

BTM PROGRAM-PROGRAM AND COURSE OUTCOMES- 2020-2023

No.	Program Outcome
PO1	Apply knowledge of tourism concepts along with the management theories and practices to solve business related problems in tourism domain
PO2	Contextualize tourism within broader cultural, environmental, political and economic dimensions of society.
PO3	Foster analytical and critical thinking abilities for data-based decision Making
PO4	Ability to develop value based Leadership ability
PO5	Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business
PO6	identify and understand how new ideas, concepts or products emerge within relevant fields
PO7	communicate key ideas in written texts and oral presentations
PO8	Critique tourism practices for their implications locally and globally.

Program Specific Objectives

- To offer wide exposure to the students to handle issues in tourism related businesses professionally.
- To develop students to be a explorer.
- To bridge the gap between theoretical and practical knowledge of the students by adopting innovative teaching pedagogy.
- To develop socially, ethically responsible business leaders.
- To sharpen soft and hard skills among the students for being better professionals.
- To promote entrepreneurial skills among students, for promoting a better ecosystem of business.

Course Outcomes

BTM I Semester INTRODUCTION OF TOURISM AND TRAVEL MANAGEMENT PAPER CODE: BTM 101	Max. Marks: 100 Min. Marks: 40 External: 60 Internal: 40
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- CO1: Understand the concept of tourism, basic about tourism industry.
- CO2: access and appropriately disseminate accurate and detailed product knowledge and destination information about different types of tourist.
- CO3: develop ongoing professional development strategies and plans to enhance industry knowledge and leadership skills for tourism industry sectors.
- CO4: Evaluate about the different stakeholders and relevant agencies in the tourism industry and how these stakeholder plays their functions.

BTM I Semester MANAGEMENT CONCEPTS AND PRINCIPLES PAPER CODE: BTM 102	Max. Marks: 100 Min. Marks: 40 External: 60 Internal: 40
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- CO1: Understand the concept of Management, its levels and functions.
- CO2: Determine the managerial roles and skills, with special attention to managerial responsibility for effective and efficient achievement of goals.
- CO3: Understand the planning process, its types and various decision making models.
- CO4: Ascertain the nature of organization structure, and its different types explaining Span of Control.
- CO5: Understand directing principles, its components and apply the control methods.

BTM I Semester TOURISM RESOURCES OF INDIA – NATURAL, CULTURAL, RELIGIOUS PAPER CODE: BTM 103	Max. Marks: 100 Min. Marks: 40 External: 60 Internal: 40
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- The students will understand the concepts, classification, and nature of tourism
- The students will understand the cultural heritage of the country and festivals of India.
- They will come to know how tourism and conservation can go hand in hand.
- They will come to know about national parks and patterns of India.

BTM I Semester BUSINESS MATHEMATICS AND STATISTICS FOR TOURISM AND HOSPITALITY PAPER CODE: BTM 104	Max. Marks: 100 Min. Marks: 40 External: 60 Internal: 40
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- CO1: Explain the concepts and use equations, formulae, and mathematical expressions and relationships in a variety of contexts to find function values (outputs) for specified inputs.
- CO2: Analyse and demonstrate mathematical skills like identifying the things with respect to time and understanding their constraints.
- CO3: Apply the knowledge in mathematics (matrices) in solving business problems
- CO4: Demonstrate knowledge of the importance of the Central Limit Theorem (CLT) and its applications as well as will be able to Use correlation and simple/multiple regression models to analyse the underlying relationships between the variables .
- CO5 : Understand the concept of probability and its applications in a business context.

