



ST. ALBERT'S COLLEGE (AUTONOMOUS) ERNAKULAM

An initiative of the Archdiocese of Verapoly
(Affiliated to Mahatma Gandhi University, Kottayam)

B.voc Travel and Tourism Management (VOC06)

PROGRAMME OUTCOMES (PO)

PO. No.	Program Outcomes
	Upon completion of the Travel and Tourism Management Vocational Degree program, the Graduate will be able to
PO-1	Problem Solving
PO-2	Self-directed and lifelong learning
PO-3	Environment and sustainability
PO-4	Effective communication

PROGRAMME SPECIFIC OUTCOMES (PSO)

PSO No:	Program Specific Outcomes
	Upon completion of these courses, the student would be able to
PSO-1	Build a skilled professional to meet the needs of the travel and tourism industry at the national and international levels.
PSO-2	Design and market tourism products as per customer needs and wants with the help of the latest technological tools.
PSO-3	Understand the emerging global trends and issues in the travel, tourism and hospitality sector.
PSO-4	Evaluate diversity and ethical considerations relevant to the tourism industry

COURSE OUTCOMES (COS)

COMMON COURSES

Course Title			
BASIC ENGLISH SKILL FOR BUSINESS			
Code	ENG1CCT0319		
CO No.	Course Outcomes	PO/PSO Addressed	Cognitive level
	By the end of the course, the learner will be able to		
Co-1	Recognize the speech sounds and suprasegmental features.	PO2,PO4,PSO1	U
Co-2	Familiarize yourself with different dialects and accents.	PO2,PO4,PSO1	U
Co-3	Demonstrate the features of listening, reading, and speaking skills.	PO2,PO4,PSO1	U
Co-4	Develop skills in face-to-face and telephonic communication as well as in group discussions.	PO2,PO4,PSO1	A
Co-5	Builds the ability to use English for performing some of the most common communicative functions in an academic, social, and professional situation.	PO2,PO4,PSO1	C

CO MAPPING - BASIC ENGLISH SKILL FOR BUSINESS

	PO1	PO2	PO3	PO4	PSO1	PSO2	PSO3	PSO4
CO1	-	1	-	1	1	-	-	-
CO2	-	1	-	1	1	-	-	-
CO3	-	1	-	1	1	-	-	-
CO4	-	2	-	2	2	-	-	-
CO5	-	2	-	2	2	-	-	-
AVG CO	0	1.4	0	1.4	1.4	0	0	0

Course Title			
COMMUNICATIVE HINDI			
Code	HND1CLT0419		
CO No.	Course Outcomes	PO/PSO Addressed	Cognitive level
	By the end of the course, the learner will be able to		

Co-1	Develop the basic communication skills in Hindi	PO2,PO4,PSO1	App
Co-2	Construct simple sentences in Hindi using accurate rudiments of syntax and grammar.	PO2,PO4,PSO1	U, App
Co-3	Develop the competence in writing letters, E-mails and invitations	PO2,PO4,PSO1	U, App
Co-4	Reply and correspond day to day communications	PO2,PO4,PSO1	R,U
Co-5	Construct flawless sentences.	PO2,PO4,PSO1	App

LANGUAGE - FRENCH			
Course Title			
Code	FRN1CLT0120		
CO No.	Course Outcomes On completion of the course, students should be able	PO/PSO Addressed	Cognitive level
Co-1	Study a modern foreign language, right from the basics.	PO2,PO4,PSO1	R, U
Co-2	Introduce themselves and express basic communication in French.	PO2,PO4,PSO1	App, R, U
Co-3	Construct simple sentences in French using accurate rudiments of syntax and grammar.	PO2,PO4,PSO1	U, R
Co-4	Communicate through writing on topics of everyday life in French.	PO2,PO4,PSO1	Ap
Co-5	Have an insight into French culture and civilization.	PO2,PO4,PSO1	U

Course Title BUSINESS MATHEMATICS AND STATISTICS			
Code	VMA1CMT0119		
CO No.	Course Outcomes On completion of the course, students should be able	PO/PSO Addressed	Cognitive level
Co-1	To provide a reasonable idea of financial mathematical methods include simple interest, compound interest, equated monthly installment (EMI) etc.	PO-1,PO-2,PSO-1,PSO-4,	An
Co-2	To provide a reasonable idea of profit and loss account which includes cost price, selling price, trade discount, cash discount etc.	PO-1,PO-4,PSO-1,PSO-4	An
Co-3	To provide a reasonable idea of basic statistical methods include tabulation of statistical data, pie diagrams etc.	PO-1,PO-4,PSO-4,PSO-3,PSO-2	U
Co-4	Understand about frequency distribution, measures of central tendency, construction of frequency distribution.	PO-1, PO-2,PSO-4,PSO-2	U
Co-5	To provide a reasonable idea of measures of variation and probability.	PO-2,PO-4,PSO-4	U,An

CO MAPPING – BUSINESS MATHEMATICS AND STATISTICS

	PO1	PO2	PO3	PO4	PSO1	PSO2	PSO3	PSO4
CO1	2	-	-	1	2	-	-	1
CO2	2	-	-	2	2	-	-	1
CO3	2	1	-	-	-	1	2	1
CO4	2	2	-	-	-	2	-	2
CO5	-	1	-	1	-	-	-	1
AVG CO	1.6	1.3	0	1.3	2	1.5	2	1.2

Code	ENG2CCT0319		
CO No.	Course Outcomes On the completion of the course, the students will be aware of the following	PO/PSO Addressed	Cognitive level
Co-1	Develop judgmental skills.	PO-2, PO-4, PSO-1	A
Co-2	Develops evaluation and problem-solving skills.	PO-1, PO-2, PO-4, PSO-1	A
Co-3	Identify basic grammar to use the English language accurately.	PO-2, PO-4, PSO-1	U
Co-4	Create awareness about different types of official writings to enhance official communication skills.	PO-2, PO-4, PSO-1	U
Co-5	Build the ability to do presentations in a better way.	PO-2, PO-4, PSO-1	A

