



Nagindas Khandwala College (Autonomous)

Name of the Programme: BBA in Tourism & Travel Management
Programme Code: UBATTM

PROGRAMME OBJECTIVES

- PO-1:** To impart the skills and competencies required in the tourism industry.
- PO-2:** To enable learners to develop key areas of knowledge and expertise for both employment in the tourism and hospitality industries worldwide.
- PO-3:** To aid the learners to cultivate marketing and communication skills demanded in the tourism industry.
- PO-4:** To augment the learner's decision making and problem-solving skills.
- PO-5:** To understand the positive and negative impacts of Tourism and Travel and the importance of sustainability.
- PO-6:** To understand how the Tourism and Travel industry responds to change, including technological advances.

PROGRAMME OUTCOMES

After completion of the three years BBA in Tourism & Travel Management Programme, the learner will:

- PO-1:** Gain comprehensive knowledge and understanding of the socio-cultural, economic, technological, and political environment in which the tourism destinations and industry operates at global, national and local scales.
- PO-2:** Demonstrate competencies relevant to the industry, in the areas of communication, critical thinking, decision making, problem solving, reasoning, presentation, technology, research related and inter-personal skills.



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PO-3: Perceive the importance of social, environmental, human rights, ethics and other critical issues faced by humanity at the local, national and international level.

PO-4: Acquire job-oriented skills and entrepreneurial skills through a steady progression of internships and industry engagements.



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Semester 1

2011UHTMPT: Principles & Practices of Travel & Tourism

Course Objectives:

1. To impart knowledge of basic concepts in Tourism.
2. To analyse tourism impacts on various aspects.
3. To identify tourism demand and motivators.

Course Outcome:

1. CO1: Define the basic concepts of Tourism (Level: Remember)
2. CO2: Explain the factors impacting tourism. (Level: Understand)
3. CO3: Describe tourism demand and motivators. (Level: Understand)
4. CO4: Discuss future growth and development of Indian Tourism. (Level: Understand)

2012UHTMTG: Tourism Geography

Course Objectives:

1. To help the students identify the resources of India.
2. To equip the students with the knowledge of Tourism geography.
3. To lay emphasis on the importance of geography in travel and tourism

Course Outcome:

1. CO1: Explain the concept of geography and its relevance in tourism. (Level: Remember)
2. CO2: Identify the destinations and resources of India. (Level: Understand)
3. CO3: Explain Tourism Circuits. (Level: Understand)
4. CO4: Illustrate contemporary destinations in India. (Level: Understand)

2013UHTMPM: Principles of Management

Course Objectives:

1. To demonstrate an understanding of current and relevant management knowledge



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2. To describe the effective management skills needed to maximize individual and organizational productivity related to the internal and external environment and issues of ethics and social responsibility

Course Outcome:

1. CO1: Identify the significance and evolution of management. (Level: Remember)
2. CO2: Explain the importance, elements and process of Planning and Decision Making. (Level: Understand)
3. CO3: Describe the concept of organizing and delegating responsibilities in an organisation. (Level: Understand)
4. CO4: Discuss the theories of leadership (Level: Understand)

2013UHTMMC: Management Concepts

Course Objectives:

1. To enable the students to understand the basic concepts of Management.
2. To help students understand the strategies of management.
3. To enhance planning and decision-making skills.
4. To help students understand the concepts of controlling.

Course Outcome:

1. CO1: Define the basic concepts of management. (Level: Remember)
2. CO2: Explain in detail the core functions of management. (Level: Understand)
3. CO3: Explain the concept and importance of Management Control and Managerial Ethics and Social Responsibility in business. (Level: Understand)

2014UHTMHR: Human Resources Management

Course Objectives:

1. To help students to understand the basic concepts of HRM.
2. To enable the students to learn the job selection process.
3. To determine the concepts of performance appraisal and career planning.
4. To enable the students to understand the methods and process of performance appraisal.



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5. To identify the process of career planning and development.
6. To understand the methods and process of performance appraisal.

