nouns and Gender: Professions Saying ‘you’: Personal pronouns: du, Sie Regional Identity Exchanging Information about Country of Origin and Place of Residence: Regular verbs: Regular verbs - endings for ich, du, Sie Saying where you are from: Prepositions: aus, in Making Phone Calls Asking about and booking hotel room over the phone Time Keeping Arranging time and date for a meeting by E-mail					
Outcome 2	Ability to make conversation about places, food and festivals.				K2
Unit - III					
Objective3	To know about the culture of Germany and various locations.				
Getting around Berlin East German Cultural History Identifying and recognising sights: Saying ‘the’: The definite articles: der, die, das Asking Questions: Interrogatives The Clubbing Scene in Germany Basic conversation with taxi driver: Stating destination and paying. Basic formalities Asking and talking about location: Location – wo, in, an Asking and talking about destination: Destination – wohin, zu, nach Sightseeing Attracting someone’s attention. Asking for and understanding directions: Using ‘bitte’ Basic formalities: bitte. Letters ä ö ü Umlauts					

Local Transport Asking about public transport: lines, fares, tickets. Buying a ticket. Numbers 1-10 – Changing Vowels: Vowel shift – fahren, fährt.		
Outcome 3	Will be able to apply for employment and other services in tourism industry globally.	K3
Unit – IV		
Objective4	To ask questions with and without question pronouns.	
Food and Drink Coffee and Cake Basic food orders: typical cakes and hot drinks Quantities and portions: Partitive expressions: einStück, eineTasse Compound Nouns: Introduction to compound nouns Beer and other drinks Ordering a snack: typical dishes and cold drinks		
Outcome 4	Demonstrate professional values, problem solving skills and basic knowledge of digital platforms imparting relevant knowledge.	K5
Unit - V		
Objective5	To know the German numbers, tell the time in German.	
Taking a Holiday Leisure Time Understanding, discussing and agreeing on leisure events: Saying ‘there’ and ‘there is/are’: Basic impersonal structures: esgibt – Irregular Verbs: Irregular verbs: ichhabe, du hast On the Autobahn Understanding key driving language and reading signs: Saying ‘I need’: Necessity: brauchen – Using Sie: Personal pronouns: Sie, sie Holiday Destinations Understanding instructions and information about key facilities: Saying ‘must’ and ‘can’: Obligation, permission: müssen, dürfen – Agreeing: Agreement: ichverstehe, in Ordnung, kein Problem Town Names Understanding and discussing what the weather is and will be like: Talking about the future: Present tense as future – Time and Place: Word order: inversion		
Outcome 5	Gain subject knowledge, life skills, awareness of human values, appreciate and respect different locations, lifestyle and professional skills.	K1
Suggested Readings : André Klein, 2011, <i>Learn German with Stories: Café in Berlin.</i> Ed Swick, 2013, <i>Living German.</i> Ed Swick, 2010, <i>TheEverything Learning German Book: Speak, Write and Understand Basic German in NoTime.</i> Eugene Jackson and Adolph Geiger, 2018, “ <i>German Made Simple: Learn to Speak and Understand German Quickly and Easily</i> ”		

Professor Martin Durrell, 2009, <i>Hammer's German Grammar and Usage</i> (Fifth Edition)					
Online Resources: https://www.studying-in-germany.org/learn-german/ https://www.germanpod101.com/blog/2018/02/23/7-outstanding-resources-for-learning-german/					
K1- Remember	K2-Understand	K3-Apply	K4-Analyze	K5-Evaluate	K6-Create
Course designed by: Dr.S.Sridevi					

Course outcome VS Programme outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S(3)	S(3)	M(2)	S(3)	M(2)	L(1)	M(2)	L(1)	L(1)	S(3)
CO2	S(3)	S(3)	S(3)	S(3)	S(3)	L(1)	M(2)	L(1)	M(2)	M(2)
CO3	S(3)	S(3)	S(3)	S(3)	S(3)	L(1)	M(2)	L(1)	M(2)	S(3)
CO4	S(3)	S(3)	S(3)	S(3)	S(3)	L(1)	M(2)	L(1)	M(2)	S(3)
CO5	S(3)	S(3)	S(3)	S(3)	S(3)	L(1)	M(2)	L(1)	L(1)	S(3)
W.AV	3	3	2.8	3	2.8	1	2	1	1.6	2.8

S–Strong (3), M-Medium (2), L-Low (1)

Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M(2)	M(2)	L(1)	S(3)	M(2)
CO2	S(3)	S(3)	M(2)	S(3)	S(3)
CO3	S(3)	S(3)	M(2)	S(3)	S(3)
CO4	M(2)	M(2)	S(3)	S(3)	S(3)
CO5	S(3)	M(2)	M(2)	S(3)	M(2)
W.AV	2.6	2.4	2	3	2.6