CO MAPPING – ADVANCED ENGLISH SKILLS FOR BUSINESS

	PO1	PO2	PO3	PO4	PSO1	PSO2	PSO3	PSO4
CO1	-	2	-	2	2	-	-	-
CO2	2	2	-	2	2	-	-	-
CO3	-	1	-	1	1	-	-	-
CO4	-	1	-	1	1	-	-	-
CO5	-	2	-	2	2	-	-	-
AVG CO	2	1.6	0	1.6	1.6	0	0	0

COMMUNICATIVE HINDI II			
Course Title			
Code	HND2CLT0419		
CO No.	Course Outcomes	PO/PSO Addressed	Cognitive level
	Upon the completion of the course, students will be able to		
Co-1	Develop the basic communication skills in Hindi	PO2,PO4,PSO1	App
Co-2	Construct simple sentences in Hindi using accurate rudiments of syntax and grammar.	PO2,PO4,PSO1	U, App
Co-3	Develop the competence in writing letters, E-mails and invitations	PO2,PO4,PSO1	U, App
Co-4	Reply and correspond day to day communications	PO2,PO4,PSO1	R,U
Co-5	Construct flawless sentences.	PO2,PO4,PSO1	App

FRENCH I			
Course Title			
Code	FRN2CLT0120		
CO No.	Course Outcomes	PO/PSO Addressed	Cognitive level
	Upon the completion of the course, students will be able to		
Co-1	Converse in French in a day to day situation.	PO2,PO4,PSO1	App
Co-2	Compare and contrast cultural practices as they relate to French and Indian culture	PO2,PO4,PSO1	U, R
Co-3	Write short paragraphs on simple topics.	PO2,PO4,PSO1	App
Co-4	Construct flawless sentences.	PO2,PO4,PSO1	App
Co-5	Pronounce French reasonably well	PO2,PO4,PSO1	R, U

Course Title	BUSINESS ECONOMICS		
Code	VEC2CMT0119		
CO No.	Course Outcomes By the end of the course, the learners should be able to	PO/PSO Addressed	Cognitive level
Co-1	Understand about managerial economics and uses of managerial economics.	PO-2,PSO-4,	An
Co-2	Understand about the business cycle and phases of the business cycle.	PO-2,PO-3,PSO-3	An
Co-3	Evaluate demand analysis and types of demand.	PO-2,PO-3,PO-4,PSO-3	An
Co-4	Understand about production function and managerial use of production function.	PO-4, ,PSO-2,PSO-3	U
Co-5	Understand about different market structures.	PO-2,PO-3,PSO-1	U

CO MAPPING – BUSINESS ECONOMICS

	PO1	PO2	PO3	PO4	PSO1	PSO2	PSO3	PSO4
CO1	-	2	-	-	-	-	-	2
CO2	-	2	1	-	-	-	2	-
CO3	-	2	1	1	-	-	2	-
CO4	-	-	-	2	-	2	2	-
CO5	-	2	1	-	2	-	-	-
AVG CO	0	2	1.5	1.5	2	2	2	2

Code	VRM3CMT0119		
CO No.	Course Outcomes	PO/PSO Addressed	Cognitive level
	On the completion of the course, students will be aware of the following,		
Co-1	Understand different types of research	PO2, PO-4, PSO-1, PSO-2	A
Co-2	Learn the various selection process of research problem	PO-2, PO-3, PSO-2	An
Co-3	Learn about sampling design and step criteria	PO-2, PO-4, PSO-4	U
Co-4	Understand about types of data and its method of collections	PO-2, PO-3, PSO-2, PSO-4	U
Co-5	Understand interpretation and report writing	PO-4, PSO-4, PSO-3	An

CO MAPPING – RESEARCH METHODOLOGY

	PO1	PO2	PO3	PO4	PSO1	PSO2	PSO3	PSO4
CO1	-	2	-	1	2	2	-	-
CO2	-	2	1	-	-	2	-	-
CO3	-	2	-	1	-	-	-	2
CO4	-	2	2	-	-	2	-	2
CO5	-	-	-	1	-	-	2	2
AVG CO	0	2	1.5	1.5	2	2	2	2

Course Title	ACCOUNTING AND COSTING IN TOURISM		
Code	TRT3CMT0119		
CO No.	Course Outcomes	PO/PSO Addressed	Cognitive level
	By the end of the course, the learner will be able		
Co-1	Understanding the basic concepts of Accounting, it's importance and Analyse various Accounting principles.	PO-1, PSO-1, PO2	U
Co-2	Analyse single entry and double entry systems of bookkeeping.	PO-1, PSO-1, PO2	U

Co-3	Distinguish between various methods of depreciation	PO-1,PSO-1,PO2	AP
Co-4	Understanding about invoice generation, voucher making and GST.	PO-1,PSO-1,PO2,PSO 2	AN
Co-5	Analyse different Accounting systems following in the tourism industry.	PO-1,PSO-1,PO2,PSO2	AN

CO MAPPING – ACCOUNTING AND COSTING IN TOURISM

	PO1	PO2	PO3	PO4	PSO1	PSO2	PSO3	PSO4
CO1	1	2	0	0	1	0	0	0
CO2	2	2	0	0	2	0	0	0
CO3	2	2	0	0	2	0	0	0
CO4	2	2	0	0	2	2	0	0
CO5	2	2	0	0	2	2	0	0
AVG CO	1.8	2	0	0	1.8	2	0	0

Course Title	ENVIRONMENT SCIENCE		
Code	VEN3CMT0119		
CO No.	Course Outcomes On the completion of the course, the learner will be able	PO/PSO Addressed	Cognitive level
Co-1	Demonstrate the awareness and concern about current environmental issues	PO 3 PSO 3	U
Co-2	Develop healthy respect and sensitivity to the environment	PO 3 PSO 1	Ap
Co-3	Distinguish between various ecosystems	PO 3	U
Co-4	Differentiate the functions of United Nations and other global bodies	PO 3 PSO 3	An
Co-5	Develop pride in social and environmental activism	PO 3 PO 1 PSO 1	Ap