BTM I Semester TOURISM ORGANIZATIONS AND ASSOCIATIONS PAPER CODE: BTM 105	Max. Marks: 100 Min. Marks: 40 External: 60 Internal: 40
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- CO1: enhance knowledge and skills on the various associations including trends and contemporary issues in the travel industry.
- CO2: demonstrate about the various state tourism boards influencing the tourism industry including setting up of travel agencies and legal aspects in travel and tour operations.
- CO3: develop knowledge and skills of tour operator's products which includes travel, transfer and accommodation planning.
- CO4: get knowledge about the various active organizations involved in the active development of the travel and tour operations across the globe.
- CO5: Get equipped then with skills of how to manage tour and travel related procedures and

BBA I SEMESTER ENVIRONMENTAL SCIENCE PAPER CODE: BTM 106	Max. Marks: 50 Min. Marks: 20 External: 30 Internal: 20
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- After the completion of the course, the students will be able to:
- CO1: Gaining in-depth knowledge on Ecology, ecosystem and different ecological pyramids.
- CO2: Demonstrate an integrative approach to environmental issues with a focus on sustainability
- CO3: Use critical thinking, problem-solving, and the methodological approaches of the social sciences, natural sciences and humanities in environmental problem solving
- CO4: Develop skills essential to analyze the use of secondary data in assessing the transnational marketing opportunities.
- CO5: Understand and evaluate the global scale of environmental problems
- CO6: Reflect critically on their roles, responsibilities, and identities as citizens, consumers and environmental actors in a complex, interconnected world.

BTM II Semester TRAVEL AGENCY AND TOUR OPERATIONS PAPER CODE: BTM 201	Max. Marks: 100 Min. Marks: 40 External: 60 Internal: 40
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- CO1: Gaining in-depth knowledge of history of travel agency, nature, and form of travel.
- CO2: Build an understanding of functions performed by the Travel agency and tour operator.
- CO3: Comprehends the foundation and organization structures of travel agencies.
- CO4: Build an understanding of a few important international conventions.
- CO5: Understand and evaluate the legal aspects needs to understand for opening a travel agency.

BTM II Semester BASIC ACCOUNTING PAPER CODE: BTM 202	Max. Marks: 100 Min. Marks: 40 External: 60 Internal: 40
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- To build up an understanding about the conceptual background of double entry system and principles of accounting.

- Comprehend methods of calculating depreciation charges and to identify the factors to be considered when choosing a depreciation method.
- Develop the ability through the creation of statements of account for a sole trader/proprietor by making trading account, profit and loss account, and balance sheet.
- Differentiate and assess the various provisions of maintaining accounts of Branch & Departmental, Consignment & Joint Venture.
- Know about the accounting of non-profit making organizations and discriminate it with other profit making organizations.

BTM II Semester GEOGRAPHY FOR TOURISM PAPER CODE: BTM 203	Max. Marks: 100 Min. Marks: 40 External: 60 Internal: 40
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- The students will be knowing about the concept of Geography and its essential background, against which tourism places are created and environmental impacts and concerns are major issues, that must be considered in managing the development of tourism places
- The students will be analyzing the impacts generated by tourism and also able to understand how to plan air itinerary.
- The students will be Identifying and managing tourist areas and destinations.
- The students will be measuring and calculating different time zones and tourism patterns. The students will be evaluating tourist potential and the prospective analysis of exploiting it.

BTM II Semester AIR CARGO PAPER CODE: BTM 204	Max. Marks: 100 Min. Marks: 40 External: 60 Internal: 40
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- CO1: Get acclimatize with all working of airports, hub and stations
- CO2: Explain all the terminologies and functions related to aviation and air cargo
- CO3: Demonstrate safety and security protocols while handling of air cargos.
- CO4: explain the interrelationship between tourism and transport.
- CO5: Handle the threats to aviation successfully

BTM II Semester ANALYTICS FOR TOURISM AND HOSPITALITY PAPER CODE: BTM 205	Max. Marks: 100 Min. Marks: 40 External: 60 Internal: 40
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- CO1: Demonstrate a good understanding of various software used in business analytics and other related activities
- CO2: Develop and in-depth understanding of how the statistical data is used using statistical software and spreadsheets
- CO3: Display a better understanding statistical tools and performing them using popular software like, SPSS and MS Excel
- CO4: Analyzing data looking at different situations, i.e., object oriented analysis
- CO5: Perform the multivariate statistical tools and writing their interpretations.

BTM II Semester ADVENTURE CAMP CERTIFICATE VIVA PAPER CODE: BTM 206	Max. Marks: 50 Min. Marks: 20 External: 30 Internal: 20
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- The objective of this adventure camp is to expose students with the practical aspect of organizing and managing the travel dimensions. Along with this the students will gain professional heights in core activity associated with the camp like skiing water sports etc.

