



BACHELOR OF MANAGEMENT STUDIES
(TOURISM & HSOPITALITY MANAGEMENT)

PROGRAM OUTCOMES (POs)

- PO 1 Apply the knowledge of diverse fields of Management such as Media studies, business administration, human resource management, aviation, branding, and financial branding for higher studies.
- PO 2 Nurture futuristic business leader acquaint the skills of entrepreneurs and effective communication.
- PO 3 Develop acumen towards lifelong learning and research.
- PO 4 Demonstrate professional expertise in fetching global citizenship with cross- cultural component behavior and ethical values.
- PO 5 Explore relationships among commerce, trade industry, services, Management and administration.
- PO 6 Acquire strategic thinking for Managerial positions and overall Administration abilities.
- PO 7 Be Job ready as per requirements of different domains in Financial services, International Business, International marketing and tourism & Hospitality Management.

PROGRAM SPECIFIC OUTCOMES (PSOs)

- PSO1 To analyse key issues in National and International tourism and hospitality industry to develop clear and verified range of interpersonal & transferable graduate skills.
- PSO2 To develop skills in understanding the tasks, functions, duties and activities in the operation of the hotels, restaurants, travel and tour companies, airlines and destination management organizations.
- PSO3 To Critique on sustainable development National, global policies and innovative business trends in tourism and hospitality sectors.
- PSO4 To implement effective Sales, revenue, marketing, branding, promotion and cost control techniques in tourism and hospitality sectors.
- PSO5 To handle various operational problems in hotels, restaurants, travel and tour and event management companies.
- PSO6 To be appraised on various contemporary issues related to business management, applications, digitalization, environmental concerns, hygiene and laws related to tourism and hospitality.
- PSO7 To understand application of quantitative and qualitative business techniques in managing various tourism and hospitality sectors.
- PSO8 To produce industry ready student graduates with internship, employable in all tourism and hospitality sectors.

COURSE OUTCOMES (COs)

2019-20 Batch

Semester	Course Code	Course Name	Course Outcomes (COs)
1	19BMSC1C03	MANAGERIAL ECONOMICS	<p>CO1 : Identify the concept and importance of economics for business and management purpose.</p> <p>CO2 : Identify the factors affecting the demand and will be able to forecast demand for their new product.</p> <p>CO3 : Identify the consumption pattern of consumers in a given market by applying various approaches.</p> <p>CO4 : Identifying the law and theories related to production and cost and achieve managerial equilibrium by utilizing minimum and provide maximum satisfaction.</p> <p>CO5 : A brief knowledge about various market competitors and market structure in an economy and also identifying the markets under perfect or imperfect competition.</p>
1	17BMS3C101	FUNDAMENTALS OF FINANCIAL ACCOUNTING	<p>CO1 : Demonstrate the use of accounting concepts, principles and frameworks to analyze the effect of business transactions on organizations accounting records.</p> <p>CO2 : Reveals the use of accounting system to record, classify and summarize data and analyze the effect of business transactions in a business organization.</p> <p>CO3 : To Describe the Use tools and techniques to interpret the different transactions to be entered into various subsidiary books.</p> <p>CO4 : To Illustrate the Classify accounting information to solve errors in preparation of accounting records and the effect of such transactions in solving business problems.</p> <p>CO5 : Analyse and apply accounting principles in preparation of financial statements and interpret the information for effective decision making in business</p>

Semester	Course Code	Course Name	Course Outcomes (COs)
1	17BMS56C104	MANAGEMENT CONCEPTS	<p>CO1 : After the module students should Conceptualizing and applying the management concepts and practices in real time scenarios in the organisation</p> <p>CO2 : After the module students should analyse the theories and evolution of management and apply them in current business</p> <p>CO3 : After the module students should evaluate, examine and implement the Planning process and decision making process for the survival, growth and development of the organisation</p> <p>CO4 : After the module students should Formulating the techniques of organising to allocate task and the resources between various departments by following centralization and decentralisation</p> <p>CO5 : After the module students should explore the various styles and techniques of leadership, motivation and communication for effective coordination, control and direction</p>
2	19BMIF2C03	ADVANCED ACCOUNTING	<p>CO1 : Ascertain the fire insurance claim in a business organization in order to provide financial protection against loss or damage of stock by fire.</p> <p>CO2 : Relate to the application of accounting treatments between a sale and a consignment transaction with the techniques for computation of stock.</p> <p>CO3 : Extract the differences between consignment, partnership and joint venture transactions under different methods.</p> <p>CO4 : Examine separate accounts for different branches or operating locations to know the cost/profit centers separately</p> <p>CO5 : Appraise the techniques to allocate expenses between different departments by selecting a rational basis to interpret the key parameters of financial performance</p>