S–Strong (3), M-Medium (2), L-Low (1)

Semester -IV					
DSE-III & IV	Course Code	4. Crisis & Disaster Management in Tourism	T	Credits	Hours
	645508			2	3
Unit - I					
Objective1	To comprehend the meaning of crisis, crisis management, and crisis response.				
Definitions of crisis: characteristics of different types of crisis events - A proactive approach to crisis management planning - Management and leadership challenges in crisis management - The importance of communications before, during and after a crisis.					
Outcome 1	Assess the importance of a strategic approach to planning PR and crisis management activities in tourism and hospitality organizations.				K1
Unit - II					
Objective2	To Identify what practitioners define as key “first steps” in managing a crisis.				
Crisis Management in Tourism : Introduction - different types of Crisis in Tourism industry - crisis management cycle - Risk assessment in tourism - Prevention of crisis in the tourism business - Preparedness for the global and local crisis in the tourism industry - Response to the crisis in tourism - Recovery from the crisis in touristic businesses - Learning from previous mistakes in crisis management.					
Outcome 2	Critically discuss how key theory concepts and frameworks relating to Public Relations and crisis management are applicable in the context of tourism and hospitality organizations.				K5
Unit - III					
Objective3	To Understand the role of destination’s crisis and disaster Management.				
Disaster Management : Disasters, Hazards, and Extreme Events - Disasters, Vulnerability, and Risk - types of Disaster Management - Ecosystems and Habitat - Policy, Institutions, Governance and Disaster Management - Management and Organisational Behaviour–Geoinformatics in Disaster Management - Natural and Manmade Disasters - Disaster Recovery.					
Outcome 3	Critically evaluate the complexity and resulting challenges involved in managing operations and communications at times of crisis.				K5
Unit -IV					
Objective4	To consider how new media technologies impact the way a crisis and disasters should be handled.				
Disaster Management in Tourism : Tourism disaster planning and Management - factors affecting tourism industry Economic Impact of natural disasters in Tourism industry - ways to promote Tourism Industry - Disaster Risk reduction in Tourism - Ways to promote sustainable Tourism - preventing Pre & Post - quake impact on Tourism.					
Outcome 4	Understanding foundations of hazards, disasters and associated natural/social phenomena.				K2
Unit - V					
Objective5	To know Protective measures to reduce the intensity of future disasters in the Tourism industry.				
Crisis and Disaster Management in Tourism: Introduction - Tourism behaviour during crisis and disasters - Role of Tourism destination’s crisis and disaster Management - Effects of crisis and natural disasters in global Tourism - Managing Disaster and Crisis in Tourism - Coastal Tourism destinations - policy development around Crisis and Disaster Management in Tourism - Tourism Risk Management - Strategic issues of Crisis and Disaster in Tourism sector -					

Sustainability issues for Tourism systems following Crisis and Disasters.					
Outcome 5	Familiarity with crisis and disaster management in tourism industry.				K4
Suggested Readings:					
Hughey, K. F. D. &Becken, S., (2016), <i>Value-engaged evaluation of a tourism-specific disaster management plan. Tourism Management Perspectives.</i>					
Lehto, X., Douglas, A. & Park, J., (2008), <i>Mediating the effects of natural disasters on travel intention. Journal of Travel & Tourism Marketing.</i>					
Neef, A.&Grayman, J.H., (2019), <i>The tourism disaster conflict nexus</i> (community, environment and disaster risk management),Bingley,UK: Emerald Publishing Ltd.					
Theaker, A., (2016), <i>The Public Relations Handbook</i> (5 th ed.),Oxon,UK: Routledge.					
Online Resources:					
https://www.degruyter.com/document/doi/10.21832/9781845411077-002/html?lang=en					
K1- Remember	K2-Understand	K3-Apply	K4-Analyze	K5-Evaluate	K6-Create
Course designed by: Dr.S.Sridevi					

Course outcome VS Programme outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)
CO2	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)
CO3	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)
CO4	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)
CO5	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)	S(3)
W.AV	3	3	3	3	3	3	3	3	3	3

S–Strong (3), M-Medium (2), L-Low (1)

Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S(3)	S(3)	S(3)	S(3)	S(3)
CO2	S(3)	S(3)	S(3)	S(3)	S(3)
CO3	S(3)	S(3)	S(3)	S(3)	S(3)
CO4	S(3)	S(3)	S(3)	S(3)	S(3)
CO5	S(3)	S(3)	S(3)	S(3)	S(3)
W.AV	3	3	3	3	3

S–Strong (3), M-Medium (2), L-Low (1)

