



DEPARTMENT OF TOURISM STUDIES

PROGRAMME: BA (TOURISM MANAGEMENT)

PROGRAMME OUTCOMES, PROGRAMME SPECIFIC OUTCOME & COURSE OUTCOMES

PROGRAMME OUTCOMES (POs)

1. Promoting experiential learning and practical outdoor exposure to enhance capacity building
2. Providing sound platform for students through orientation and interaction.
3. To train students for burgeoning opportunities in tourism and hospitality industry.
4. Acquiring knowledge and develop the ability to work hard for globalized tourism hub.
5. To impart skills on entrepreneurial opportunities in tourism and hospitality profession.

PROGRAMME SPECIFIC OUTCOMES (PSOs)

- Disseminate practical knowledge of tourism teaching.
- Developing knowledge, skill and aptitude for tapping opportunities for self-sustainability.
- Enabling students to develop entrepreneur skills and build start-ups of their own in ecotourism and homestay operation in Himalayan State.
- To apply practical learning during placement in travel trade sector.
- To provide sound in-house platform for adventure tourism field.

COURSE OUTCOMES (COs)

SEMESTER/ PAPER	TITLE	COURSE OUTCOMES
BATM SEMESTER-I		
BATM- 101	Tourism Principles and Practices	<ul style="list-style-type: none">• The objective of the course module is to provide an understanding of basic concepts and principles of tourism.• This will give an overview of tourism industry, and various organisations at national and international levels.
BATM- 102	Business Communication and Personality Development	<ul style="list-style-type: none">• To equip students of the B.A (Tourism Management) course to effectively acquire skills of business communication• To expand personality traits for the tourism and travel world.
BATM- 103	Principles and Practices of Management	<ul style="list-style-type: none">• The objective is to provide an understanding of basic concepts, principles and practices of management.• The aim is to include the ability to apply multifunctional approach to managerial objectives.
BATM- 104	Basic Accounting	<ul style="list-style-type: none">• The module will enable the students to understand and apply principles of accounting in business operations.• The basic objective is to acquaint students with the accounts, ledger, journals, trial balance, P&L account and preparation of Balance Sheets.
BATM- 105	Environment Science	<i>Ability Enhancement Compulsory Course (AECC) for the students of BA (Tourism Management) with 02 credits of 02 hrs of Lecture per week to have a sound understanding of ecology, environment, biodiversity, ecotourism and related topics.</i>

BATM SEMESTER-II		
BATM- 201	Tourism and Hospitality Marketing	<ul style="list-style-type: none"> • The course inculcates detailed knowledge on tourism and hospitality marketing. • Students are expected to attain a basic knowledge of tourism and hospitality marketing principals and alternative promotional approaches to formulate marketing plans for tourism and hospitality industry.
BATM- 202	Computer Applications in Tourism and Hospitality Industry	<ul style="list-style-type: none"> • The module is prescribed in the course to impart practical knowledge on computer application and to provide an insight on office automation, software applications and computer technology.
BATM- 203	Travel Agency and Tour Operation Business	<ul style="list-style-type: none"> • In this module students will understand the conceptual meaning and differentiation between Travel agency and Tour operation. Further, they can get Knowledge on formalities and documentation needed to set up tour and travel units.
BATM- 204	Human Resource Management in Tourism Industry	<ul style="list-style-type: none"> • To develop an understanding of the human resource management with respect to various aspects of personnel management and industrial relations.
BATM SEMESTER-III		
BATM- 301	Tourism Resources of India	<ul style="list-style-type: none"> • The module gives information of country's tourist places of national and international importance and it helps students to know the background elements of tourism industry of our country.
BATM- 302	Tourism and Transport	<ul style="list-style-type: none"> • The objective of the course module is to teach basic knowledge of various mode of transports. • This module intends to provide knowledge on the elements of transportation in tourism business and to realize the economic importance of tourism transport business in the growth of Indian economy.
BATM- 303	Adventure Tourism Management	<ul style="list-style-type: none"> • This course helps students in acquiring practical knowledge on the vast resources of adventure tourism; • Leading adventure tourism field with management skills and develops the key skills required for successful adventure tourism business management.
BATM- 304	Strategic Management	<ul style="list-style-type: none"> • The objective of this course is to enhance the decision-making abilities of students in situations of uncertainty in a dynamic business environment. • It also aims to familiarize the students with the concepts, tools and techniques of corporate strategic management so as to enable them to develop conceptual and analytical skills to deal with the competitive environment.