Course Outcome:

1. CO1: List down the basic concepts, functions, and features of Human Resource Management. (Level: Remember)
2. CO2: Explain and Interpret the concept of Job Analysis, Job Design, Job Evaluation, Selection, Induction and Recruitment. (Level: Understand)
3. CO3: Demonstrate an understanding of the methods of performance appraisal. (Level: Understand)
4. CO4: Explain the concept, features and trends of Participative Management, Industrial Relations & Trade Unions. (Level: Understand)

2014UHTMOB: Organisational Behaviour

Course Objectives:

1. To help the students identify the challenges and opportunities of OB.
2. To enable the students to understand the concept of group behaviour and team development.
3. To enable students to apply the theories and concepts relevant to strategic human resource management in contemporary organizations.
4. To acquire skills to manage conflicts.
5. To enable students to apply the theories and concepts relevant to strategic human resource management in contemporary organizations.

Course Outcome:

1. CO1: List down the basic concepts of organizational behaviour. (Level: Remember)
2. CO2: Explain and explore various factors that impact individual and interpersonal behaviour in the organization. (Level: Understand)
3. CO3: Interpret the concept of group behaviour and team development. (Level: Understand)
4. CO4: Describe the concept of organizational culture and ways to manage conflict in organisation. (Level: Understand)



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2015UHTMBC: Business Communication

Course Objectives:

1. To help students enhance their communication skills through business correspondence.
2. To hone language and writing skills.
3. To help students for better correspondence.
4. To enable the students to cultivate good listening skills.
5. To help students enhance their business writing skills.
6. To orient and sensitize the student community to actual business practices.
7. To enable the students to develop speaking skills.

Course Outcome:

1. CO1: Recall the fundamentals of Communication. (Level: Remember)
2. CO2: Outline the obstacles to communication in the business world. (Level: Remember)
3. CO3: Explain the methods and modes of communication. (Level: Understand)
4. CO4: Use appropriate tone and language while communicating in the business world. (Level: Apply)

Semester II
2021UHTMIT: International Tourism

Course Objectives:

1. To enable the students to understand the basic concepts of world Geography.
2. To enhance the map reading skills.
3. To understand the tourism Geography of North and South America.
4. To help the students identify the tourist destinations of North and South America.
5. To understand the tourist Geography of Africa and Australia.

Course Outcome:

1. CO1: List down the basic terms used in International Tourism. (Level: Remember)



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2. CO2: List down the major international tourists' destinations of Asia, Europe, North and South America, Africa and Australia. (Level: Remember)
3. CO3: Identify and discuss social, cultural, political and environmental characteristics of destinations around the world. (Level: Remember)
4. CO4: Explore the kinds of tourist activities and attractions unique to major international destinations. (Level: Understand)

2022UHTMTP: Tourism Products

Course Objectives:

1. To help the students identify the components of Tourism.
2. To help the students to understand the nature of tourism products.
3. To analyse the role of UNESCO and ASI on developing and conserving the products.
4. To enable the students to understand various natural & man-made attractions.
5. To identify different cultural products of India.
6. To illustrate the importance of festivals.
7. To understand the importance of wellness and medical tourism.

Course Outcome:

1. CO1: Define tourism products and list down the various components of tourism products and resources. (Level: Remember)
2. CO2: Explain the conservation and protection of Tourism Products. (Level: Understand)
3. CO3: List down renowned Wildlife Sanctuaries, Sea beaches and Hill Stations. (Level: Remember)
4. CO4: Identify different tourist circuits, Forts and Palaces and various other Man-made tourism products. (Level: Remember)

2023UHTMIP: Tour Itinerary Planning and Design

Course Objectives:



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1. To enable the students to understand the basics of itinerary planning and development.
2. To determine various pricing strategies.
3. To analyse tour packages of famous players.
4. To equip students with skills required to operate a package tour.

Course Outcome:

1. CO1: Recognize and define basic concepts in itinerary planning and development. (Level: Remember)
2. CO2: Explain the tour formulation and designing process (Level: Understand)
3. CO3: Explain the concept of costing while designing tour packages. (Level: Remember)
4. CO4: Identify various procedures carried on while conducting a package tour. (Level: Remember)
5. CO5: Chart out a tour package (Level: Apply)

2024UHTMAF: Introduction to Accounts and Finance

Course Objectives:

1. To enable the students to understand the meaning and significance of accounting.
2. To explain the sub-fields of accounting.
3. To help the students to draw meaningful conclusions from financial statements & ratios.