II –Semester					
Non- Major Elective - I	Course Code	Basics of Tourism	T	Credits:2	Hours:3
Unit- I					
Objective1	To comprehend conceptual dimensions of tourism industry and to understand dynamics of tourism business.				
Introduction to Tourism: Tourist/ Visitor/ Traveler/ Excursionist – Definitions and Differences - Forms of Tourism: Inbound, Outbound, National, International-Travel Motivations and Deterrents to Travel-Current Trends in Domestic and Global Tourism.					
Outcome1	After completion of this course, students gain knowledge on concepts of tourism industry.				K1
Unit -II					
Objective2	To elucidate the application of tourism theories to the pragmatic developmental agenda.				
Tourism Industry, Its Structure and Theories: Direct, Indirect and Support Services, Basic Components of Tourism: Transport-Accommodation-Facilities & Amenities. Theories : Doxey’s Irridex Index Model - Butler’s Tourism Area Life Cycle (TALC) Model - Mathieson & Wall’s Travel Buying Behaviour Model- Push and Pull Theory.					
Outcome2	To have the knowledge in components and theories of tourism industry.				K1
Unit -III					
Objective3	To evaluate impacts for tourism development and promotion.				
Tourism Impacts: Economic, Social, Cultural, and Environmental- Positive & Negative Impacts of Tourism- Seasonality & Tourism, Role of State in Tourism Development and Promotion: Tourism Development and Promotion- Five year Plan -National Action Plan- National Tourism Policy-Role of NITI AYOJ.					
Outcome3	Applying the various impacts for the tourism development.				K3
Unit -IV					
Objective4	To understand the role and functions of tourism organisations.				
Role and functions of Important Tourism Organizations in Development and Promotion of Tourism - UNWTO, IATA, ICAO, , WTTC, IHA, ,FHRAI, ITDC, State Tourism Development Corporations (Tamilnadu-TTDC, Kerala-KTDC, Airport Authority of India, Ministry of Tourism, Government of India. Role of Private sector in Tourism.					
Outcome4	Understanding the role of various organizations, benefits of tourism on boosting the Economy.				K1
Unit - V					
Objective5	To explore the Emerging areas in tourism				
Types and Emerging areas of tourism –Rural, Eco, Medical, MICE, Literary, Indigenous, Wellness, Film, Golf, etc., – Ideals of Responsible Tourism – Alternate Tourism – Case Studies on International Tourism.					
Outcome5	Exploring the special interest areas in tourism.				K6
Suggested Readings : Goeldner. C & Ritchie.J.R., (2011) “ <i>Tourism,Principles,Practices,Philosophies</i> ”(12 th ed.). Jamal,T. ,&Robinson,M.(Eds.), (2015) “ <i>The SAGE handbook of tourism studies</i> ” Sage.					

JohnWiley and Sons., “NewJersey”.

Moutinho.L &Vargas-Sanchez A (Eds.), (2018), *Strategic Management in Tourism*, Tourism Texts. CABI.

Tribe,J (Ed.),(2009), *Philosophical issues in tourism*, Channel view publications.

Onlineresources:

<https://rmit.libguides.com/c.php?g=721838&p=5145785>

<https://tourism.gov.in/media/e-book>

K1- Remember	K2-Understand	K3-Apply	K4-Analyze	K5-Evaluate	K6-Create
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Coursedesignedby: Dr. V .Ramachandran

Course Outcome VS Programme Outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S (3)	S (3)	S (3)	S (3)	S (3)	S (3)	S (3)	S (3)	S (3)	S (3)
CO2	S (3)	S (3)	S (3)	S (3)	S (3)	S (3)	S (3)	S (3)	M (2)	M (2)
CO3	S (3)	S (3)	M (2)	M (2)	S (3)	S (3)	M (2)	M (2)	S (3)	M (2)
CO4	S (3)	S (3)	S (3)	S (3)	S (3)	S (3)	S (3)	S (3)	S (3)	S (3)
CO5	S (3)	S (3)	S (3)	M (2)	S (3)	S (3)	S (3)	S (3)	S (3)	S (3)
W.AV	3	3	2.8	2.6	3	3	2.8	2.8	2.8	2.6

S–Strong (3), M-Medium (2), L-Low (1)

Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S (3)	S (3)	S (3)	S (3)	S (3)
CO2	S (3)	S (3)	S (3)	S (3)	S (3)
CO3	S (3)	S (3)	S (3)	S (3)	S (3)
CO4	M (2)	S (3)	M (2)	S (3)	S (3)
CO5	S (3)	S (3)	S (3)	S (3)	S (3)
W.AV	2.8	3	2.8	3	3

S–Strong (3), M-Medium (2), L-Low (1)