CO MAPPING – ENVIRONMENT SCIENCE

	PO1	PO2	PO3	PO4	PSO1	PSO2	PSO3	PSO4
CO1	-	-	2	-	-	-	2	-

CO2	-	-	2	-	2	-	-	-
CO3	-	-	1	-	-	-	-	-
CO4	-	-	1	-	-	-	1	-
CO5	2	-	2	-	2	-	-	-
AVG CO	2	0	1.6	0	2	0	1.5	0

Course Title BUSINESS ENTREPRENEURSHIP			
Code VBE4CMT0119			
CO No.	Course Outcomes By the end of the course, students will be	PO/PSO Addressed	Cognitive level
Co-1	Understand the concept of entrepreneurship, importance and relevance of an entrepreneur, also the pros and cons of being an entrepreneur.	PO2, PO-3, PSO-2	U
Co-2	Develop innovative ideas for business startups.	PO2, PSO-2,, PSO3	Cr
Co-3	Analyse the role of government in entrepreneurship development and the various sources of financial assistance.	PO-2, PSO-4	An
Co-4	Develop feasible business plans.	PO2, PO3, PSO1, PSO2, PSO3, PSO4	Ap
Co-5	Determine the various steps involved in launching an enterprise.	PO2, PO3, PSO1, PSO2, PSO3, PSO4	An

CO MAPPING – BUSINESS ENTREPRENEURSHIP

	PO1	PO2	PO3	PO4	PSO1	PSO2	PSO3	PSO4
CO1	-	2	1	-	-	-	-	-
CO2	-	2	-	-	-	2	1	-
CO3	-	2	-	-	-	-	-	1
CO4	-	2	2	-	2	2	2	1
CO5	-	2	1	-	1	2	1	2
AVG CO	0	2	1.3	0	1.5	2	1.3	1.3

Course Title	BUSINESS ETHICS AND GLOBAL BUSINESS MANAGEMENT		
Code	VBG4CMT0119		
CO No.	Course Outcomes By the end of the course, students will be able	PO/PSO Addressed	Cognitive level
Co-1	Understand what global business ethics are and how ethical issues impact global business.	PO2, POS4 POS3	U
Co-2	Build the values and implement them in their careers to become a good manager.	PO2, POS1 POS4	A
Co-3	Develop various corporate social Responsibilities and practices in their professional life	PO2, POS1 PSO4	A
Co-4	Evaluate common beliefs about ethics - especially common beliefs about the role of ethics in business.	PO2, PSO3	An
Co-5	Develop strategies for identifying and dealing with typical ethical issues, both personal and organizational.	PO2, POS1 PSO4	A

CO MAPPING – BUSINESSETHICS AND GLOBAL BUSINESS MANAGEMENT								
	PO1	PO2	PO3	PO4	PSO1	PSO2	PSO3	PSO4
CO1	-	1	-	-	-	-	1	1
CO2	-	2	-	-	2	-	-	2
CO3	-	2	-	-	2	-	-	2
CO4	-	1	-	-	-	-	2	-
CO5	-	2	-	-	2	-	-	2
AVG CO	0	1.6	0	0	1.5	0	1.5	1.75

Course Title OPERATIONS MANAGEMENT			
Code	VOM4CMT0119		
CO No.	Course Outcomes Upon the completion of this course, students will be able to	PO/PSO Addressed	Cognitive level
Co-1	Describe the Scope of Operation Management and thereby acquire the knowledge of demand forecasting to solve managerial problems related to forecasting.	PO-1, PO-2, PSO-1,	U
Co-2	Identify similarities and differences between products and services and evaluate various facility alternatives	PO-2, PO-3, PSO-1	Ap
Co-3	Solve Managerial problems related to plant location and layout, line balancing, material handling for an organization.	PO-1, PO-2, PSO-1	Cr
Co-4	Analyze and evaluate problems of production planning and control related to material Requirement Planning	PO-1, PO-2, PO-,,	An
Co-5	Understand the importance of inventory control, inventory ordering policies, and select appropriate inventory models to solve inventory problems.	PO-1, PO-2, PSO-2, PSO-4	U

CO MAPPING – OPERATIONS MANAGEMENT

	PO1	PO2	PO3	PO4	PSO1	PSO2	PSO3	PSO4
CO1	1	1	-	-	1	-	-	-
CO2	-	1	1	-	1	-	-	-
CO3	2	2	-	-	2	-	-	-
CO4	2	2	2	-	-	-	-	-
CO5	2	2	-	-	-	2	-	2
AVG CO	1.75	1.6	1.5	0	1.3	2	0	2

Course Title E-TOURISM AND ECO-TOURISM			
Code	TRT5CMT0119		
CO No.	Course Outcomes Upon the completion of this course, students will be able to	PO/PSO Addressed	Cognitive level
Co-1	Understand emerging business models in the tourism and travel industry	PO2, POS2 POS3	U
Co-2	Identify the impact of information technology on the tourism and travel sector.	PO2, POS2	Ap
Co-3	Interpret electronic Commerce and E- Tourism business.	PO2, POS2 POS3	U

Co-4	Understand ecotourism and ecotourism principles.	PO3, POS4	U
Co-5	Distinguish various GDS systems	PO2, POS2 POS3	An

CO MAPPING – E-TOURISM AND ECO-TOURISM

	PO1	PO2	PO3	PO4	PSO1	PSO2	PSO3	PSO4
CO1	-	1	-	-	-	1	1	-
CO2	-	1	-	-	-	1	-	-
CO3	-	2	-	-	-	2	2	-
CO4	-	-	2	-	-	-	-	2
CO5	-	2	-	-	-	2	2	-
AVG CO	0	1.5	2	0	0	1.5	1.6	2

Course Title	HUMAN RESOURCE MANAGEMENT IN TOURISM		
Code	TRT5CMT0219		
CO No.	Course Outcomes At the end of the course, the learner will be able	PO/PSO Addressed	Cognitive level
Co-1	Understand the concept of Human Resource Management, its objectives, and functions in an organization.	PO1, PO2, PO4, PSO1, PSO3, PSO4	U
Co-2	Identify the various sources of recruitment and hiring trends in the tourism industry.	PO2, PO4, PSO1, PSO3, PSO4	Ap
Co-3	Assess the various methods for training and development of employees in an organization and its evaluation techniques.	PO1, PO2, PO4, PSO1, PSO3, PSO4	An
Co-4	Identify the various principles and determinants of compensation.	PO2, PO4, PSO3, PSO4	Ap
Co-5	Analyze the organizational structure of the human resource department in the tourism industry.	PO2, PO4, PSO1, PSO4	An