Course Outcome:

1. CO1: Explain the general purpose and meaning of Accounting Principles. (Level: Remember)
2. CO2: Explain the Accounting cycle, rules regarding posting in Journal and Ledger. (Level: Understand)
3. CO3: Demonstrate an understanding of main financial statements and their purposes. (Level: Apply)
4. CO4: Explain the usage of financial ratios. (Level: Understand)



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2024UHTMFM: Strategic Financial Management

Course Objectives:

1. To acquaint learners with contemporary issues related to financial management.
2. To match the needs of the current market scenario and upgrade the learner's skills and knowledge for long term sustainability.
3. To enable the learners to understand ratio analysis and interpretation.

Course Outcome:

1. CO1: Explain the concept of Dividend and XBRL. (Level: Remember)
2. CO2: Describe Capital Budgeting and Capital Rationing. (Level: Understand)
3. CO3: Demonstrate an understanding of Final accounts. (Level: Understand)
4. CO4: Interpret financial ratios. (Level: Understand)

2025UHTMFR: Foreign language (French)

Course Objectives:

1. To enable the students to acquire French language skills.

Course Outcome:

1. CO1: Identify alphabets, numbers and rules of French language. (Level: Remember)
2. CO2: Demonstrate an understanding of basic vocabularies and grammar of French language. (Level: Understand)
3. CO3: Articulate French words and sentences. (Level: Apply)

2025UHTMES: Environmental Studies

Course Objectives:



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1. To create awareness among the students about the environment with respect to its processes, damages and effects of human intervention. It also aims at explaining the ways in which the environment can be managed so that it can be saved from the wrath of human beings.

Course Outcome:

1. CO1: Define the basic concepts of Environmental Science (Level: Remember)
2. CO2: Describe the types of Resources and Pollution. (Level: Understand)
3. CO3: Associate health risks with climate change. (Level: Understand)

2025UHTMLP: Lifestyle Pillars

Course Objectives:

1. To understand the basic lifestyle changes in a human body
2. To understand the benefits and need for exercise in a human body

Course Outcome:

1. CO1: Define the importance of Sleep, hydration, lifestyle changes & exercise. (Level: Remember)
2. CO2: Explain the basics of maintaining a healthy life. (Level: Understand)

2025UHTMFS: Basics of Financial Services

Course Objectives:

1. To get acquainted with the basics of financial system and financial markets
2. To provide the basic objectives of Regulating Agencies.
3. To understand and acquire knowledge of basic concepts of Insurance and Mutual funds

Course Outcome:



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1. CO1: Outline the structure of the financial system. (Level: Remember)
2. CO2: Explain the basic concepts of banks and mutual funds. (Level: Understand)
3. CO3: Interpret the key terminologies and functioning of Mutual funds (Level: Understand)

2025UHTMID : Introduction to Design

Course Objectives:

1. To understand elements & principles of design such as point, lines, shapes, colour, texture & forms, volume, spaces etc.
2. To get acquainted with the overview of various design courses

Course Outcome:

1. CO1: Identify the elements and principles of design and their applications in the design process. (Level: Remember)
2. CO2: Explain colour concepts & theories (Level: Understand)

2025UHTMSM: Overview of Sports Management

Course Objectives:

1. To understand and apply the fundamental concepts of Sports Management.
2. To understand the basics of Sports Administration
3. To understand the role and functions of various Sports Organisations.

Course Outcome:

1. CO1: Explain the basic concept of history of sports organisation. (Level: Remember)
2. CO2: Describe the management of a sports organization (Level: Remember)
3. CO3: Identify various funding sources for Sport (Level: Remember)
4. CO4: Remember the role of various International and National Sports Organisations (Level: Understand)



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Semester III
2031UHTMTA: Travel Agency and Tour Operations

Course Objectives:

1. To help the students understand the concept of travel intermediaries.
2. To identify the distribution network of tour operators.
3. To help the students to determine the linkages with tourism principles.
4. To identify the travel agents' operations
5. To determine the career opportunities in tourism intermediary business.

