

DEPARTMENT OF B.Com TRAVEL AND TOURISM

A. PROGRAMME OUTCOME (PO)

- Acquire conceptual knowledge of financial accounting and to impart skills for recording various kinds of business transactions.
- Demonstrate knowledge of major theories and models in key areas of organisational behaviour.
- Analyse organisational problems and generate realistic solutions based on current academic research in organisational behaviour.
- Demonstrate a knowledge of key concepts underlying quantitative decision analysis.
- Acquire domain knowledge
- Strengthen critical thinking and reasoning skills
- Develop effective communication skills
- Imbibe human values, inclusiveness attitude and socio-cultural sensitivity
- Build up self-esteem and competence to face challenges
- Attain life-readiness through problem-solving skills and competencies
- Demonstrate a knowledge of key concepts underlying quantitative decision analysis
- Critically evaluate new ideas, research findings, methodologies, and theoretical frameworks in a specialised field of study.

B. PROGRAMME SPECIFIC OUTCOMES (PSO)

- To build a strong foundation in accounting, management and business subjects
- To prepare students for a variety of career options in accounting, management and business related fields
- To equip students with skills and knowledge to excel in their future careers
- To develop critical thinking skills in students
- To develop skills in sustainable tourism management
- To develop management skills in relation to the discipline of tourism

C. COURSE OUTCOMES (CO)

SEMESTER	COURSE CODE	TITLE OF COURSE	COURSE OUTCOME
I	CO1CMT03	Business Communication and MIS	<p>To familiarise the importance of communication in business</p> <ul style="list-style-type: none">• To familiarize methods of communication relevant to various business situations and to build up communication skills among students.

			<ul style="list-style-type: none"> To develop awareness about the importance of succinct written expression to modern business To enable the students to write effective and concise letters and memos
	CO1CRT02	Financial Accounting I	<ul style="list-style-type: none"> Prepare Financial Statements of companies in accordance with Generally Accepted Accounting Principles. Employ problem solving skills in Single Entry Accounts Employ problem solving skills Royalty Accounts Employ problem solving skills in Farm Accounts
	CO1CRT03	Corporate Regulations and Administration	<ol style="list-style-type: none"> To have a basic level knowledge in the incorporation, administration and winding up of corporates under The Companies Act 2013. To develop cognitive skills to analyse, evaluate and synthesise information about corporations and its various stakeholders. To develop skills to identify and resolve various legal and business related issues of corporates. To develop a commitment to engendering lawful, ethical and socially reasonable corporate behaviour.
	CO1CMT01	Banking and Insurance	<ul style="list-style-type: none"> To familiarize the students with the basic concepts and practice of banking and Insurance To familiarize the students with the changing scenario of Indian banking and insurance Sector To make the students explore with the fundamental principles of banking and insurance <p>To prepare students for a professional base in the fields of banking and insurance, thus making it easier to secure jobs in these sectors.</p>
	CO1CRT01	Dimensions and Methodology of Business	<ul style="list-style-type: none"> To understand business and its role in society To have an understanding of Business ethics and CSR To familiarise students with the various dimension of business environment and the role of Technology integration in business. <p>To familiarises students the importance of Business Research.</p>
II	CO2CMT04	Business Environment	<ul style="list-style-type: none"> The course will help the students to understand the theoretical frame work of business environment It will enable the students to understand the changing laws & regulations on business firms It helps the students to understand the emerging dimensions in socio cultural environment and its relevance on business

