



## **PERUNTHALAIVAR KAMARAJAR ARTS COLLEGE**

(An Institution functioning under the Aegis of Pondicherry Society for Higher Education)

(Accredited by NAAC with 'B' Grade)

KALITHEERTHALKUPPAM, PUDUCHERRY- 605 107

### **DEPARTMENT OF TOURISM**

#### **PROGRAMME OUTCOME**

##### **B.B.A. (Tourism)**

The Bachelor of Business Administration in Tourism, an undergraduate degree in Tourism was started in 2005. This program spread over three years. This curriculum design prepares the student to adapt to the demands and face the challenges of today's Tourism and Travel industry. Teaching includes lectures and other forms of extension such as presentations, discussions, brainstorming, demonstrations, and field visits.

The basic objective of the BBA (Tourism) is to provide competent young men and women with the necessary knowledge, skills, values, and attitudes to occupy key operational positions in the Travel and Tourism Industry.

1. A clear knowledge of the travel, tourism, and hospitality industry, and its different functional and operational areas.
2. Well prepared to adapt to the demands and face the challenges of the tourism industry.
3. Students can acquire both theoretical and practical knowledge.
4. A well-prepared curriculum that focused on the industry needs.

## COURSE OUTCOME CBCS PATTERN

SEMESTER – I			
SL.NO	SUBJECT CODE	SUBJECT	OUTCOME
1	MT1(1)	Tourism Concepts and Practices	<ul style="list-style-type: none"> <li>• It will help students understand the basics of the travel and tourism business</li> <li>• To understand the dynamics of tourism businesses and their impacts</li> </ul>
2	MT2(1)	Tourism Resources of India	<ul style="list-style-type: none"> <li>• To understand the vast tourism resources of India</li> <li>• To know the competitiveness of India as a tourist destination</li> </ul>
3	AE1(1)	Public Administration	<ul style="list-style-type: none"> <li>• Understand public administration theory and concepts from multiple perspectives</li> <li>• Acquaint with the functioning of the Indian administration, at central, state, and local levels and the responses of these systems in addressing the concerns of the people</li> </ul>
SEMESTER- II			
4	MT3(1)	Tourism Geography	<ul style="list-style-type: none"> <li>• To familiarize with the locales, attractions, and accessibility to major tourist destinations across the continents</li> <li>• To be able to plan tour itineraries of various countries across time zones</li> <li>• To study the role and importance of geography in tourism development.</li> <li>• To understand the different aspects of geography</li> </ul>

5	MT4(1)	Travel Agency and Tour Operation Business	<ul style="list-style-type: none"> <li>• To understand the significance of travel agency and tour operation business</li> <li>• To develop adequate knowledge and skills applicable to the travel industry</li> </ul>
6	AE2(1)	Environmental Studies	<ul style="list-style-type: none"> <li>• Students will understand key concepts in the life and physical sciences and will apply them to environmental issues</li> <li>• Students will apply knowledge of the sciences within an interdisciplinary context in solving environmental issues such as environmental health, food and agriculture, energy, waste and pollution, climate change, population, resource management, and loss of biodiversity</li> </ul>
<b>SEMESTER- III</b>			
5	MT5(1)	Tour Itinerary Planning and Design	<ul style="list-style-type: none"> <li>• To provide comprehensive information about the intricacies of tour packaging</li> <li>• To understand various methods of designing tour packages and programming for more value addition to the customers</li> </ul>
6	MT6(1)	Business Communication	<ul style="list-style-type: none"> <li>• To impart oral and written communication skills through experiential learning</li> <li>• To acquaint with the etiquettes of business communication</li> </ul>
7	MT7(1)	Tourism Organisation	<ul style="list-style-type: none"> <li>• To be familiar with the Regional, national, and international tourism organization</li> <li>• To provide information about the aims, objectives, and ways of functioning of tourism organizations</li> </ul>

8	MT8(1)	Basics of Hotel Operations	<ul style="list-style-type: none"> <li>• To study the flow of activities and functions in today's Hotel operation</li> <li>• To familiarize with Hotel operations</li> <li>• To establish the importance of various departments and their role in the Hospitality Industry.</li> </ul>
9	MP1(1)	Internship-I	<ul style="list-style-type: none"> <li>• The students shall strive to get acquainted with complete functional exposures during the internship period and learn the nitty-gritty of the hospitality sector</li> </ul>
<b>SEMESTER- IV</b>			
10	MT9(1)	Soft Skills and Personality Development for Tourism	<ul style="list-style-type: none"> <li>• To enable the students to handle job interviews with a positive personality</li> <li>• To enhance the body language of students and development on their personality</li> </ul>
11	MT10(1)	Principles of Management	<ul style="list-style-type: none"> <li>• To help the students gain an understanding of the functions and responsibilities of managers</li> <li>• To provide the tools and techniques to be used in the performance of the managerial job</li> <li>• To help the students to develop cognizance of the importance of management principles</li> </ul>
12	MT11(1)	Human Resource Management in Tourism	<ul style="list-style-type: none"> <li>• To provide basic knowledge about the basic concepts of Human Resource Management</li> <li>• To know the human resource management practices in the tourism industry</li> </ul>