Course Outcome:

1. CO1: Outline the structure of tourism and travel industry. (Level: Remember)
2. CO2: Explain the concept of tour operators and its relevance in the industry. (Level: Understand)
3. CO3: Demonstrate an understanding of the skills to manage tour and travel related procedures and activities. (Level: Apply)
4. CO4: Describe the procedural formalities for the establishment of tour operating enterprises. (Level: Understand)

2032UHTMTD: Travel Documentation

Course Objectives:

1. To enable the students to understand the basics of documentation and its formalities.
2. To help the students to determine the documents required for domestic and international tours.
3. To help the students to determine various health regulations and its documentation.
4. To determine various health regulations and its documentation.

Course Outcome:

1. CO1: Outline the major documents and formalities required for international and domestic travel. (Level: Understand)



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2. CO2: Describe the rules and regulations applicable for passports and visas. (Level: Understand)
3. CO3: State the documents required, and norms related to various diseases. (Level: Remember)
4. CO4: List down rules related to currency regulations. (Level: Remember)

2033UHTMTE: Tourism Economics

Course Objectives:

1. To help the students to understand the basic concepts of tourism economics.
2. To enable the students to identify the concepts of demand and supply.
3. To analyse various sources of employment and income generation in the tourism industry.
4. To understand the basic concepts of pricing.

Course Outcome:

1. CO1: State the nature, scope, and significance of Economics in the Tourism & Travel industry. (Level: Remember)
2. CO2: Explain the determinants of Demand and Supply in the Tourism and Hospitality industry. (Level: Understand)
3. CO3: Define the concept of National Income. (Level: Remember)
4. CO4: Summarize various pricing practices and strategies in the tourism industry. (Level: Understand)

2034UHTMCS: Customer Service in the Tourism Industry

Course Objectives:

1. To help the students understand the concepts of customer service.
2. To enable the students to relate the importance of customer service delivered by the organisation.
3. To help students to recognize the importance of excellent customer service.
4. To enable the students to oversee customer queries and complaints in a positive manner.

Course Outcome:



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1. CO1: Recognize the role of organisation in relation to customer service. (Level: Remember)
2. CO2: State the importance of customer service in the Tourism Industry. (Level: Understand)
3. CO3: Infer customer needs and expectations in the tourism industry. (Level: Understand)
4. CO4: Discuss strategies to build and maintain customer relationships in the industry. (Level: Understand)

2035UHTMDM: Digital Marketing & Advertising

Course Objectives:

1. To help the students understand the concepts of advertising.
2. To understand the concepts of public relations.
3. To identify various stakeholders related to PR.
4. To help the students to determine various types of social media marketing

Course Outcome:

1. CO1: Define the concept of advertising and its relevance in the industry. (Level: Remember)
2. CO2: Demonstrate the understanding of Digital marketing and social media marketing concepts. (Level: Understand)
3. CO3: Explain emerging trends in digital marketing and assess the use of digital marketing tools. (Level: Understand)
4. CO4: Use best practices for creating, measuring and optimizing display ad campaigns. (Level: Apply)

2036UHTMIE: Industry Engagement*

Course Objectives:

1. To provide basic and hands on understanding of the industry.
2. To understand the professional setting and work culture of tourism related organizations.



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3. To get a first-hand experience of the career opportunities in the Tourism and Travel industry.
4. To get on the job training and skill enhancement in the Tourism and Travel sector.

Course Outcome:

1. CO1: Demonstrate the application of knowledge and skill sets acquired from the course and workplace in the assigned job function. (Level: Apply)
2. CO2: Demonstrate appreciation and respect for diverse groups of professionals by engaging harmoniously with different company stakeholders. (Level: Apply)

Semester IV

2041UHTMLA: Legal Aspects of Travel & Tourism

Course Objectives:

1. To help the students understand about the legislation and its concept.
2. To understand National Tourism policy and its objectives.
3. To recognize the consumer protection act pertaining to the health, safety, and security of tourists visiting a destination.