Semester - III					
Non- Major Elective - II	Course Code	Hospitality & Hotel Management	T	Credits:2	Hours:3
Unit- I					
Objective1	To study the flow of activities and functions in Hotel operation.				
Hospitality Industry: Distinctive Characteristics: Inflexibility-Intangibility-Perishability-Fixed Location, Relatively Large Financial Investment etc., Concepts of Atithi Devo Bhavah, Types of Hotels : Classification-Chain Operations, E-Hospitality, Hotel Departments: Front office–Housekeeping–Bar and Restaurant-Supporting services.					
Outcome1	After completion of this course, students gain insights on characteristics of hospitality industry.				K1
Unit -II					
Objective2	To familiarize with Hotel and resort management.				
Hotel Organization Structure: Organizational Charts, Major Departments of A Hotel – Front Office-Housekeeping Food and Beverage Service, Food Production, Engineering and maintenance accounts, human resource. Food production organization, kitchen, outlets of f & b, types of meal plans, catering services - food service for the airlines, banquette, corporate, mice, retail food market, business /industrial food service, health care food service, club food services - trends in lodging and food services.					
Outcome2	Enabling the layout of various Hotel departments.				K2
Unit -III					
Objective3	To understand the organizational structure of Hotel.				
Front Office: Roles & Functions-Duties and Responsibilities of Staff, Hierarchy Reservation & Registration- Types of Room, Types of Bedding, Room Assignments, Check-In, Methods of Payment, Type of Hotel Guests.					
Outcome3	Illustrating the importance of nerve centre of the Hotel.				K4
Unit -IV					
Objective4	To establish the importance of various departments and its role in the Hospitality industry.				
Housekeeping: Roles & Functions, Duties and Responsibilities of Staff-Hierarchy-Departure-Handling FIT–GIT-Guest Services-Variou Guest Services - Handling Guest Mail - Message Handling - Custody and Control of Keys – Guest Paging-Safe Deposit Locker, Left Luggage Handling, Wake Up Call, Handling Guest Complaints.					
Outcome4	Understanding the operations of housekeeping department.				K2
Unit -V					
Objective5	To know the elements of Yield management.				
Evaluating Hotel Performance: Methods of Measuring Hotel Performance -Occupancy Ratio - Average Daily Rate, Average Room Rate Per Guest – Rev PAR-Yield Management: Elements of Yield Management, Measuring Yield in the Hotel Industry, Benefits of Yield Management- Challenges or Problems.					
Outcome5	To understand the evaluation of hotel performance by different formulas.				K2
Suggested Readings: Gray and Ligouri., (2002), <i>Hotel and Motel Management and Operations</i> , (4 th ed.), PHI, New Delhi. Negi, J, S. Chand., (2002), <i>Professional Hotel Management</i> , (2 th ed.), New Delhi.					

Raghu balan,G.&Ragubalan,.S., (2015), <i>Hotel Housekeeping operations and Management</i> ,(3 rd ed.). Ruther ford,D.G.,& O’Fallon,M.J., (2010), <i>Hotel management and operations</i> .(5 th ed.).JohnWiley&Sons. Tewari, J.R., (2009), <i>Hotel front office operations and Management</i> , Oxford publication, NewDelhi.					
Onlineresources https://hoteltechreport.com/news/hospitality-ebooks https://hospitality.careers360.com/download/ebooks					
K1- Remember	K2-Understand	K3-Apply	K4-Analyze	K5-Evaluate	K6-Create
Coursedesignedby: Dr.V.Ramachandran					

Course outcome VS Programme outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S (3)	M (2)	S (3)	M (2)	S (3)	M (2)	S (3)	S (3)	M (2)	M (2)
CO2	S (3)	S (3)	S (3)	M (2)	S (3)	L(1)	S (3)	S (3)	M (2)	M (2)
CO3	S (3)	M (2)	M (2)	M (2)	S (3)	M (2)	S (3)	M (2)	M (2)	M (2)
CO4	S (3)	S (3)	M (2)	M (2)	S (3)	M (2)	S (3)	S (3)	M (2)	M (2)
CO5	S (3)	M (2)	S (3)	M (2)	S (3)	S (3)	S (3)	S (3)	M (2)	M (2)
W.AV	3	2.4	2.6	2	3	2	3	2.8	2	2

S –Strong (3), M-Medium (2), L- Low (1)

Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S (3)	S (3)	S (3)	S (3)	S (3)
CO2	S (3)	M (2)	M (2)	S (3)	M (2)
CO3	M (2)	S (3)	M (2)	S (3)	S (3)
CO4	S (3)	S (3)	S (3)	S (3)	M (2)
CO5	M (2)	S (3)	M (2)	M (2)	S (3)
W.AV	2.6	2.8	2.4	2.8	2.6

S –Strong (3), M-Medium (2), L- Low (1)



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