BTM III Semester TOURISM MARKETING PAPER CODE: BTM 301	Max. Marks: 100 Min. Marks: 40 External: 60 Internal: 40
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- On successful completion of the course students will be able to:
- CO1: Examine and discuss the key concepts and principles of marketing as applied to destinations and the tourism experience
- CO2: Demonstrate an evaluative understanding of current issues associated with destination marketing
- CO3: Assess, examine and assess the effectiveness of marketing strategies applied to tourism

- CO4: Engage in tourism and marketing research and inquiry to inform strategic decision making and problem solving
- CO5: Demonstrate the application of tourism marketing strategies in practical scenario

BTM III Semester LEGAL ENVIRONMENT OF TOURISM BUSINESS PAPER CODE: BTM 302	Max. Marks: 100 Min. Marks: 40 External: 60 Internal: 40
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- CO1: Relate the various Laws and regulations relevant for the tourism industry.
- CO2: Discuss the importance of consumer rights and issues related to them in the tourism industry.
- CO3: Illustrate the principles of Negotiable Instruments in the tourism sector.
- CO4: Categorize the multidimensional aspects of the Environment Protection Act 1986 and its impact on tourism industry.

BTM III Semester ORGANIZATIONAL BEHAVIOR PAPER CODE: BTM 303	Max. Marks: 100 Min. Marks: 40 External: 60 Internal: 40
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- CO1: Understand individual behavior in organizations, including attitudes, job satisfaction, emotions, personality, values, perception, decision making, and motivational theories.
- CO2: Understand group behavior in organizations, including communication, leadership, power and politics, conflict, and negotiations.
- CO3: Understand the organizational system, including organizational structures, culture, human resources, and change.
- CO4: Apply the concepts in organizational settings.

BTM III Semester GUIDES AND ESCORTS PAPER CODE: BTM 304	Max. Marks: 100 Min. Marks: 40 External: 60 Internal: 40
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- CO1: Understanding history of Tour Guiding
- CO2: Learning professional aspect of Tour guiding

- CO3: Interpretation techniques and infrastructure
- CO4: Prepare for the tour and coordinate with travel agent and tour operator along with escorting the tourists
- CO5: Maintain customer- centric service orientation and required standard of etiquette and hospitable conduct activities enabling them to become effective managers.

BTM III Semester BASICS OF HOSPITALITY MANAGEMENT PAPER CODE: BTM 305	Max. Marks: 100 Min. Marks: 40 External: 60 Internal: 40
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- CO1: Hotel and Hospitality Knowledge: Apply the knowledge of the hotel, hospitality and tourism, and a core area specialization to the solution of complex hotel management problems
- CO2: Demonstrate functions of the Front Office Department with an understanding their operational processes
- CO3: Describe the Importance of Housekeeping department and its role in the hospitality sector
- CO4: Learning about fuels and Cooking Methods, Professionalism, and basic knowledge of Indian cookery.
- CO5: Apply the concepts and skills necessary to achieve guest satisfaction.

BTM III Semester FOREIGN LANGUAGE (FRENCH)-I PAPER CODE: BTM 306	Max. Marks: 50 Min. Marks: 20 External: 30 Internal: 20
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Course objective:

- The aim of this course is to develop the knowledge of French language among the student at basic level.

Learning Objective:

- This paper is to make students understand the basics of french language and it's importance in today's time

Course Outcomes

- The students will be understanding the basic concepts of French language and its importance in today's time
- The learner will be analyzing the basic visuals, auditory of French.
- The students will be familiarizing with the Francophone cultures.
- The students will be comparing and contrasting the similarities and differences between his/her own culture and those of various French-speaking cultures
- The students will be combining sentences and phrases to express opinions on topics related to the self, personal interest, and everyday life.