Course Outcome:

1. CO1: Explain the concept, principles and role of legislation in Tourism. (Level: Remember)
2. CO2: Explain the Legal and regulatory framework in the Tourism and Travel industry. (Level: Understand)
3. CO3: State the Transport laws and Contract legislation in relation to Tourism and Travel Customers. (Level: Understand)

2042UHTMTT: Tourism & Transport

Course Objectives:

1. To understand the role of transport in the economic development of a region.
2. To appreciate the role of transport in fostering close contact and unity between traveling individuals and societies.



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Course Outcome:

1. CO1: Explain the concept of transport system and its relevance in the industry. (Level: Understand)
2. CO2: Identify major transport associations and its linkage with the tourism industry. (Level: Understand)
3. CO3: State the evolution and growth of civil aviation and water transport. (Level: Remember)
4. CO4: Identify the major railways systems of the world. (Level: Remember)

2043UHTMTE: Tourism & Technology

Course Objectives:

1. To describe how, and which information and communications technologies are used in the travel and tourism and hospitality industry.
2. To establish the interrelationship between social media and tourism.

Course Outcome:

1. CO1: State the role and functions of technology and electronic distribution in tourism (Level: Remember)
2. CO2: Demonstrate the key drivers and barriers to manage tourism products online (Level: Understand)

2044UHTMHM: Hospitality Management

Course Objectives:

1. To discuss and analyse the key factors responsible for the growth and development of hospitality and tourism.
2. To describe the current trends and challenges faced by the hospitality and tourism industry, in the context of global economic, environmental, health and other social concerns.
3. To discuss hotel classifications and describe the different types of hotel ownership and development, i.e. franchising and management contracts.



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4. To identify possible career paths for hospitality graduates with emphasis on the vast opportunities open to those who possess the knowledge, skills and personal qualities expected of potential industry leaders.

Course Outcome:

1. CO1: Define the basic concepts of hospitality management. (Level: Remember)
2. CO2: Demonstrate an understanding of the role and qualities required by the Front Office. (Level: Understand)
3. CO3: Demonstrate the ability to apply the knowledge & skills learnt for various roles in the hospitality industry. (Level: Understand)
4. CO4: Explain the functions of the Food and Beverage Management team. (Level: Understand)

2044UHTMBE: Business Economics

Course Objectives:

1. To recognize the importance of business economics.
2. To understand demand forecasting and estimation.
3. To identify market structure and its significance in business.

Course Outcome:

1. CO1: Explain the basic concepts of Business Economics. (Level: Remember)
2. CO2: Explain demand estimation and production function. (Level: Apply)
3. CO3: List down various pricing strategies. (Level: Remember)
4. CO4: Classify and differentiate between various market structures. (Level: Apply)

2045UHTMCC: Corporate Communication & Public Relations

Course Objectives:

1. To enable students, understand the foundations of corporate communication.
2. To help students interpret ethics and laws in corporate communication.
3. To understand the functions of corporate communication and public relations.

Course Outcome:



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1. CO1: State the key concepts in Corporate Communication. (Level: Remember)
2. CO2: Select strategies and tools to build and manage public relations activities. (Level: Apply)
3. CO3: Discuss the major emerging technology in corporate communication and public relations. (Level: Understand)

2046UHTMWP: Travel Writing and Photography

Course Objectives:

1. To gain experience in writing effectively.
2. To identify typical features of travel writing genres.
3. To produce a variety of articles within this genre.
4. To understand the “business” of travel writing.

Course Outcome:

1. CO1: State the basic components of Digital Photography. (Level: Remember)
2. CO2: Explain the requirements of Travel writing. (Level: Understand)
3. CO3: Articulate the qualities of good travel writing. (Level: Apply)

Semester V

2051UHTMAM: Aviation Management

Course Objectives:

1. To explain the aviation industry and its policies.
2. To help students understand airport management and its functions.
3. To understand the operational procedures and airport certifications.
4. To understand the airport facilities and services.
5. To identify the airport types and airport areas.

Course Outcome:

1. CO1: Explain basic terms and concepts related to aviation and airport. (Level: Remember)
2. CO2: Demonstrate the basic knowledge of travel documentation and other areas in airport management. (Level: Understand)
3. CO3: Use effectively basic techniques and technology necessary for professional



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practice. (Level: Apply)

2052UHTMST: Sustainable Tourism

Course Objectives:

1. To help students understand the ecology and its fundamentals.
2. To analyse the interrelationship between ecology and tourism.
3. To Impart knowledge of sustainable development in tourism.
4. To understand sustainable tourism and its basic concepts.

