



**SCHOOL OF TOURISM STUDIES  
COURSE OUTCOME**

**SEMESTER- I**

<b>TSM21C01- Business of Tourism, Hospitality and Leisure Management</b>			
<b>CO No.</b>	<b>Expected Course Outcome</b>	<b>Learning Domains</b>	<b>PSO No.</b>
1	Outline the sectors and subsectors of tourism and its interactions	R	1,2
2	Explain basics of managing tourism, hospitality and leisure	U	1,2
3	Analyze the changing trends of tourism hospitality and leisure industry	U	2
4	Examine and assess effectiveness of forms of management in tourism, hospitality and leisure.	An	3,4
5	Explain the interdisciplinary nature of tourism Industry	C	5,6
6	Examine the growth and changing trends of tourism and related sectors in the service industry.	E	5
7	Evaluate the historical growth of tourism and its subsectors.	A	5,6

*\*Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)*

<b>TSM21C02- Tourism Product Design and Development</b>			
<b>CO No.</b>	<b>Expected Course Outcome</b>	<b>Learning Domains</b>	<b>PSO No.</b>
1	Familiarize students with diverse tourism products and its significance in tourism	R	1
2	Develop an outline of cultural and natural resources of India	U	2
3	Explain prominent and emerging destinations and its tourism products	U	2
4	Design and development of tourism products and travel circuits	C	5,6
5	Create, apply and evaluate various tourism product design	C	5,6
6	Assess the role of innovative technologies in developing tourism product	E	4
7	Develop brochures on various types of tourism products	A	3

*\*Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)*

<b>TSM21C03- Cross Cultural Understanding for Global Tourism Leadership</b>			
<b>CO No.</b>	<b>Expected Course Outcome</b>	<b>Learning Domains</b>	<b>PSO No.</b>
1	Examine major components of culture that have influence on stakeholders of tourism business.	An	1
2	Develop skills required to effective and efficient communication across cultures	C	6,7
3	Analyse cultural differences in communication and its impact on the tourism business environment.	An	5
4	Evaluate patterns of cultural differences in different regions of the world.	E	3,5
5	Examine varied cultural values and orientations impacting international strategy of tourism business.	An	6,7
6	Construct cross cultural communication skills for effective negotiations, decision making and leadership.	C	3
<i>*Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)</i>			

<b>TSM21C04- Service Operations Management</b>			
<b>CO No.</b>	<b>Expected Course Outcome</b>	<b>Learning Domains</b>	<b>PSO No.</b>
1	Develop an aptitude to work with people	A	2,3
2	Construct skills for selling experiences	A	2,3,4
3	Take part in customer care and customer service	An	1,2,4
4	Develop knowledge and skills in service operation	A	1,2,3,4
5	To take part in decision makings for service industry	An	2,3,6
6	Creating an excellence in communication and inter personnel skills	C	2,3,7
7	Analyze various situations to make effective decisions	An	4
8	Develop skills for the product and service design management	A	2,5,6
9	Evaluation of service encounters	E	1,2,3
10	Take part in developing and providing experiences in service industry	An	4,5,6,7
<i>*Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)</i>			

<b>TSM21C05- Tourism and Hospitality Marketing</b>			
<b>CO No.</b>	<b>Expected Course Outcome</b>	<b>Learning Domains</b>	<b>PSO No.</b>
1	Outline the concept of Tourism and service Marketing	R	1
2	Explain how promotional campaigns for tourism, hospitality and leisure can appeal to multiple target markets	U	2
3	Identify the target customers and analyze the customers purchasing power	U	3
4	Examine and assess effectiveness of marketing strategies in tourism.	An	4
5	Create, apply and evaluate various marketing strategies for tourism destinations and organizations	C	5
6	Assess the role of innovative technologies in marketing tourism, hospitality and leisure	E	3,4
7	Design a new tourism product which will be at par with the global tourism, hospitality and leisure demand	A	6
<i>*Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)</i>			

<b>TSM21C06- Destination Geography</b>			
<b>CO No.</b>	<b>Expected Course Outcome</b>	<b>Learning Domains</b>	<b>PSO No.</b>
1	Label destinations of prominence in different geographical regions of the World	R	1
2	Classify destinations based on their variety of touristic features	U	1
3	Construct theme packages based on the market trend of tourism industry.	C	2,7
4	Evaluate touristic values in different geographical regions of the World	E	2,5
5	Utilize destination profile in order to develop tourism in a destination	A	5
6	Analyse the interrelation of geography and tourism and world travel patterns.	An	5
7	Compare the relationships between the physical and cultural factors influencing tourism.	U	1,3
<i>*Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)</i>			