			<ul style="list-style-type: none"> <li>To study the role and importance of Human Resources in the Tourism Industry</li> </ul>
13	MT12(1)	Airlines and Airport Management	<ul style="list-style-type: none"> <li>To understand the structure and dynamics of the aviation industry</li> <li>To gain a thorough insight into various operations and management of airlines</li> <li>To understand about Aviation Safety, Baggage Rules, Piece and Weight Concept, special facilities available</li> </ul>
14	MT13(1)	Computer Applications in Tourism	<ul style="list-style-type: none"> <li>To understand the basics of computer</li> <li>To analyze the relationship between information technology and the Tourism Industry Components</li> <li>To impart knowledge about MS- Word, Excel, and PowerPoint</li> </ul>
<b>SEMESTER- V</b>			
15	MP2(1)	Internship-II	<ul style="list-style-type: none"> <li>The students shall strive to get acquainted with complete functional exposures during the internship period and learn the basics of the Travel agency sector</li> </ul>
16	MT14(1)	Front Office Operations	<ul style="list-style-type: none"> <li>Analyzes hotel front office positions and the procedures involved in reservation, registration, accounting for, and checking our guests and principles and practices of night auditing. Covers the complete guest operation in both traditional and computerized operations</li> </ul>
17	MT15(1)	Travel Documentation	<ul style="list-style-type: none"> <li>To impart students with knowledge of Passport</li> <li>To acquaint oneself with the types of visa</li> <li>To equip with basic knowledge on health regulations</li> </ul>

18	MT16(1)	Tourism Economics	<ul style="list-style-type: none"> <li>• To impart students with knowledge of the foreign exchange market</li> <li>• To equip with basic knowledge on the economic fundamentals</li> </ul>
19	MT17(1)	Principles of Accounting	<ul style="list-style-type: none"> <li>• To acquaint oneself with the fundamental principles of accounting</li> <li>• To enable oneself to analyze and interpret the financial statements</li> <li>• To be able to apply accounting techniques and financial strategies in the field of tourism activities.</li> </ul>
20	MT18(1)	National Tour	<ul style="list-style-type: none"> <li>• To enrich practical knowledge of the students through destination familiarization and the students shall visit the destinations, collect first-hand information about the places of tourist importance, people, climate, culture, accessibility, accommodation, transport network, safety and security measures, etc.</li> </ul>
21	ET1(1)	Tourism Entrepreneurship	<ul style="list-style-type: none"> <li>• To highlight the importance of entrepreneurship in economic development</li> <li>• To expose students to the success stories in travel &amp; tourism</li> <li>• To help them become job creators rather than job seekers</li> </ul>
<b>SEMESTER- VI</b>			
22	MT18(1)	Communicative French	<ul style="list-style-type: none"> <li>• To familiarize the students with the basic knowledge of contemporary French Language</li> <li>• To impart oral and written communication skills through experiential learning</li> <li>• To enable students in listening, speaking and reading in French</li> </ul>
23	MT19(1)	Sustainable Tourism	<ul style="list-style-type: none"> <li>• To understand the problems of sustainable development, ecotourism and identify solutions</li> </ul>

			<ul style="list-style-type: none"> <li>• To be familiar with various approaches and practices for sustainable tourism development</li> </ul>
24	MT20(1)	Destination Planning	<ul style="list-style-type: none"> <li>• To facilitate the assessment of the tourism potentials of destinations and prepare tourism development plan as well as marketing techniques</li> <li>• To familiarize with the destination branding practices</li> </ul>
25	MT21(1)	Tourism Marketing	<ul style="list-style-type: none"> <li>• To expose the students to concepts and components of marketing</li> <li>• To acquaint them with tourism specific marketing skills</li> <li>• To familiarize them with the contemporary marketing practices</li> </ul>
26	MT22(1)	Tourism and Technology	<ul style="list-style-type: none"> <li>• To familiarize with the digital tourism business concept</li> <li>• To acquaint with E-commerce</li> <li>• To give insights into E-business and its strategies</li> </ul>
27	MT23(1)	Airfares and Ticketing	<ul style="list-style-type: none"> <li>• To understand different type of journey and class of services</li> <li>• To give in-depth knowledge about special fare using mileage system excess Mileage Allowance, extra Mileage Surcharge, etc</li> <li>• To understand the usage of CRS in air ticketing</li> </ul>
28	MT24(1)	Event Management	<ul style="list-style-type: none"> <li>• To enrich the level of knowledge about management of different types of events</li> <li>• To help the students understand different aspects and functions of events</li> <li>• To provide sufficient opportunities to use knowledge and skill in the event business</li> </ul>

## **SUBJECT OUTCOME FOR FOUNDATION COURSES**

### **DEPARTMENT OF ENGLISH JULY 2017—APRIL 2020 (CBCS)**

<b>Sl. No.</b>	<b>Semester</b>	<b>Subject</b>	<b>Subject code</b>	<b>Outcome</b>
1	I	Foundation course-English I	EN1(1)	To enhance SLRW skills
2	II	Foundation course-English II	EN1(2)	To enhance SLRW skills

### **DEPARTMENT OF TAMIL**

**July 2017 to April 2020**

<b>Semester</b>	<b>Subject</b>	<b>Subject Code</b>	<b>Outcomes of the Subject</b>
I	Tamil Foundation Course I	LT1(1)	To know the basic Tamil Literature
II	Tamil Foundation Course II	LT2(1)	To know the basic Tamil Literature



## DEPARTMENT OF FRENCH

<b>Semester</b>	<b>Subject</b>	<b>Subject Code</b>	<b>Outcomes of the Subject</b>
<b>I</b>	French - I	LF1(C)	To know the basics of French communication in different situations like shops, touristic places, and necessities like a clinic, transport, and bank with grammar and Vocabulary.
<b>II</b>	French - II	LF2(C)	To improve communication in different situations like friends, family, job, and outdoors with grammar and Vocabulary.
<b>VI</b>	Communicative French	MT18(1)	To know the basics of French communication in different situations with grammar and Vocabulary.