BTM IV Semester HUMAN RESOURCE DEVELOPMENT AND PLANNING IN TOURISM PAPER CODE: BTM 401	Max. Marks: 100 Min. Marks: 40 External: 60 Internal: 40
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- CO1: Understand the concept and different subsystems of Human Resource Management.
- CO2: Interpret the dimensions of human resource management, with particular reference to HRM policies and practices.
- CO3: Contribute to the implementation and evaluation of plans related to employee recruitment, selection, retention, and appraisal processes in an organization.
- CO4: Evaluate and implement employee training and development programs.
- CO5: Comprehend the compensation concept and design rationally the salary and compensation structure.
- CO6: Handle employee issues and understand the new trends in HRM.

BTM IV Semester ECONOMICS FOR TOURISM AND HOSPITALITY PAPER CODE: BTM 402	Max. Marks: 100 Min. Marks: 40 External: 60 Internal: 40
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- CO1: Understanding basic knowledge on scope, nature concepts, significance, role and responsibility of managerial economists.
- CO2: Analyze demand and its related concepts
- CO3: Research and analyze price and output determination under different market forms.

- CO4: Evaluate the relationship between input and output in short and long period under production functions.
- CO6: Examine and analyze the different phases of business cycle and methods of demand forecasting in economic analysis

BTM IV Semester COMPUTER APPLICATIONS IN TOURISM INDUSTRY-1 PAPER CODE: BTM 403	Max. Marks: 100 Min. Marks: 40 External: 60 Internal: 40
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- CO1: Demonstrate a good understanding of origins and basic layout of computers along with its influence on society and tourism industry
- CO2: Develop and in-depth understanding of how data is represented inside a computer and basic hardware components of a computer
- CO3: Display a better understanding of computer memory and various storage devices
- CO4: Build a conceptual understanding of different types of software
- CO5: Effectively Illustrate the hands-on knowledge of MS-word, MS-Excel, and MS-PowerPoint

BTM IV Semester INTERNATIONAL TOURISM MANAGEMENT AND FRONTIER FORMALITIES Paper Code: BTM 404	Max. Marks: 100 Min. Marks: 40 External: 60 Internal: 40
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- CO1: Understand the concept of inbound and outbound tourism,
- CO2: Compare different important tourism products across the globe.
- CO3: Analyse the role of government in domestic and international tourism.
- CO4: Recognize the working of National and International Organizations

BTM IV Semester ENTREPRENEURSHIP DEVELOPMENT FOR TOURISM RELATED BUSINESS PAPER CODE: BTM 405	Max. Marks: 100 Min. Marks: 40 External: 60 Internal: 40
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- CO1: understanding the concept, theories, entrepreneurial competencies and processes of entrepreneurship in small scale enterprises and family business enterprises of tourism industry,
- CO2: analyzing business environment to start a new venture and orienting the learner toward entrepreneurship as a career option and creative thinking
- CO3: preparing business plan and assessing the financial, marketing and technical aspects of project report
- CO4: measuring the performance of family owned enterprises

BTM IV Semester FOREIGN LANGUAGE (FRENCH)-II PAPER CODE: BTM 406	Max. Marks: 50 Min. Marks: 20 External: 30 Internal: 20
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Course Objective:

- This course aims to make the students to understand the knowledge of French language.

Learning Objective:

- This paper is to make students understand the basics of french language and it's importance in today's time.

Course Outcomes

- The students will be understanding the comprehensive and the grammatical concept of French language and its importance in today's time
- The learner will be recalling and the advance visuals, auditory and kinesthetic of French.
- The learner will be knowing about the French tourism and history.
- The students will be comparing and contrasting the similarities and differences between his/her own culture and those of various French-speaking cultures

- The students will be evaluating and critiquing each other's oral and written performance for learning purpose.

BTM V Semester COMPUTER APPLICATIONS IN TOURISM INDUSTRY-2 PAPER CODE: BTM 501	Max. Marks: 100 Min. Marks: 40 External: 60 Internal: 40
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- CO1 Understand the basics of computer networks, use of Information systems in Hotel & Tourism
- Industry.
- CO2 Learning the usage of Software Packages through hands-on sessions and basics of Database
- Management Systems.
- CO3 Learning the use of multimedia technology and related software.
- CO4 Demonstration and understanding of Ticketing and related software.