CO MAPPING – HUMAN RESOURCE MANAGEMENT IN TOURISM

	PO1	PO2	PO3	PO4	PSO1	PSO2	PSO3	PSO4
CO1	1	2	-	1	1	-	2	2
CO2	-	2	-	1	1	-	2	2
CO3	2	2	-	1	2	-	1	2
CO4	-	1	-	1	-	-	2	1

CO5	-	1	-	2	1	-	-	1
AVG CO	1.5	1.6	0	1.2	1.25	0	1.4	1.6

Course Title SUSTAINABLE TOURISM			
Code TRT5CMT0319			
CO No.	Course Outcomes By the completion of the course, students will be able to	PO/PSO Addressed	Cognitive level
Co-1	Understand the history and evolution of sustainable tourism development	PO3	U
Co-2	Identify the key actors in the sustainable tourism to understand the role and possibilities of each stakeholder to contribute to the development of sustainable tourism	PO3, PSO4 PSO1	An
Co-3	Examine the main tools required for the sustainable development of tourism	PO3, PSO4	An
Co-4	Understand the environmental impact of tourism	PO3, PSO4 PSO1	U
Co-5	Make use of the sustainability concept in their daily life	PO3, PSO1	Ap

CO MAPPING – SUSTAINABLE TOURISM

	PO1	PO2	PO3	PO4	PSO1	PSO2	PSO3	PSO4
CO1	-	-	1	-	-	-	-	-
CO2	-	-	1	-	2	-	-	1
CO3	-	-	2	-	-	-	-	2
CO4	-	-	1	-	1	-	-	1
CO5	-	-	2	-	2	-	-	-
AVG CO	0	0	1.4	0	1.6	0	0	1.3

Course Title BUSINESS LAW	
Code VBL6CMT0119	

CO No.	Course Outcomes On the completion of the course, students will be able	PO/PSO Addressed	Cognitive level
Co-1	Demonstrate an understanding of the legal environment of business	PO-2, PSO-1, PSO-2	U
Co-2	Identify the fundamental legal principles behind contractual agreements	PO-1, PO-2, PSO-1, PSO-2	Ap
Co-3	Apply basic legal knowledge to business transactions	PO-2, PSO-1, PSO-3, PSO-4	Ap
Co-4	Recognize legal and ethical issues when making business decisions.	PO-1, PO-2, PSO-1, PSO-4	U
Co-5	Engage critical thinking to predict outcomes and recommend appropriate action on issues relating to business associations.	PO-1, PO-2, PSO-1	E

CO MAPPING – BUSINESS LAW

	PO1	PO2	PO3	PO4	PSO1	PSO2	PSO3	PSO4
CO1	-	1	-	-	1	1	-	-
CO2	2	2	-	-	2	2	-	-
CO3	-	2	-	-	2	-	2	2
CO4	1	1	-	-	1	-	-	1
CO5	2	2	-	-	2	-	-	-
AVG CO	1.6	1.6	0	0	1.6	1.5	2	1.5

Course Title	EVENT MANAGEMENT			
Code	TRT6CMT0119			
CO No.	Course Outcomes By the end of the course, students should be able to	PO/PSO Addressed	Cognitive level	
Co-1	Understand the concept and need for an event.	PO2, PSO1, PSO3	U	
Co-2	Develop various steps involved in planning an event.	PO2, PO3, PSO1, PSO2, PSO3, PSO4	Ap	
Co-3	Assess the various methods and types of media in event marketing.	PO2, PO4, PSO2, PSO3	An	
Co-4	Evaluate the various risks involved in conducting an event and the risk management techniques.	PO1, PO2, PSO1, PSO3	E	
Co-5	Recognize various event laws and permissions required for holding an event.	PO1, PO2, PO3, PSO3	U	

CO MAPPING – EVENT MANAGEMENT

	PO1	PO2	PO3	PO4	PSO1	PSO2	PSO3	PSO4
CO1	-	2	-	-	1	-	2	-
CO2	-	2	2	-	1	1	2	2
CO3	-	1	-	2	-	2	1	-
CO4	2	1	-	-	2	-	1	-
CO5	1	1	1	-	-	-	1	-
AVG CO	1.5	1.4	1.5	2	1.3	1.5	1.4	2

Course Title CORPORATE READINESS PROGRAM			
Code	VCR6CMT0119		
CO No.	Course Outcomes On successful completion of this course, students will be able to:	PO/PSO Addressed	Cognitive level
Co-1	Identify skills and knowledge required in the contemporary workplace	PO-2, PSO-1, PSO-4	Ap
Co-2	Demonstrate effective use of various soft skills	PO-2, PO-4, PSO-1	U
Co-3	Apply the skills of teamwork and leadership to enable effective responses when working with others	PO-4, PSO-1, PSO-4	Ap
Co-4	Develop professionalism and confidence	PO-2, PO-4, PSO-1, PSO-4	Cr
Co-5	Develop basic employability skills	PO-2, PO-4, PSO-1	Ap

CO MAPPING – CORPORATE READINESS PROGRAM

	PO1	PO2	PO3	PO4	PSO1	PSO2	PSO3	PSO4
CO1	-	2	-	-	2	-	-	2
CO2	-	1	-	1	1	-	-	-
CO3	-	-	-	2	2	-	-	2
CO4	-	2	-	2	2	-	-	2
CO5	-	2	-	2	2	-	-	-
AVG CO	0	1.75	0	1.75	1.8	0	0	2

SKILL COURSES

Course Title INTRODUCTION TO INDIAN HISTORY AND GEOGRAPHY			
Code	TRT1CRT0119		
CO No.	Course Outcomes By the completion of the course, students will be	PO/PSO Addressed	Cognitive level
Co-1	Understand the history of India including social, economic, administrative and cultural trends of each period.	PO2, PSO4, PSO1	U
Co-2	Describe historical events in Medieval India	PO2, PSO4, PSO1	An
Co-3	Explain and analyze a key historical event or process in modern India	PO2, PSO4, PSO1	An