Semester	Course Code	Course Name	Course Outcomes (COs)
2	17BMS3C202	MARKETING MANAGEMENT	<p>CO1 : Understanding and examining the basic concepts of marketing and marketing environment</p> <p>CO2 : Appraise market research process and analyze STP process.</p> <p>CO3 : Breakdown and examine various product and pricing strategies.</p> <p>CO4 : Understand the elements of promotion mix and factors affecting choice of distribution.</p> <p>CO5 : Outline and analyze the recent trends in marketing.</p>
2	17BMS3C203	HUMAN RESOURCE MANAGEMENT	<p>CO1 : Ability to identify the managerial role, duties and responsibilities and their roles of HRM in the organization.</p> <p>CO2 : Skills to classify the manpower, recruitment and selection process for the organizational development as well as employee development.</p> <p>CO3 : Capacity to examine the performance of employees for promotion, transfer, and compensation systems.</p> <p>CO4: Capability to distinguish the legal provision of industrial laws and to adopt suitable measures to ensure the worker's safety.</p> <p>CO5 : Ability to design a suitable strategy for the organization to match with recent trends in HRM.</p>
2	19bcc4s061	ENTREPRENEURSHIP	<p>CO1 Illustrate the concept of entrepreneurship and its needs in current scenario.</p> <p>CO2 Examine the business environmental analysis and preparing a planning.</p> <p>CO3 Articulate technical, financial, managerial and personnel feasibility of a business plan.</p> <p>CO4 Identify and learn the relationship between a business organization and various government schemes and regulations.</p> <p>CO5 To understand why entrepreneurs fails and the various pitfalls of entrepreneurs.</p>

Semester	Course Code	Course Name	Course Outcomes (COs)
3	16BMTH2C03	INTRODUCTION TO HOSPITALITY	<p>CO1 Provide the student with an introduction to the world of business and particularly to business as it applies to the hospitality industry.</p> <p>CO2 Become acquainted with the social, economic and environmental context within which the hospitality industry operates</p> <p>CO3 Understand the structure, nature and operating characteristics of the different sectors of the hospitality industry: food service, lodging and tourism</p> <p>CO4 Obtain an appreciation of the various functions of management and their interrelationships with other key concerns of managers such as marketing, finance and human resource management.</p> <p>CO5 Be able to identify the role of managers in the hospitality industry and to highlight their responsibilities.</p>
3	2BMSTH5	INTRODUCTION TO TRAVEL AND TOURISM	<p>CO 1 - Familiarize students with the basic concepts of travel and tourism discuss the terminology used.</p> <p>CO 2 - Give an insight into how travel and tourism evolved over a period of time and reached the modern stage.</p> <p>CO 3- Enhance the knowledge of students in various areas related to tourism and how it affects the destination.</p> <p>CO 4 - Explore the selected issues that currently influence the tourism industry both locally and globally.</p> <p>CO 5 - Describe and classify the constituents and impact of the tourism industry.</p>

Semester	Course Code	Course Name	Course Outcomes (COs)
3	16BMIF3C03	BUSINESS LAW	<p>CO1 Demonstrate an understanding of the Legal Environment of Business and Communicate effectively using standard business and legal terminology.</p> <p>CO2 Outline the nature, meaning, type of contracts and the impact of legislation upon contract law.</p> <p>CO3 Enumerate the legal framework of contracts relating to sale of goods and understanding of legality and Statute of Frauds in Sale of Goods.</p> <p>CO4 Stimulate the various provisions of Company Law into real world challenges.</p> <p>CO5 Demonstrate a critical understanding of the Cyber law with respect to Information Technology Act and the use analytical skills with the help of case study analysis.</p>
3	17BMS3C201	FUNDAMENTALS OF MANAGEMENT ACCOUNTING	<p>CO1 Outline how cost accounting is used for decision making and performance evaluation.</p> <p>CO2 Analyse and provide recommendations to improve the operations of organizations through the application of Cost and Management accounting techniques.</p> <p>CO3 Evaluate the costs and benefits of different conventional and contemporary costing systems and apply cost accounting methods to evaluate and project business performance.</p> <p>CO4 Demonstrate mastery of costing systems, cost management systems, budgeting systems and performance measurement systems.</p> <p>CO5 Analyze cost-volume-profit techniques to determine optimal managerial decisions.</p>