BTM V Semester HISTORY OF INDIA PAPER CODE: BTM 502	Max. Marks: 100 Min. Marks: 40 External: 60 Internal: 40
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- The students will be developing an appreciation of the contributions made by history to the total heritage of mankind and conceptual knowledge about Ancient Travel Era along with diversified culture and heritage of India.
- The learner will be knowing with the rich cultural and historical aspects of India for the purpose of promoting tourism and national interests.
- The students will be equipping with a positive attitude towards living culture, performing culture and cultural heritage of India and also developing and will harness the rich Historical and Cultural heritage
- The learner will be categorizing and comparing about the multiplicity of Indian societies and unification and diversification of India
- The students will be understanding and evaluating the mutual interaction with different cultures and also examine the Indian allegories.

BTM V Semester	Max. Marks: 100
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AIR FARES AND AIRLINES MANAGEMENT
PAPER CODE: BTM 503

Min. Marks: 40
External: 60
Internal: 40

- CO1: Gaining in-depth knowledge of The airline system comes under different governing bodies like IATA.
- CO2: Understanding the characteristics of the Airline Industry and its characteristics
- CO3: Develop an understanding of security, navigation, and traffic control.
- CO4: Learning about Airlines ticket system, Fare construction, and general rules/regulation follow by airline system.
- CO5: In-depth knowledge of around the world fare-special fare system and overview about the Haul system of airlines.

BTM V Semester
DESTINATION STUDIES
PAPER CODE: BTM 504A (ELECTIVE A)

Max. Marks: 100
Min. Marks: 40
External: 60
Internal: 40

- CO1: comprehend the concept of destination management.
- CO2: plan tourism activities and perform project feasibility study.
- CO3: apply concept of destination life cycle in destination planning
- CO4: define and comprehend various types of tourisms.
- CO5: identify trends and in tourism.

BTM V Semester
TOUR LEADERSHIP AND MANAGEMENT
PAPER CODE: BTM 505A (ELECTIVE-A)

Max. Marks: 100
Min. Marks: 40
External: 60
Internal: 40

- CO1: Develop the understanding of a different aspect of tour leadership, the importance of tour manager.
- CO2: Learning about the Pre-trip duties done by trip organizers and get to know about the documentation of the tour.
- CO3: In-depth knowledge of the roles and responsibilities of a tour manager required at each step during the tour journey.
- CO4: Applying different situation-specific responsibilities required to know for tour manager in some emergency a condition during the tour.
- CO5: Collection of several real-time situations that professional tour managers face during their day-to-day functioning.

BTM V Semester WELLNESS TOURISM & AYUSH PAPER CODE: BTM 504B (ELECTIVE-B)	Max. Marks: 100 Min. Marks: 40 External: 60 Internal: 40
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- CO1: Develop the understanding about health tourism, its origin, and development over the ages.
- CO2: Learning about the concept of Ayurveda and wellness tourism.
- CO3: In depth knowledge the typology of various wellness products in India.
- CO4: Identify various issues related to development of wellness tourism in India.
- CO5: Know about various Centres that offer products related to wellness tourism and understand the linkages between Yoga and wellness tourism

BTM IV Semester TRAVEL PHOTOGRAPHY AND WRITING PAPER CODE: BTM 505B (ELECTIVE-B)	Max. Marks: 100 Min. Marks: 40 External: 60 Internal: 40
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- CO1: Memorize the concepts and Principles of Photography
- CO2: Explain the concept of Camera and its compositions in various environment
- CO3: Apply different sense of colour, composition and location in photography
- CO4: Examine the digital workflow and photo editing software essentials
- CO5: Evaluate the photography travelogues
- CO6: Synthesis the pitch content effectively

BTM IV Semester VIVA – SUMMER INTERNSHIP PAPER CODE: BTM 506	Max. Marks: 50 Min. Marks: 20 External: 30 Internal: 20
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- The students will be able to learn the skills needed for on the job.
- The course will help them in understand the requirements and expectations from the industry.