Co-4	Identify the geographical components of tourism and its importance	PO2, PSO4 PSO3	Ap
Co-5	The understand the Indian geography and its potential in tourism	PO2, PSO4 PSO3	U

CO MAPPING – INTRODUCTION TO INDIAN HISTORY AND GEOGRAPHY

	PO1	PO2	PO3	PO4	PSO1	PSO2	PSO3	PSO4
CO1	-	1	-	-	1	-	-	1
CO2	-	1	-	-	1	-	-	1
CO3	-	1	-	-	1	-	-	1
CO4	-	2	-	-	2	2	-	2
CO5	-	1	-	-	-	1	-	1
AVG CO	0	1.2	0	0	1.25	1.5	0	1.2

Course Title	PRINCIPLES OF MANAGEMENT		
Code	VMG1CRT0119		
CO No.	Course Outcomes Upon the completion of the course, students will be able to	PO/PSO Addressed	Cognitive level
Co-1	Identify the relevance and need of management.	PO-1, PO-2, PO-4, PSO-1, PSO-3, PSO-4	U
Co-2	Compare and contrast various schools of management thoughts	PO-2, PSO-1	An
Co-3	Integrate management principles into management practices	PO-2, PO-3, PSO-2, PSO-4	Cr
Co-4	To build a socially responsible manager	PO-3, PSO-3	Ap
Co-5	Diagnose and solve organizational problems and develop optimal managerial decisions.	PO-1, PO-2, PO-4, PSO-4	An, Cr

CO MAPPING – PRINCIPLES OF MANAGEMENT

	PO1	PO2	PO3	PO4	PSO1	PSO2	PSO3	PSO4
CO1	1	1	-	2	2	-	2	2
CO2	-	2	-	-	1	-	-	-
CO3	-	1	1	-	-	2	-	2
CO4	-	-	2	-	-	-	1	-
CO5	2	1	-	1	-	-	-	1
AVG CO	1.5	1.25	1.5	1.5	1.5	2	1.5	1.7

Course Title	COMPUTER SKILLS FOR BUSINESS		
Code	VCS1CRT0119		
CO No.	Course Outcomes After the successful completion of the course students should be	PO/PSO Addressed	Cognitive level
Co-1	Recall the fundamentals of Information Technology.	PO2, PSO2	U
Co-2	Create documents using features available in Microsoft Word.	PO2, PSO2	C
Co-3	Format data and cells, construct formulas, including the use of built-in functions, and relative and absolute references.	PO2, PSO2	A
Co-4	Create and modify charts.	PO2, PSO2	C
Co-5	Create slide presentations that include text, graphics, animation, and transitions.	PO2, PSO2	C

CO MAPPING – COMPUTER SKILLS FOR BUSINESS

	PO1	PO2	PO3	PO4	PSO1	PSO2	PSO3	PSO4
CO1	-	1	-	-	1	-	-	-
CO2	-	2	-	-	2	-	-	-
CO3	-	2	-	-	2	-	-	-
CO4	-	2	-	-	2	-	-	-
CO5	-	2	-	-	2	-	-	-
AVG CO	0	1.8	0	0	1.8	0	0	0

Course Title	ORGANISATION OF INDIAN AND GLOBAL TOURISM INDUSTRY		
Code	TRT2CRT0119		
CO No.	Course Outcomes After the completion of this course, students will be able to	PO/PSO Addressed	Cognitive level
Co-1	Understand the needs of organizations in the tourism industry.	PO-4, PSO-3, PSO-4	U
Co-2	Analyze the roles and functions of various international tourism organizations and bodies.	PO-1, PO-3, PO-4, PSO-1, PSO-3, PSO-4	An

Co-3	Demonstrate the importance of tourism organizations in India.	PO-1, PO-2, PSO-3, PSO-4	U
Co-4	Recognize the various tourism organizations in Kerala and its functions.	PO-2, PO-3, PSO-2, PSO-4	U
Co-5	Examine the role of travel agencies in tourism.	PO-2, PO-4, PSO-1, PSO-2, PSO-3	An

CO MAPPING – ORGANISATION OF INDIAN AND GLOBAL TOURISM INDUSTRY

	PO1	PO2	PO3	PO4	PSO1	PSO2	PSO3	PSO4
CO1				1			1	1
CO2	1		2	2	1		2	1
CO3	2	1					1	2
CO4		1	1			1		2
CO5		2		1	2	2	1	
AVG CO	1.5	1.3	1.5	1.3	1.5	1.5	1.25	1.5

Course Title FRONT OFFICE MANAGEMENT AND SELLING ETIQUETTE			
Code TRT2CRT0219			
CO No.	Course Outcomes At the end of the course, the learner should be able	PO/PSO Addressed	Cognitive level
Co-1	Identify and explain different front office task	PO2,PO4 PSO1	U
Co-2	Demonstrate the check-in procedure followed in the front office in the hotel.	PO2,PSO1,PSO2	Ap
Co-3	Handling the customer queries and solve the problems	PO1,PO4,PSO1 PSO2	Ap
Co-4	Maintain a standard of etiquette and hospitable conduct	PO2,PSO1	Ap
Co-5	Practice various business etiquette for having a successful business.	PO2,PO4, PSO1	Ap

CO MAPPING – FRONT OFFICE MANAGEMENT AND SELLING ETIQUETTE

	PO1	PO2	PO3	PO4	PSO1	PSO2	PSO3	PSO4
CO1	-	1	-	1	1	-	-	-
CO2	-	2	-	-	2	2	-	-

CO3	2	-	-	2	2	1	-	-
CO4	-	1	-	-	1	-	-	-
CO5	-	1	-	1	2	-	-	-
AVG CO	2	1.25	-	1.3	1.6	1.5	-	-

Course Title TOURISM GUIDING SKILLS AND AGENCY MANAGEMENT			
Code TRT3CRT0119			
CO No.	Course Outcomes Upon the completion of the course, students should be able to	PO/PSO Addressed	Cognitive level
Co-1	Identify the skills required for a tour guide and tour escort.	PO1, PO2, PO4, PSO1, PSO3	Ap
Co-2	Develop practices of personal hygiene and grooming required for a tour escort.	PSO1, PO2	Ap
Co-3	Create an itinerary according to the customer needs	PO2, PSO1, PSO2	Cr
Co-4	Analyze the purpose of a travel agency in the tourism business.	PO2, PSO2, PSO4	An
Co-5	Understand the process of organizing, designing, and selling a tour.	PSO2, PSO1, PO2, PO3, PSO3	U