Semester	Course Code	Course Name	Course Outcomes (COs)
3	19MENV10VE2	ENVIRONMENTAL STUDIES	<p>CO1 To describe the multidisciplinary nature of environment and identify its different components, scope and concept of sustainability.</p> <p>CO2 To distinguish the different structure and function of ecosystem & analyze the ecosystem components with help of case studies.</p> <p>CO3 To differentiate among natural, renewable and non-renewable resources and their usages.</p> <p>CO4 To identify the different levels of bio diversity, and distinguish among ecosystem and biodiversity service's values at different grounds.</p> <p>CO5 To identify different types of pollutants and its human hazards and to choose the best solid waste management measures with help of case studies.</p>
3	19BMIM3C01	DIGITAL MARKETING ESSENTIALS	<p>CO1 : Identifying the characteristics of digital marketing with respect to various traditional marketing approaches.</p> <p>CO2 : Applying and measuring the performance of marketing campaigns as per emerging marketing trends in the market.</p> <p>CO3: Analyzing the behavior of digital Consumer.</p> <p>CO4: Identify the various challenges and opportunities of disruptive digital environment and dynamic digital environment.</p> <p>CO5: Applying digital tools in different digital platforms as per the convenience.</p>
3	18BMIM4CO4	CONTEMPORARY LEADERSHIP PRACTICES	<p>CO1 : Assess the framework of high-performance teams by studying Leadership Styles of high-performance teams.</p> <p>CO2 : Relate the components of emotional intelligence at the Workplace.</p> <p>CO3 : Examine the role of leaders in creating accountability and transparency within business organizations.</p> <p>CO4 : Evaluate the leadership lessons learnt by Indian Business Leaders</p> <p>CO5 : Explain the leadership theories in the context of Globalization.</p>

Semester	Course Code	Course Name	Course Outcomes (COs)
3	16MATH0G5	QUANTITATIVE TECHNIQUES	<p>CO1 : Generalized an introductory idea about statistical methods and tools that are essential for the empirical and analytical study of economics at the undergraduate level.</p> <p>CO2 : Have a better understanding about the quantitative aspects regarding research and economic analysis.</p> <p>CO3 : Evaluating the source of a quantifiable problem, recognize the issues involved and produce an appropriate action plan.</p> <p>CO4 : Demonstrate an ability to apply various statistical tool to solve business problem.</p> <p>CO5 : Calculate and interpret statistical values by using statistical tool (correlation & regression).</p>
4	19BMTH4C02	FOOD SAFETY – HYGIENE & PRINCIPLES	<p>CO 1 Able to understand Concepts, importance & standards of Hygiene and sanitation in catering establishments.</p> <p>CO 2 Identify Adulteration, common adulterants, additives their role and Mislabeling.</p> <p>CO 3 Should be able to explain Food Laws & Regulations</p> <p>CO 4 Apply food standards and HACCP in food production department</p> <p>CO 5 Examine Contamination and food spoilage, Conditions leading to spoilage</p>
4	19BMTH4C01	TOTAL QUALITY MANAGEMENT IN TOURISM AND HOSPITALITY	<p>CO 1 - Able to understand need of quality, its evolution concepts of TQM</p> <p>CO 2 - Identify the Barriers to TQM, Customer orientation, Customer satisfaction & retention</p> <p>CO 3 - Able to explain the TQM Tools and Techniques.</p> <p>CO 4 -Apply Quality Aspects in a Service Organization for improving the tourist experience and management of Tourism.</p> <p>CO 5 -Examine the Roles Total Quality Management in HRD, Training & organizational transition.</p> <p>CO 6 - Examine the Key elements of Managerial skill in Tourism & hospitality Industry, ISO Series and Tourist destination life cycle.</p>