<b>TSM21C07- Industry Immersion I</b>			
<b>CO No.</b>	<b>Expected Course Outcome</b>	<b>Learning Domains</b>	<b>PSO No.</b>
1	Demonstrate professional working attitude	U	1
2	Apply the theoretical and practical knowledge applied in the Industry	A	1,2
3	Develop teamwork and leadership skills	A	3
4	Build a record of work experience	A	4
5	Develop work aptitudes and attitudes necessary to succeed in their career	A	3
6	Adapt professional behavior in working in the Industry	C	3
*Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)			

## **COURSE OUTCOME - SEMESTER II**

<b>TSM21C08- Tourism Business Management</b>			
<b>CO No.</b>	<b>Expected Course Outcome</b>	<b>Learning Domains</b>	<b>PSO No.</b>
1	Define the variety and scope of tourism business	R	1,2
2	Interpret and Evaluate tourism as a phenomenon and as a business system	E	3,4
3	Develop and evaluate tourism policy and planning initiatives.	A	5
4	Maximize empathy and respect diversity and multicultural perspectives.	C	5,6
5	Apply problem solving and critical analysis within diverse contexts	A	5,6
*Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)			

<b>TSM21C09- Destination Planning, Development and Policies</b>			
<b>CO No.</b>	<b>Expected Course Outcome</b>	<b>Learning Domains</b>	<b>PSO No.</b>
1	Demonstrate a basic understanding of destination types and characteristics and emerging paradigms	U	1
2	Distinguish ways in which tourists prefer a certain destination over the other	An	2,6
3	Interpret levels, types and new approaches to planning in their own destination development plans	E	4, 6,7
4	Make use of the National Policies to be able to connect to the larger vision of the country	An	4
5	Develop a Master Plan for Destination Development	C	6,7
<i>*Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)</i>			

<b>TSM21C10- Research Methodology for Tourism</b>			
<b>CO No.</b>	<b>Expected Course Outcome</b>	<b>Learning Domains</b>	<b>PSO No.</b>
1	Demonstrate the stages of the research process, and the principle activities, skills and ethics associated with this process.	U	1,4,5
2	Analyze the literature to identify gaps and justify undertaking the research.	An	5
3	Design research questions, research aims, research objectives and the research framework.	C	5
4	Apply data analysis techniques to analyze data.	A	2,5
5	Develop techniques to create new knowledge in tourism	C	1,4,5
<i>*Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)</i>			

<b>TSM21C11- Foreign Language -French I</b>			

<b>CO No.</b>	<b>Expected Course Outcome</b>	<b>Learning Domains</b>	<b>PSO No.</b>
1	Demonstrate basic speaking and reading skills in French	S	3,1
2	Demonstrate understanding of French Grammar	U	1,2
3	Design simple role play situations	C	2,3
4	Construct simple sentences in French	A	1
5	Formulate and design situations related to tourism scenario in French	C	6
6	Adapt grammar rules in writing and communication	C	4
<i>*Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)</i>			

<b>TSM21C12- Human Resources Management in Tourism</b>			
<b>CO No.</b>	<b>Expected Course Outcome</b>	<b>Learning Domains</b>	<b>PSO No.</b>
1	Develop the concept of HRM and to understand its relevance in tourism and hospitality industry	A	2
2	Analyze strategic issues and strategies required to select and develop manpower resources	An	5,6
3	Integrate the knowledge of HR concepts to take correct business decisions	U	1,2
4	Design and Formulate various HRM processes	C	6,7
5	Develop ways in which HRM to diagnose business strategy in order to facilitate internal change in order to accomplish the strategy	C	6,7
6	Analyze cases in Human Resource Management for managing the organizations	An	5
<i>*Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)</i>			

<b>TSM21E13- Air Transport Operations</b>			
<b>CO No.</b>	<b>Expected Course Outcome</b>	<b>Learning Domains</b>	<b>PSO No.</b>

1	Develop specialized knowledge on airline management and operations	A	1,2,3
2	Examine the major players in aviation industry	An	2,3,4
3	Analyse the multinational regulations for travel industry	An	1,2,4
4	Determine the current challenges and competition in airline industry	E	1,2,3,4
5	Discuss the baggage handling regulations and airport formalities	C	2,3
6	Elaborate the characteristics of inflight services	C	2,3
7	Discuss the airline business and low-cost carriers' strategy and management structure	C	6
<i>*Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)</i>			

<b>TSM21E14- Tour Operation Business</b>			
<b>CO No.</b>	<b>Expected Course Outcome</b>	<b>Learning Domains</b>	<b>PSO No.</b>
1	Define tourism operation business	R	1,2,3
2	Classify operations in <b>tourism, hospitality and leisure</b> that can appeal to multiple target markets	An	2,3,4
3	Identify the target customers and analyse the customers purchasing power	E	1,2,4
4	Examine and assess effectiveness of tour operations in tourism	C	1,2,3,4
5	Develop a tourism business plan	S	2,3
<i>*Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)</i>			