CO MAPPING – TOURISM GUIDING SKILLS AND AGENCY MANAGEMENT

	PO1	PO2	PO3	PO4	PSO1	PSO2	PSO3	PSO4
CO1	2	2	1	2	2	-	1	2
CO2	-	2	-	-	2	-	-	-
CO3	-	2	-	-	2	2	-	-
CO4	-	1	-	-	-	2	-	-
CO5	-	1	2	-	1	2	2	1
AVG CO	2	1.6	1.5	2	1.75	2	1.5	1.5

Course Title HOSPITALITY MANAGEMENT			
Code TRT3CRT0219			
CO No.	Course Outcomes Upon the completion of the course, students will be able to	PO/PSO Addressed	Cognitive level

Co-1	Classify different types of hotels	PO2, PSO1,PSO3	An
Co-2	Familiarise with the functions of various departments in the hotel.	PSO4,PO2,PSO1, PSO2	U
Co-3	Apply the concepts and skills necessary to achieve guest satisfaction.	PSO1,PSO2 PO2,PO1,PO4	Ap
Co-4	Measure hotel performance by using various methods	PO1, PO2,PSO1,PSO2	E
Co-5	Understand the concept of yield management	PO1,PSO2,PSO1, PSO2,PSO3,PO 2	U

CO MAPPING – HOSPITALITY MANAGEMENT

	PO1	PO2	PO3	PO4	PSO1	PSO2	PSO3	PSO4
CO1	-	2	-	-	1	-	1	-
CO2	-	2	-	-	2	2	-	-
CO3	2	2	-	2	2	2	-	-
CO4	2	2	-	-	1	2	-	-
CO5	1	1	-	-	1	2	2	-
AVG CO	1.6	1.8	0	2	1.4	2	1.5	0

Course Title	PRINCIPLES AND PRACTICES IN TRAVEL AND TOURISM		
Code	TRT3CRT0319		
CO No.	Course Outcomes On the completion of the course, students will be able to	PO/PSO Addressed	Cognitive level
Co-1	Understand the concept and the elements of tourism management	PO2,PO3,PSO2,, PSO4	U
Co-2	Identify emerging trends in tourism to help businesses to stay competitive.	PSO3,PO2,PO3, PSO2,PSO1	Ap
Co-3	Analyze the impact of the tourism industry on the society, environment, and the economy	PSO3,PO2,PO3, PSO4	An
Co-4	Develop the knowledge of tourism demand and supply.	PO2,PSO2	Ap
Co-5	Familiarise with tourism policies and plans in the national context.	PO2,PO3,PSO1, PSO3	U

CO MAPPING – PRINCIPLES AND PRACTICES IN TRAVEL AND TOURISM

	PO1	PO2	PO3	PO4	PSO1	PSO2	PSO3	PSO4
CO1	-	2	1	-	-	2	-	1
CO2	-	2	2	-	2	2	2	-
CO3	-	2	2	-	-	-	2	2
CO4	-	1	-	-	-	2	-	-
CO5	-	1	1	-	1	-	1	-
AVG CO	0	1.6	1.2	0	1.5	2	1.67	1.5

Course Title FUNDAMENTALS OF MARKETING MANAGEMENT			
Code TRT4CRT0119			
CO No.	Course Outcomes At the end of the course, students will be able to	PO/PSO Addressed	Cognitive level
Co-1	Understand the marketing concepts and its evolution	PO2 PSO2	U
Co-2	Analyze the market based on segmentation, targeting, and positioning	PO2 PSO2	An
Co-3	Compare the consumer behavior and their decision-making process	PO2, PO1 PSO2	U
Co-4	Understand the decision-making process on product, price, promotion mix and distribution	PO2 PSO2	U
Co-5	Build marketing communication skills relevant to the corporate world.	PO2, PO1 PSO2, PSO1	C

CO MAPPING – FUNDAMENTALS OF MARKETING MANAGEMENT

	PO1	PO2	PO3	PO4	PSO1	PSO2	PSO3	PSO4
CO1	-	1	-	-	-	1	-	-
CO2	-	2	-	-	-	2	-	-
CO3	-	1	-	-	1	1	-	-
CO4	-	1	-	-	-	1	-	-
CO5	2	2	-	-	2	2	-	-
	2	1.4	0	0	1.5	1.4	0	0
AVG CO								

Course Title AIRLINE & CARGO MANAGEMENT	
Code TRT4CRT0219	

CO No.	Course Outcomes On the completion of the course the students should be able	PO/PSO Addressed	Cognitive level
Co-1	Understand the role and functions of international bodies in airline and cargo regulations	PO2, PO3, PSO4,	U
Co-2	Explain the different formalities in the airport for arrival and departure including check-in , boarding and baggage handling.	PSO1,PSO2,PO2	E
Co-3	Acquire the tools to apply your knowledge and skills to your airport environment	PSO1,PO2,PO4, PSO2,PO1	Ap
Co-4	Understand the Cargo handling procedure in an airport	PO2,,PSO1,PSO2	U
Co-5	Identify various documents required for air cargo handling	PO2,PSO1, PSO2	Ap

CO MAPPING – AIRLINE AND CARGO MANAGEMENT

	PO1	PO2	PO3	PO4	PSO1	PSO2	PSO3	PSO4
CO1	-	1	2	-	-	-	-	-
CO2	-	2	-	-	2	2	-	-
CO3	2	2	-	2	2	2	-	-
CO4	-	2	-	-	2	1	-	-
CO5	-	2	-	-	2	1	-	-
AVG CO	2	1.8	2	2	2	1.5	0	0

Course Title	FINANCE MANAGEMENT IN TOURISM			
Code	TRT5CRT0119			
CO No.	Course Outcomes Upon the completion of the course, the students should be able	PO/PSO Addressed	Cognitive level	
Co-1	Understand the basics of financial management	PO-1,PSO-1,PO2	U	
Co-2	Analyse the different Ratios	PO-1,PSO-1,PO2	AP	
Co-3	Analyse the different sources of funds	PO-1,PSO-1,PSO3,PO2	AN	
Co-4	Understand long term investment decisions	PO-1,PSO-1,PO2	U	
Co-5	Analyse the cost management in the tourism industry.	PO-1,PSO-1,PO3,PO2	AN	