			<ul style="list-style-type: none"> The course is intended to provide a fundamental exposure to the students on the components of business environment
	CO2CRT04	Financial Accounting II	<ol style="list-style-type: none"> To acquaint students with the preparation of books of accounts of various types of business activities To develop the application of important accounting standards in the field of accounting To create awareness on the existing method of accounting procedure followed To equip the students to gain advanced knowledge in the field of accounting
	CO2CRT05	Business Regulatory Framework	<ul style="list-style-type: none"> The course is intended to familiarise the students with the legal framework influencing business decisions. To enable the students to apply the provisions of business laws in business activities. To make students able to analyse the differences between various types of contract and provisions of various elements of contract. To acquaint pupils to distinguish between Bailment and Pledge and Indemnity and Guarantee.
	CO2CRT06	Business Management	<ol style="list-style-type: none"> To familiarise the students with concepts and principles of management. To familiarise the students with the application of different techniques of management To help the students to understand how the business strategies help in effective utilisation of organisational resources. The course is intended to familiarise the students with the various managerial functions of the organisation.
	CO2CMT02	Principles of Business Decisions	<ul style="list-style-type: none"> To familiarise the students with the economic principles and theories underlying various business decisions. To equip the students to apply the economic theories in different business Situations. To familiarise students with demand and price theory, and various concepts related to it. <p>To enable students to analyse production and its function, cost and its related concepts.</p>
III	CO3CMT05	Business Ethics and Corporate Social Responsibility	<ul style="list-style-type: none"> The course aims to acquaint the students with various concepts of business ethics and

			<p>practices of corporate social responsibility in India</p> <ul style="list-style-type: none"> • To understand a basic and clear understanding of business ethics • To understand the relevance of corporate social responsibility • To identify the trade-offs that face an ethical manager
	CO3CRT07	Corporate Accounts I	<ul style="list-style-type: none"> • Prepare Financial Statements of companies in accordance with Generally Accepted Accounting Principles. • Employ problem solving skills in investment accounts of shares and Debentures • Employ problem solving skills in Insurance Accounts and settlement of claims <p>Gain Proficiency in Joint Stock Company accounts</p>
	CO3CRT08	Quantitative Techniques for Business- 1	<ul style="list-style-type: none"> • To make the students understand the role of statistics and quantitative techniques • To enable the students with familiarize basic tools in statistics • To acquaint them with measures of central tendency and dispersion <p>To make students aware about interpolation and extrapolation</p>
	CO3CRT09	Financial Markets and Operations in India	<ol style="list-style-type: none"> 1. To Understand the broad concepts and mechanism of functioning of various financial markets. 2. To familiarise the students with financial market 3. To help students to appreciate and understand how financial markets and institutions operate. 4. To Demonstrate an awareness of the current structure and regulation of the Indian financial services sector.
	CO3CRT10	Marketing Management	<ol style="list-style-type: none"> 1. The objective of this course is to provide a sound understanding of the basic of marketing management and their applications in the business and industry 2. To help students to understand the concept of marketing and its applications

			<p>3. To help the students for applications of marketing principles in business and industry</p> <p>4. To make the students aware of modern methods and techniques of marketing.</p>
	CO3OCT04	Fundamentals of Tourism	<ul style="list-style-type: none"> • To enable students, understand fundamental of tourism • To enable the students with the natural and cultural heritage of India • To make the students equipped to plan tourism at a destination • To make students aware about the impacts which tourism might create
IV	CO4CMT06	Logistics and Supply Chain Management	<ul style="list-style-type: none"> • To enable students, understand fundamental supply chain concepts • Understand the foundational role of Logistics in Transportation and Warehousing • To gain the working understanding of logistics principles and explore the students to the language of logistics • To prepare the students for career opportunities in logistics
	CO4CRT11	Corporate Accounts II	<ul style="list-style-type: none"> • To acquaint them with the preparation Insurance Accounts • To Familiarize them with preparation of financial statements of Banks • To employ problem solving skills in Companies Amalgamation, Absorption , Internal and External reconstruction <p>To understand the theory and practice of liquidation of companies</p>
	CO4CRT12	Quantitative Techniques for Business- II	<ul style="list-style-type: none"> • The course is provided to familiarise the students with the various quantitative techniques • To enable the students to apply the practical problems and to obtain the analysis • The course is provided for the practical application about various statistical methods • To enable the students to know about the statistical tools like estimation in business decision making.