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4	19PSY0G1	CONSUMER PSYCHOLOGY	<p>CO1 : The trends of customer loyalty and commitment towards new marketing trends.</p> <p>CO2 : The trends in socio-cultural and behavioral pattern and its impact on the business.</p> <p>CO3 : Gain an understanding of the dimensions of consumer behavior on business functions.</p> <p>CO4 : Consumer behavior decision process and factors affecting – External factors / Internal factors.</p> <p>CO5 : Models of consumer buying behavior such as comprehensive / multivariate explanation.</p>
4	19BMIB4C02	SOCIAL MEDIA MARKETING	<p>CO1 : Demonstrate an understanding and analyze the legal, economic, professional and ethical principles when gathering, reporting, editing and publishing information.</p> <p>CO2 : knowledge and understanding of the mass communication process and the mass media industries.</p> <p>CO3: Demonstrate the importance of social media marketing in digital era.</p> <p>CO4: Illustrate and assess different social media technologies.</p> <p>CO5: Understand different strategies of social campaigns by measuring the performance result as well.</p>
4	19BMSGC02	ENTREPRISE RESOURCE PLANNING	<p>CO1 : Describe the applications of Enterprise software, and its role in integrating business functions.</p> <p>CO2 : Categorize the strategic options for ERP identification and adoption.</p> <p>CO3 : Design and applying the ERP implementation strategies.</p> <p>CO4 : Formulate reengineered business processes for successful ERP implementation.</p> <p>CO5 : Develop mechanisms in an enterprise, and identify all components in an ERP system and the relationships among the components.</p>

Semester	Course Code	Course Name	Course Outcomes (COs)
4	19BMSC4C02	FINANCIAL MANAGEMENT	<p>CO1 : Demonstrate the ability to apply time value of money concepts to a variety of individual financial scenarios.</p> <p>CO2 : Perform EBIT and EPS analysis in obtaining optimum capital structures and apply cost of capital concept in raising funds in most economical manner.</p> <p>CO3 : Ability to compare and contrast various corporate projects using capital budgeting techniques.</p> <p>CO4 : Experiment various concepts and approaches of working capital management to real time business and corporate scenarios.</p> <p>CO5 : Project the ability to recommend dividend decisions by identifying the influencing factors.</p>
4	19BMSC4C01	BUSINESS RESEARCH METHODS	<p>CO1 : Familiarize participants with basic of research and the research process. So that the students can develop understanding on various kinds of research, objectives of doing research, research process, research designs and sampling.</p> <p>CO2 : Appraise and integrate business research theory, specialist research tools and technical skills to conduct a guided research project and/or technical activity.</p> <p>CO3 : Enable the student in conducting research work and formulating research synopsis and interpret.</p> <p>CO4 : Examine current best practice in qualitative and quantitative research, the applications of both forms of research, the interrelationship between the various research methods, the implementation of research designs and analysis techniques.</p> <p>CO5 : Interpret knowledge on measurement & scaling techniques as well as the quantitative data analysis. So that the student is familiarized with Statistical packages such as SPSS/EXCEL.</p>

Semester	Course Code	Course Name	Course Outcomes (COs)
5	16BMT5D12	TRAVEL AGENCY AND TOUR OPERATIONS	<p>CO 1 Able to infer on History, Growth, and present status of Travel Agency, Definition of Travel Agency and differentiation between Travel Agency & Tour Operation business and Linkages between services providers.</p> <p>CO 2 Able to infer on History, Growth, and present status of Travel Agency, Definition of Travel Agency and differentiation between Travel Agency & Tour Operation business and Linkages between services providers.</p> <p>CO 3 To familiarize with Govt. and IATA rules and regulations to get approval and accreditation for travel agency and tour operators.</p> <p>CO 4 To outline the various fiscal and non-fiscal incentives available to travel agencies and tour operations business.</p> <p>CO 5 Able to identify the importance National & International Trade Associations in promotion of travel & tour business.</p> <p>CO 6 Able to capture the functions and income sources of travel agency and tour Operator.</p>