CO MAPPING – FINANCE MANAGEMENT IN TOURISM

	PO1	PO2	PO3	PO4	PSO1	PSO2	PSO3	PSO4
CO1	1	2	-	-	2	-	-	-
CO2	2	2	-	-	2	-	-	-
CO3	2	2	-	-	2	-	2	-
CO4	2	2	-	-	2	-	2	-
CO5	2	2	2	-	2	-	-	-
AVG CO	1.8	2	2	0	2	0	2	0

**Course
Title**

CRM IN TOURISM BUSINESS

Code

TRT5CRT0219

CO No.	Course Outcomes On successful completion of the course, the learner will be able to	PO/PSO Addressed	Cognitive level
Co-1	Understand the organizational need, benefits and process of creating long-term relationship and value for individual customers	PO-2,PO-4, PSO-1	U
Co-2	Apply and implement the CRM practices and technologies to enhance the achievement of marketing, sales and service objectives throughout the customer life-cycle stages of customer acquisition, retention and development	PO-1 PO-2, PSO-1, PSO-2	Ap
Co-3	Assess and interpret various technological tools used for data mining	PO-1, PO-2, PSO-1	An
Co-4	Design customer relationship management strategies by understanding customers' preferences for the long-term sustainability of the Organizations.	PO-2, PO-3, PO-4, PSO-1, PSO-2	Cr
Co-5	Identify and respond to customers & stakeholders needs, expectations & issues that both meet their needs and protects the interests of the organization	PO-1, PO-2, PO-3, PO-4, PSO-1, PSO-3	Ap

CO MAPPING - CRM IN TOURISM BUSINESS

	PO1	PO2	PO3	PO4	PSO1	PSO2	PSO3	PSO4
CO1	-	1	-	1	1	-	-	-
CO2	2	2	-	-	2	2	-	-
CO3	2	2	-	-	2	-	-	-
CO4	-	2	2	2	2	2	-	-
CO5	2	2	2	2	2	-	2	-
AVG CO	2	1.8	2	1.6	1.8	2	2	-

Course Title MICE TOURISM			
Code TRT5CRT0319			
CO No.	Course Outcomes At the end of the course, students will be able to	PO/PSO Addressed	Cognitive level
Co-1	Understand the concept and components of	PO2,PSO1,PSO2, PSO3	U

	MICE tourism		
Co-2	Distinguish various types of events	PO2,PSO2,PSO3	An
Co-3	Build the basic skills and knowledge for organizing conferences, meetings, exhibitions etc.	PO1,PO2,PO4,PSO4,PSO1,PSO2	Ap
Co-4	Analyze the significance of the MICE industry as part of the overall event sector	PO2,PSO1,PSO3	An
Co-5	Identify the practices to be followed in conducting the green event	PO3,PO2,PSO2,PSO3,PSO4	An

CO MAPPING – MICE TOURISM

	PO1	PO2	PO3	PO4	PSO1	PSO2	PSO3	PSO4
CO1	-	1	-	-	2	1	1	-
CO2	-	1	-	-	-	1	2	-
CO3	2	2	-	2	2	2	-	-
CO4	-	2	-	-	1	-	2	-
CO5	-	2	2	-	-	2	1	2
AVG CO	2	1.6	2	2	1.67	1.5	1.5	2

Course Title			
TOURISM PLANNING AND DEVELOPMENT			
Code			
TRT6CBT0119			
CO No.	Course Outcomes By the end of the course, students will be	PO/PSO Addressed	Cognitive level
Co-1	Assess tourism planning process through sustainable tourism development.	PO3,PO2,PSO3,	An
Co-2	Understand the relevance and importance of various plans and policies, such as Five-Year Plans, National Action Plan and National Tourism Policy.	PO2,PO3,PSO3	U
Co-3	Evaluate the need for planning policies for destination development.	PSO2	E

Co-4	Identify the types and characteristics of destinations.	PO2	Ap
Co-5	Assess the tourism potential of a destination.	PSO3	An

CO MAPPING – TOURISM PLANNING AND DEVELOPMENT

	PO1	PO2	PO3	PO4	PSO1	PSO2	PSO3	PSO4
CO1	-	1	2	-	-	-	1	-
CO2	-	1	2	-	-	-	1	-
CO3	-	-	-	-	-	2	-	-
CO4	-	2	-	-	-	-	-	-
CO5	-	-	-	-	-	-	2	-
AVG CO	0	1.3	2	0	0	2	1.3	0

Course Title	MANAGEMENT INFORMATION SYSTEM		
Code	VMI6CRT0119		
CO No.	Course Outcomes Upon the completion of the course, the learner will be able to	PO/PSO Addressed	Cognitive level
Co-1	Relate the basic concepts and technologies used in the field of MIS	PO2 PSO2	U
Co-2	Understand the management and exploitation of Information system and the use of broader information and communication technologies	PO2 PSO2	U
Co-3	Make use of the information system wisely to process data to produce information for decision-making.	PO2, PO1 PSO2, PSO1	Ap
Co-4	Translate the role of information systems in organizations, the strategic management processes, with the implications for the management.	PO2, PO1 PSO2, PSO1	U
Co-5	Compare the processes of developing and implementing information systems.	PO2, PO1 PSO2, PSO1	An

CO MAPPING - MANAGEMENT INFORMATION SYSTEM

	PO1	PO2	PO3	PO4	PSO1	PSO2	PSO3	PSO4
CO1	-	1	-	-	-	1	-	-
CO2	-	1	-	-	-	1	-	-

CO3	2	2	-	-	2	2	-	-
CO4	2	2	-	-	2	2	-	-
CO5	1	1	-	-	-	-	-	-
AVG CO	1.67	1.4	0	0	2	1.5	0	0

Course Title			
OJTI- 2 weeks			
Code	TRT1OJT0119		
CO No.	Course Outcomes	PO/PSO Addressed	Cognitive level
	After successful completion of this 2-week course, (3 credit) students will be able to		
Co-1	Gains the skills, knowledge, and abilities essential to perform the specific job.	PO2,PO4 PSO1,PSO3	Ap
Co-2	Provide a foundation for preparing the student for working efficiently and productively in the Industry	PO2,PO4,PSO1,P SO3	Ap