	CO4OCT04	Travel and Tourism Infrastructure	<ul style="list-style-type: none"> • To enable students, study the meaning and scope of Tourism Infrastructure • To acquaint the students to understand the rules to start a travel agency business • To make the students aware about the different travel formalities • To enable students study travel agency and its operations
	CO4OCT04	Entrepreneurship Development and Project Mgt	<p>To develop entrepreneurial spirit among students</p> <ul style="list-style-type: none"> • To empower students with sufficient knowledge to start up their venture with confidence • To mould young minds to take up challenges and become employer than seeking employment and to make them aware of the opportunities and support for entrepreneurship in India • To evaluate and utilise relevant theories and concepts underpinning resolution of innovation management problems
V	CO5CRT14	Cost Accounting – 1	<ul style="list-style-type: none"> • To familiarise the students with cost concepts and knowledge, such as terminology, fundamental principles, classifications, generalizations and methods. • To make the students learn the fundamentals of cost accounting as a separate system of accounting • To make students understand the various inventory cost flow assumptions like (FIFO, LIFO, Simple Average Cost, Weighted average) along with different practical problems. <p>To demonstrate ability to calculate wages and overheads under different methods.</p>
	CO5CRT15	Environment Management and Human Rights	<ul style="list-style-type: none"> • To acquaint pupils with the different renewable and non-renewable resources: natural resources and associated problems. • Make students conversant with recent developments such as Green Accounting, Green Marketing, Green Accounting, and Green Washing. • Make students understand about environmental pollution, various social issues and the environment. <p>To familiarise student with Human rights as well as its</p>

			national and international implications.
	CO5CMT07	E Commerce	<ul style="list-style-type: none"> • Demonstrate an understanding of the foundations and importance of E-commerce • Demonstrate an understanding of retailing in E-commerce • Analyse the impact of E-commerce on business models and strategy • Describe Internet trading relationships including Business to Consumer, Business-to-Business, Intra-organizational
	CO5OCT04	Hospitality Management	<ul style="list-style-type: none"> • Provide a common body of knowledge in hospitality management coupled with a broad education and awareness of skills and attitudes which will prepare students for responsible leadership roles in the hospitality industry. • Develop employability skills required of hotel-restaurant management, golf management, and culinary professionals through the use of a competency-based program. • Provide students with relevant hands-on operational experience in some facet of the hospitality industry • Utilize interpersonal skills to lead/manage first-level employees in a hospitality setting
	EC5OPT01	OPEN COURSE – Fundamentals of economics	<ul style="list-style-type: none"> • Develop ideas of the basic characteristics of Indian economy, its potential on natural resources. • Demonstrate marginal productivity theory of distribution, theory of wages, identify different types of rent, illustrate different theories of interest and profits. • Identify the various types of investment function analysis and understand the elements of social cost benefit analysis. • Analyze different phases of trade cycle, demonstrate various trade cycle theories, understand the impact of cyclical fluctuation on the growth of business, and lay policies to control trade cycle.
VI	CO6CRT17	Cost Accounting – 2	<ul style="list-style-type: none"> • Familiarise Students with Job and Batch Costing • Understand theory and practice of Contract Costing

			<ul style="list-style-type: none"> To develop problem solving skills in Marginal Costing <p>Awareness on Budgeting and its techniques</p>
	CO6CRT18	Advertisement and Sales Management	<ol style="list-style-type: none"> To make an awareness of the strategy, concepts and methods of advertising and sales promotion To know the career choices and personal skill set required to succeed in the advertising industry. To analyse advertising and sales promotion issues critically, systematically and creatively to identify problems, and to propose and evaluate alternative approaches to solving these problems. To understand the advanced theories of communication relating to advertising.
	CO6CMT11	Tourism Environment and Ecology	<ul style="list-style-type: none"> To acquire ability to understand the importance of local ecology, culture, history To strengthen their knowledge in environment and eco-tourism can pursue this course. To help them critically explore the politics and practices of heritage and environmental conservation It helps them to understand history and heritage studies to outline a range of critical lenses for approaching sustainable tourism, ecotourism and heritage conservation
	CO6CRT20	Tourism and Cultural Heritage of India	<ul style="list-style-type: none"> To familiarize the cultural setup in India and its contribution to tourism To enable the students to get a basic knowledge about Indian Cultural diversity To make the students understand about different architectural styles in India To familiarize with fairs and festivals in India and Indian Music and Art forms
	CO6CRT20	Management Accounting	<ul style="list-style-type: none"> To acquaint the students with management accounting techniques for the analysis To familiarise students with interpretation of financial statements To acquaint students on the basic framework of financial reporting. To understand preparation of Cash flow Statement