BATM SEMESTER-IV		
BATM- 401	Hospitality Management	<ul style="list-style-type: none"> • This module is prescribed to appraise students about the important departments of a classified hotels; • To know various aspects related to F&B, Front Office and accommodation industry.
BATM- 402	Geography of Tourism	<ul style="list-style-type: none"> • It studies the geographical features of tourism in India and in global space with 'spatial' attention on the place of origin, place of destination & routes through which the tourism and travel is identified. • It provides a thorough knowledge about the Physiography of India introduction to natural vegetation, forest, rivers, oceans, attractions of destinations & the accessibility of the world with a focus on a few selected countries of world. This course has been simplified with case studies & broad information about the continents.
BATM- 403	Ecotourism Principles and Practices	<ul style="list-style-type: none"> • This module shall provide useful information's on ecotourism operations and management in order to motivate a sizeable share of eco tourists from all over the world.
BATM- 404	Organisational Behaviour	<ul style="list-style-type: none"> • The module helps to understand the key dimensions, processes and influences upon human behaviour at the level of individual and group in the context of work organisations.
BATM SEMESTER-V		
BATM- 501	Research Methodology	<ul style="list-style-type: none"> • In this module students will understand the conceptual meaning of research methodology. • Further, they can get Knowledge on research design, processing, analysis and interpretation of data and report writing.
BATM- 502	Entrepreneurial Development in Tourism	<ul style="list-style-type: none"> • The purpose is to enable students to understand the basic concepts of entrepreneurship and instil creative thinking and behaviour for preparing a business plan to start a small industry. • It also aimed to develop the necessary input for inculcating new ideas for creating new ventures among tourism students.
BATM- 503	Airline Marketing	<ul style="list-style-type: none"> • The main objective of this course is to familiarize the student with the basic concept of airline marketing; • Equip them with sound knowledge on airline industry of India and abroad.
BATM- 504	Sociology of Tourism	<ul style="list-style-type: none"> • The module looks into the sociological concepts like society, culture, social change etc. so that the student can easily grasp the social impacts of tourism. • Similar other issues of concern form the basis of this module to study sociology.

BATM SEMESTER-VI		
BATM- 601	International Tourism	<ul style="list-style-type: none"> The module provides a comprehensive view of the tourism trends and patterns at the international level. The trends are to be studied through volume of tourists' arrivals in different regions and their contribution in tourism earnings. The knowledge of the forces and factors responsible for tourism growth is also covered in this module.
BATM- 602	Advertising & Public Relation in Tourism Mgmt.	<ul style="list-style-type: none"> This module intends to train the students on Planning and Management of Advertising and Public Relation in Services Industries.
BATM- 603	Tourism Policy and Planning	<ul style="list-style-type: none"> The module discusses Tourism Policy of India and of Tourism states of the Country. The aim of this course is to focus on tourism planning as a process to examine the physical environment of tourism planning and policy-making. Emphasis of this course is on strategic regional and community-based tourism planning.
BATM- 604	Economics of Tourism	<ul style="list-style-type: none"> This course enables to understand the economic aspects of tourism and its impacts in a country. Understanding also includes tourism under five-year plans. To apply appropriate knowledge of economic methods in tourism and make proper decision making is basically what this paper aimed to.
BATM- 605	DISSERTATION, ON-THE-JOB TRAINING REPORT AND VIVA-VOCE	<ul style="list-style-type: none"> Carrying 100 marks, this module is prescribed to make students skilled in data compilation and dissertation writings on any of the given topics by the supervisor. The dissertation would be the outcome of field inquiry and data analysis as well as review of the existing literature in the particular area of study done under the supervision of teaching faculty members of the department. Dissertation completed by students and on the understanding of the students based on the knowledge acquired during three-year duration of BA (Tourism Management) Programme. Similarly, on-the-job training report shall be made available by the students during the viva-voce exam.



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