CO MAPPING –OJT I–2 Weeks

	PO1	PO2	PO3	PO4	PSO1	PSO2	PSO3	PSO4
CO1	-	2	-	2	2	-	2	-
CO2	-	2	-	2	2	-	1	-
AVG CO	0	2	0	2	2	0	1.5	0

Course Title			
OJT II -2 Weeks			
Code	TRT3OJT0119		
CO No.	Course Outcomes	PSO Addressed	Cognitive level
	After successful completion of this 2-week course, (3 credit) students will be able to		
Co-1	Escort the tourist during the trip	PO1,PO4 ,PSO1	Ap
Co-2	Generate the skills required to handle the tourist.	PSO1,PO1,PO2, PO4	Ap

CO MAPPING –OJT II–2 Weeks

	PO1	PO2	PO3	PO4	PSO1	PSO2	PSO3	PSO4
CO1	2	2	-	2	2	-	-	-
CO2	2	2	-	2	2	-	-	-

AVG CO	2	2	0	2	2	0	0	0

OJT III -2 Weeks			
Course Title			
Code	TRT5OJT0119		
CO No.	Course Outcomes After successful completion of this 2-week course, (3 credit) students will be able to	PSO Addressed	Cognitive level
Co-1	Plan and organize an event	PSO4 PO1,PO2,PSO1, PSO2	Ap
Co-2	Identify the fundamentals of event management	PSO1,PSO2, PO2	U

CO MAPPING –OJT III–2 Weeks

	PO1	PO2	PO3	PO4	PSO1	PSO2	PSO3	PSO4
CO1	2	2	-	-	2	2	-	2
CO2	-	1	-	-	2	1	-	-
AVG CO	2	1.5	0	0	2	1.5	0	2

INTERNSHIP I-1MONTH			
Course Title			
Code	TRT2CPR0119		
CO No.	Course Outcomes After successful completion of this 1month course, (6 credit) students will be able to	PO/PSO Addressed	Cognitive level
Co-1	Design an itinerary	PSO2,PSO1,,PSO4,PO2	Ap
Co-2	Identify the functions of tour package designing and handling	PSO2,PSO1,PO2,PO1	U
Co-3	Develop professional soft skills such as communication, time management and problem solving.	PO4,PO1,PO2,PSO1,PSO4	Ap

CO MAPPING - INTERNSHIP I – 1 Month

	PO1	PO2	PO3	PO4	PSO1	PSO2	PSO3	PSO4

CO1	-	2	-	-	2	2	-	1
CO2	2	2	-	-	2	2	-	-
CO3	2	2	-	2	2	-	-	2
AVG CO	2	2	0	2	2	2	0	1.5

Course Title				INTERNSHIP II–1MONTH			
Code		TRT4CPR0119					
CO No.	Course Outcomes			PO/PSO Addressed		Cognitive level	
	After successful completion of this 1 month course, (6 credit) students will be able to						
Co-1	Carry out the operations in the front office, housekeeping, and food and beverage department.			PSO4,PSO1,PSO2,PO2,PO1		Ap	
Co-2	Understand the operations in the Hospitality sector			PSO4,PO1,PO2,, PSO1,PSO2		U	
Co-3	Develop their practical skills in the working environment and be able to apply them effectively.			PSO1,PSO2 PO2,PO4		Ap	
Course Title				INTERNSHIP WITH PROJECT III			
Code		TRT6CPR0119					
CO No.	Course Outcomes			PO/PSO Addressed		Cognitive level	
	After successful completion of this course, (6 credit) students will be able to						
Co-1	Design and price an itinerary			PSO2,PSO1,,PSO4,PO2		Ap	
Co-2	Handling booking and reservation of hotel and transportation			PO1,PO2,PSO1, PSO2		Ap	
Co-3	Access to a variety of tasks and department of travel agency			PO2,PSO1,PSO2 ,PSO4		An	

CO MAPPING - INTERNSHIP II – 1 Month

	PO1	PO2	PO3	PO4	PSO1	PSO2	PSO3	PSO4

CO1	2	2	-	-	2	2	-	1
CO2	1	2	-	-	2	1	-	2
CO3	-	2	-	2	2	2	-	-
AVG CO	1.5	2	0	2	2	1.67	0	1.5

CO MAPPING - INTERNSHIP WITH PROJECT III – 1 Month

	PO1	PO2	PO3	PO4	PSO1	PSO2	PSO3	PSO4
CO1	-	3	-	-	2	2	-	1
CO2	2	2	-	-	2	2	-	-
CO3	-	1	-	-	2	2	-	2
AVG CO	2	2	0	0	2	2	0	1.5

On The Job Training (OJT)

The student will attach himself with a travel and tourism organization approved by the Department for 2 weeks for Industry Training. The student should actively participate in the operations of the organization and should work like any other employee of that organization. At the end of the On the job Training, the student should prepare a comprehensive report) and present the report with the aid of PPT to the corresponding teachers. Students should also produce a certificate of internship from the organization. All the above details should be submitted to the Department for evaluation.

Internship 1

The student will attach himself with a travel and tourism organization approved by the Department for a period of 4 weeks for Industry Training. The student should actively participate in the operations of the organization and should work like any other employee of that organization. At the end of the internship, the student should prepare a comprehensive report (not less than 40 pages, A4 size). The report and the specimens of the work done by the student should be attested by the organization. Students should also produce a certificate of internship from the organization. All the above details should be submitted to the Department for evaluation.

Internship with Project-III

The student will attach himself with a travel and tourism organization approved by the Department for a period of eight weeks for Industry Training. The student should actively participate in the operations of the organization and should work like any other employee of that organization. At the end of the internship, the student should prepare a comprehensive report (not less than 40 pages, A4 size). The report of the work done by the student should be attested by the organization. Students should also produce a certificate of internship from the organization. All the above details should be submitted to the Department for evaluation.