BTM VI Semester MICE MANAGEMENT PAPER CODE: BTM 601	Max. Marks: 100 Min. Marks: 40 External: 60 Internal: 40
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- CO1: Understand the managerial and operational aspects pertaining to the MICE industry.
- CO2: Evaluate the economic and social impacts generated by the MICE industry.
- CO3: Acquire in-depth knowledge of techniques and strategies required for the successful planning, promotion, implementation, and evaluation of special events within the MICE context.
- CO4: Analyze and manage the risks associated with MICE industries.
- CO5: Recognize the key trends, developments, challenges, and opportunities affecting event industry.

BTM VI Semester TOUR PACKAGE DESIGN AND ITINERARY COSTING PAPER CODE: BTM 602	Max. Marks: 100 Min. Marks: 40 External: 60 Internal: 40
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- The students will be understanding with concept of tour designing and developing tour itinerary.
- The leaner will be emphasizing on analyzing application for making a itinerary.
- The learner will be applying and imparting better use of the tools for estimating a perfect cost with dynamic packages
- The students will be measuring and comparing the costing and rates for making better itinerary.
- The learner will be evaluating and knowing about necessary to prepare cost effective itinerary for both company and target customer

BTM VI Semester TECHNOLOGY AND ANALYTICS IN TREND PAPER CODE: BTM 603	Max. Marks: 100 Min. Marks: 40 External: 60 Internal: 40
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- understand the concepts of data mining and its applications to the tourism and hospitality sector.
- understand the importance of data mining in social media, getting upto lead user for innovative ideas

- learn the pivotal role of data visualization and how to represent the data in interactive manner
- link industry with sentiment related to product using web analytics
- learn basic mathematics of hotel by STR reports and the terminologies also.

BTM VI Semester DESTINATION MARKETING PAPER CODE: BTM 604A (ELECTIVE-A)	Max. Marks: 100 Min. Marks: 40 External: 60 Internal: 40
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- CO1: understand the various topologies of tourism and decision making process in tourism
- CO2: understand role of DMOs and other stakeholders in tourism.
- CO3: research to resolve tourism marketing related issues.
- CO4: design, implement and evaluate marketing strategies for destinations

BTM VI Semester NATIONAL & INTERNATIONAL TOURISM DESTINATIONS PAPER CODE: BTM 605A (ELECTIVE-A)	Max. Marks: 100 Min. Marks: 40 External: 60 Internal: 40
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- CO1: Learning and knowing about the various man made scenic attractions in Asia and Europe.
- CO2: Analyzing the information regarding inbound and outbound tourism destinations.
- CO3: Demonstrate the understanding about the geography and resources of North America.
- CO4: Analyze the various tourist resources and circuits of India.

BTM VI Semester ADVENTURE TOURISM PAPER CODE: BTM 604B (ELECTIVE-B)	Max. Marks: 100 Min. Marks: 40 External: 60 Internal: 40
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- CO1: Memorize the concepts related to adventure tourism.
- CO2: Explain the status of the adventure tourism market in India.

- CO3: Illustrate the challenges, opportunities, and future prospects for adventure tourism in India.
- CO4: Examine the various types of adventure sports in India.
- CO5: Evaluate the role of government and other stakeholders in adventure tourism.
- CO6: Synthesize the plan for developing adventure tourism.

BTM VI Semester RURAL TOURISM PAPER CODE: BTM 605B (ELECTIVE-B)	Max. Marks: 100 Min. Marks: 40 External: 60 Internal: 40
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- CO1: Understanding the concept of rural tourism and its relevance in employment generation.
- CO2: Determining the Characteristics and classifications of rural tourism.
- CO3: Knowing the significance of rural tourism for social structure, quality of life and livelihood.
- CO4: Understanding the strategies and government policies to promote rural tourism.
- CO5: Knowing the rural tourism destinations in Madhya Pradesh.

BTM VI Semester PROJECT ON INDIAN ARCHITECTURE/ CULTURE/ CUISINE PAPER CODE: BTM 606	Max. Marks: 50 Min. Marks: 20 External: 30 Internal: 20
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- understand and evaluate the Indian architecture, culture, cuisine.
- later the collected information can be used while applying for different jobs, now-a-days, employers are seeking for the creative solutions.