Course Outcome:

1. CO1: Discuss the goal and impact of sustainable tourism. (Level: Understand)
2. CO2: Demonstrate an understanding of knowledge in sustainable tourism planning. (Level: Apply)
3. CO3: Describe the key stakeholders in ecotourism, their roles, perspectives and major issues. (Level: Understand)

2053UHTMSA: Sports & Adventure Tourism

Course Objectives:

1. To help students understand the basic concepts of sports tourism.
2. To analyse the adventure tourism industry, including markets, products and tourist typologies by examining the issues through the lenses of the various international stakeholders.

Course Outcome:

1. CO1: Explain the basic concepts of sports tourism. (Level: Remember)
2. CO2: Classify and distinguish between different types of Adventure Sports, Water Sports, Mountaineering. (Level: Understand)
3. CO3: Identify various safety measures and rescue techniques while planning an activity. (Level: Remember)

2053UHTMNT: Niche Tourism



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Course Objectives:

1. To help students identify the determinants of niche tourism.
2. To enable students to understand the concept of special interest tourism.
3. To understand various activity-based tourism.

Course Outcome:

1. CO1: Explain the concept of Niche Tourism and Special Interest Tourism. (Level: Remember)
2. CO2: Identify the diversity of special interest tourism products and their relationship with tourist demand. (Level: Remember)
3. CO3: Review different tourist motivations in sports tourism. (Level: Understand)

2054UHTMMW: Medical & Wellness Tourism

Course Objectives:

1. To help students identify the typologies of health tourism.
2. To understand the tools for wellness tourism.
3. To enable students to identify the factors influencing health and wellness tourism
4. To determine the concepts of medical tourism.

Course Outcome:

1. CO1: Identify key factors affecting growth of health tourism. (Level: Remember)
2. CO2: Discuss the concept of health care in medical and wellness tourism. (Level: Remember)
3. CO3: State the concept, benefits and problems of medical tourism. (Level: Understand)

2054UHTMCT: Cruise Tourism

Course Objectives:

1. To help students identify various types of cruises.
2. To help the students analyse various cruise itineraries.
3. To help students recognize cruise products, on board facilities and experience.



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Course Outcome:

1. CO1: Define the different operational areas of the cruise industry and their different functions onboard and shoreside. (Level: Remember)
2. CO2: List down the needs of Cruise Itinerary. (Level: Remember)
3. CO3: Identify needs of customers and areas of customer experience on cruise. (Level: Remember)
4. CO4: Describe the potential economic, social, and environmental impact of the cruise industry. (Level: Understand)

2055UHTMPJ: Study tour / Destination study - Project report & Presentation

Course Objectives:

1. To experience travel and to understand the linkages between tourism and other service sectors.
2. To familiarize some of the important tourist destinations in India or abroad.
3. To learn how to organize and manage tours.

Course Outcome:

1. **CO1:** Create a study tour report (Level: Create)

Semester VI

2061UHTMDM: Destination Planning

Course Objectives:

1. To help students identify the interrelationship between the destination and its products.
2. To enable students to understand tourism destination planning processes and analysis.
3. To enable the students to learn to assess tourism potential and develop the destination in a sustainable manner.

Course Outcome:



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1. CO1: Explain the concepts of a destination development. (Level: Remember)
2. CO2: Describe the process and analysis of Destination Planning. (Level: Understand)
3. CO3: Categorize different types and levels of tourism planning. (Level: Understand)

2062UHTMMC: MICE

Course Objectives:

1. To provide a conceptual overview and a systematic study of MICE programming, management, marketing, and practical applications.
2. To foster professionalism in MICE management, covering the knowledge base, theory, methodologies and ethics.

Course Outcome:

1. CO1: State the concept and types of MICE event. (Level: Remember)
2. CO2: Explain the importance of exhibition management (Level: Understand)
3. CO3: Explain the range of operational and management tasks to execute the events and conferences successfully (Level: Understand)

2063UHTMTM: Tourism Marketing

Course Objectives:

1. To help students understand the basic concepts of marketing.
2. To acquire knowledge on marketing philosophies and strategic planning.
3. To enable students to interpret market segmentation and tourism marketing.
4. To understand the product line and product life cycle.
5. To understand the basic concepts of service marketing mix.
6. To enable students to understand the concepts of pricing of tourism products.