Semester	Course Code	Course Name	Course Outcomes (COs)
5	16BMH5D22	HOSPITALITY REVENUE MANAGEMENT	<p>CO1 Able to Calculate hotel ARR, Avg Rev Par using standard formulas in Revenue management, apply various hotel room pricing methods and identify various profit sectors in hotel Industry.</p> <p>CO 2 Create accurate Hotel room forecast, and apply rate fences and innovative pricing methods.</p> <p>CO 3 Manage hotel distribution channels online and offline, evaluate and decide on profitable group and perform displacement analysis to maximize revenue.</p> <p>CO 4 Apply Revenue Management techniques using revenue management system, handle over booking, walking of guest tactfully, handling online distribution channels and maximize revenue and minimize loss</p> <p>CO 5 Able to choose the right Revenue Management approach like four quadrants and five steps, refining strategic levers and applying the principles in other related fields.</p> <p>CO 6 Construct revenue Management Strategies and process for maximizing revenue from hotel rooms and other departments by maximum utilization of available saleable resources and minimizing costs.</p> <p>CO 7 Manage hotels, restaurants and other allied business establishments profitably applying the revenue management techniques suitably and maintain good relationship with guests and distribution channel partners.</p>
5	16BMTH5C03	TOURISM PLANNING AND DESTINATION MANAGEMENT	<p>CO 1 - The students will be able to perform environmental impact assessment for hotels, tour operations.</p> <p>CO 2 - The students will identify the management aspects of any tourist destination.</p> <p>CO 3- The students will understand the operations and functions of DMO's.</p> <p>CO 4 - The students will be able to understand the E-business implications in tourism and destination marketing specifically.</p>

Semester	Course Code	Course Name	Course Outcomes (COs)
5	COURSE	INTERNATIONAL TOURISM MANAGEMENT	<p>CO 1 Acquire understanding and knowledge of the global tourism scenario</p> <p>CO 2 Learn to appreciate current trends & challenges in Global tourism</p> <p>CO 3 Understand the contemporary trends in global tourism</p> <p>CO 4 Learn sustainable tourism practices in international tourism</p> <p>CO 5 Gain knowledge of internationally popular tourism places in top tourism countries</p>
5	5BMS4	HOSPITALITY MANAGEMENT SOLUTIONS	<p>CO 1 Learn the basic concepts and technologies used in the field of hospitality management information systems.</p> <p>CO 2 Learn the processes of developing and implementing information systems</p> <p>CO 3 Understand the role of the ethical, social, and security issues of information systems</p> <p>CO 4 Learn to articulate the role of information systems in organizations, the strategic management processes, with the implications for the hospitality management</p> <p>CO 5 Learn to apply the understanding of how various information systems like DBMS work together to accomplish the information objectives of an organization.</p>
5	5BMS1	RETAIL AND SUPPLY CHAIN MANAGEMENT	<p>CO1 : Embrace the tools and techniques required to succeed in the new media environment.</p> <p>CO2 : Assess and evaluate the performance of digital marketing campaigns through behavioural and attitudinal engagement metrics and measures, and make use of a broad spectrum of digital and consumer analytic tools and techniques.</p> <p>CO3 : Understand the functions of retail business and various retail formats and retail channels.</p> <p>CO4 : Understand the difference between Retail and Manufacturing Supply Chain</p> <p>CO5 : Understand, key drivers of retail supply chain and how to select a retail store location.</p>

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5	5BMS2	FUNDAMENTALS OF BUSINESS TAXATION	<p>CO1 : State the meaning and types of taxes.</p> <p>CO2 : Enlist the incomes that are exempt from tax.</p> <p>CO3 : Compute income from Salary and House property.</p> <p>CO4 : Compute the taxable income of an individual and tax liability.</p> <p>CO5 : Implement the rules regarding registration and payment of tax under the various Indirect tax laws of the country such as – central sales tax, GST, Customs Act, Value Added tax, and Service tax.</p>
5	5BMS6	HOSPITALITY & ACCOMMODATION MANAGEMENT	<p>CO 1 The students will be able to examine the management challenges inherent in the organization of Housekeeping department and functions of the Housekeeping staff.</p> <p>CO 2 Students will be able to understand the Layout and important functions of the department</p> <p>CO 3 Appreciate the operational and marketing perspectives with emphasis on the housekeeping operations outside hotel and facility Management companies.</p> <p>CO 4 To familiarize students on the use of right cleaning chemicals and tools and environmental aspects in housekeeping.</p> <p>CO 5 Practical Application of laundry machinery, flow cycle and linen room operations.</p>
5	16BM6D32	AIR TICKETING	<p>CO 1 - Acquire Understanding of the global cargo world and ticketing system to avoid strategic and tactical errors.</p> <p>CO 2 - Acquire knowledge of how to reduce the operating costs and maintain optimum levels of customer.</p> <p>CO 3 - Learn to capitalize on the changes within the cargo industry by researching and planning effectively.</p> <p>CO 4 - Understand shippers' changing needs and how to adjust your business for immediate results.</p> <p>CO 5 - Learn how to improve the competitive performance and skill by acquiring exceptional management.</p>

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6	16BMTH5C02	INTERNATIONAL EVENT MANAGEMENT	<p>CO 1 Recognize role of events for promotion of tourism, types and forms of events, need of event management and key factors for best event management.</p> <p>CO 2 Able to conduct the events, conferences, conventions and exhibitions meticulously.</p> <p>CO 3 Capable to plan and organize conference, conventions, incentives, trade shows and exhibitions meticulously.</p> <p>CO 4 Able to manage conference sites & facilities, convention sites & facilities, trade shows sites & facilities and exhibition sites & facilities</p> <p>CO 5 prepare Budget for conference, conventions, incentives, trade shows and exhibitions.</p> <p>CO 6 Managing Registration, Seating Arrangements, Documentation, interpreting press relation, Computer Graphics, Teleconferencing, Recording, Publishing Proceedings, Interpretation and language.</p> <p>CO 7 Able to Sketch the role of travel agency in the management of conference, conventions, incentives, trade shows and exhibitions.</p>
6	6BMS4	FOOD & BEVERAGE COST CONTROL	<p>CO 1 To develop students' knowledge on various cost control terms and standard measures used in hotel industry in food and beverage department.</p> <p>CO 2 To explain students about receiving control used in hotel industry in food and beverage department.</p> <p>CO 3 To make students understand cost control techniques in storing & issuing control.</p> <p>CO 4 To familiarize students on revenue management and inventory control methods to reduce cost and wastage and increase profit.</p> <p>CO 5 Practical Application methods of cost control techniques in beverage outlets.</p>

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6	6BMS3	INTERNATIONAL BUSINESS ENVIRONMENT	<p>CO1 To demonstrate about the various constituents of global business environment.</p> <p>CO2 To illustrate about the various theories of International trade.</p> <p>CO3 To construct and develop framework for effective media usage and campaign planning along with media performance.</p> <p>CO4 To distinguish various mode of entry strategies in International Business.</p> <p>CO5 To describe the importance of emerging developments in International Business.</p>
6	6BMS2	STRATEGIC MANAGEMENT	<p>CO1 Demonstrate understanding of major theories, background work, concepts and research output in the field of strategic management.</p> <p>CO2 Demonstrate a clear understanding of the concepts, tools & techniques used by practitioners in developing and executing strategies and its integrative and interdisciplinary nature.</p> <p>CO3 Demonstrate effective application of concepts, tools & techniques to practical situations for diagnosing and solving organizational problems.</p> <p>CO4 Demonstrate capability of making their own decisions in dynamic business landscape.</p> <p>CO5 Develop the capacity to think and execute strategically.</p>
6	6BMS4	BUSINESS ETHICS AND NEGOTIATION SKILLS	<p>CO1 Be able to apply course material to take actions at different stages of negotiations; appreciate and explain the importance of pre-negotiation and post-negotiation phases</p> <p>CO2 Demonstrate understanding of the roles and functions in negotiation teams; demonstrate the skills of organizing and managing negotiation teams.</p> <p>CO3 Formulate and apply the instruments of negotiation strategy and tactics.</p> <p>CO4 Demonstrate Understanding of the zone of possible agreement (ZOPA) in negotiations.</p> <p>CO5 Understand and apply the course concepts to the functions of the best alternative to a negotiated agreement (BATNA); recognize and use BATNA in negotiations.</p>