Course Outcome:

1. CO1: Recognise the role that marketing can play in managing the multiple dimensions of the tourism product. (Level: Understand)
2. CO2: State the steps in new product development. (Level: Remember)
3. CO3: Explain the concept of service marketing in tourism. (Level: Remember)
4. CO4: Identify the elements of promotion mix pertaining to the Tourism industry. (Level: Understand)



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2064UHTMAF: Air Fares and Ticketing

Course Objectives:

1. To enable students to understand various airline terminology.
2. To help students understand various determinants of passenger tickets.

Course Outcome:

1. CO1: Define the key terminologies related to Airline. (Level: Remember)
2. CO2: Discuss the various determinants of passenger tickets. (Level: Understand)
3. CO3: Demonstrate an understanding of different types of fares (Level: Apply)
4. CO4: Build an air fare construction/calculation. (Level: Apply)

2064UHTMAC: Air Cargo and Logistics Management

Course Objectives:

1. To help students understand the history and concepts of cargo management.
2. To help students familiarize with air cargo rating systems.
3. To enable students to identify important cargo companies.
4. To help students to understand the concepts of air cargo handling.

Course Outcome:

1. CO1: Explain the basic concepts of cargo management. (Level: Remember)
2. CO2: Explain the various documentation required for cargo management. (Level: Understand)
3. CO3: Identify the concept of air cargo handling. (Level: Remember)

2065UHTMPJ: Project Work & Viva

Course Objectives:

1. To understand the dynamics of the tourism industry.

Course Outcome:

1. CO1: Compose a Project Report. (Level: Create)



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PO CO Mapping Matrix

Semester	Subject	Course Code	PO 1	PO2	PO3	PO4
Semester 1	Principles & Practices of Travel & Tourism	2011UHTM PT	*		*	*
	Tourism Geography	2012UHTM TG	*		*	*
	Principles of Management	2013UHTM PM		*		*
	Human Resources Management	2014UHTM HR				*
	Business Communication	2015UHTM BC		*		*
Semester 2	International Tourism	2021UHTMI T	*		*	*
	Tourism Products	2022UHTM TP	*		*	



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	Tour Itinerary Planning and Design	2023UHTMI P	*	*	*	*
	Introduction to Accounts and Finance	2024UHTM AF				*
	Foreign language (French)	2025UHTM FR		*		*
	Environmental Studies	2026UHTM ES	*		*	
Semester 3	Travel Agency and Tour Operations	2031UHTM TA	*	*		*
	Travel Documentation	2032UHTM TD				
	Travel Documentation	2032UHTM TD	*		*	*
	Tourism Economics	2033UHTM TE	*			*
	Customer Service in the Tourism Industry	2034UHTM CS	*	*		
	Digital Marketing & Advertising	2035UHTM DM		*		*
	Industry Engagement	2036UHTMI E		*		*
Semester 4	Legal Aspects of Travel & Tourism	2041UHTM LA	*		*	



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	Tourism & Transport	2042UHTM TT	*			
	Tourism & Technology	2043UHTM TE	*			
	Hospitality Management	2044UHTM HM	*	*		*
	Corporate Communication & Public Relations	2045UHTM CC		*	*	*
	Travel Writing and Photography	2046UHTM WP	*	*		*
Semester 5	Aviation Management	2051UHTM AM	*			
	Sustainable Tourism	2052UHTM ST	*		*	
	Sports & Adventure Tourism	2053UHTM SA	*		*	
	Medical & Wellness Tourism	2054UHTM MW	*			
	Study tour / Destination study - Project report & Presentation	2055UHTM PJ		*		*
Semester 6	Destination Planning	2061UHTM DM	*		*	
	MICE	2062UHTM MC	*		*	



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Tourism Marketing	2063UHTM TM	*	*		
Air Fares and Ticketing	2064UHTM AF	*		*	
Project Work & Viva*	2065UHTM PJ				