<b>TSM21E15- Health and Medical Tourism Operations</b>			
<b>CO No.</b>	<b>Expected Course Outcome</b>	<b>Learning Domains</b>	<b>PSO No.</b>

1	Understand the history and Origin of Medical Tourism	U	1
2	Appraise the current scenario of Medical Tourism and Evaluate future Scope	E, An	5
3	Develop a Business Plan for Medical Tourism Facilitator	C, S	2,7
4	Compare and evaluate medical and wellness systems	An, Ap	2,5
5	Create medical tourism and wellness tourism products	C, S, I	7
6	Develop a first-hand experience on the operations of wellness and medical tourism	An	2
7	Design and develop a project based on the operations of either Medical or Wellness sectors	A, C	3,6
<i>*Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)</i>			

<b>TSM21C16- Industry Immersion II</b>			
<b>CO No.</b>	<b>Expected Course Outcome</b>	<b>Learning Domains</b>	<b>PSO No.</b>
1	Demonstrate professional working attitude	U	1
2	Apply the theoretical and practical knowledge applied in the Industry	A	1,2
3	Develop teamwork and leadership skills	A	3
4	Build a record of work experience	A	4
5	Develop work aptitudes and attitudes necessary to succeed in their career	A	3
6	Adapt professional behavior in working in the Industry	C	3
<i>*Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)</i>			



## COURSE OUTCOME - SEMESTER III

<b>TSM21C17- Tourism Entrepreneurship</b>			
<b>CO No.</b>	<b>Expected Course Outcome</b>	<b>Learning Domains</b>	<b>PSO No.</b>
1	Identify the role of entrepreneur in tourism business	A	1
2	Examine the challenges of entrepreneurship in tourism	An	4,6,7
3	Develop entrepreneurial competencies	C	2,3
4	Estimate financial funds requirement for tourism entrepreneurship	E	4,5,7
5	Design EDPs	C	2,4,7
6	Discuss the subsidies and incentives offered to entrepreneurs	C	7
7	Examine the role of entrepreneurship in SSE and economic development	An	2,4,5,6,7
*Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)			

<b>TSM21C18- Foreign Exchange Management</b>			
<b>CO No.</b>	<b>Expected Course Outcome</b>	<b>Learning Domains</b>	<b>PSO No.</b>
1	Categorize the factors affecting exchange rates	A	1
2	Outline the structure of foreign exchange market	U	1
3	Examine the organization of foreign exchange market	E	1
4	Categorize various risk associated with foreign exchange business	An	3
5	Evaluate the pattern of movement of foreign exchange market through charting	E	2, 5
6	Explain foreign exchange units in financial intermediaries	U	1
7	Evaluate the foreign exchange market in India	E	5, 7
8	Explain various currency exchange regulation related to tourism	U	2, 5
*Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)			

<b>TSM21C19- Foreign Language - French II</b>			
<b>CO No.</b>	<b>Expected Course Outcome</b>	<b>Learning Domains</b>	<b>PSO No.</b>
1	Create conversation situations with French Speakers about day to day topics	S	2,3
2	Read and demonstrate short articles in French	A	3
3	Write short compositions in French in one or two paragraphs	A	4,5
4	Design role play situations of an advanced level	C	5
5	Write short stories from outlines provided	C	2
<i>*Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)</i>			

<b>TSM21E20- Air Ticketing and Electronic Booking Tools</b>			
<b>CO No.</b>	<b>Expected Course Outcome</b>	<b>Learning Domains</b>	<b>PSO No.</b>
1	Classify IATA Tariff conference areas	U	1
2	Construct normal fares and special fares	A	1, 2,5
3	Organize airline itineraries depending upon the types of journey	A	1, 2, 6
4	Apply fare construction rules for direct and indirect journeys	An	2, 4,5
5	Select applicable fare for a journey	A	4
6	Take part in electronic ticket processing	An	4,5,6
7	Examine applicable special fares after counting the transfers and stopovers in a journey	An	5,6
8	Selecting the applicable special fare by establishing seasonality and day of the week	E	1,2,4,5
9	Examine the immigration formalities in airports	An	4,5,6
10	Create PNR in global distribution systems	C	5,6
<i>*Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)</i>			

<b>TSM21E21- Special Interest Tourism</b>			
<b>CO No.</b>	<b>Expected Course Outcome</b>	<b>Learning Domains</b>	<b>PSO No.</b>
1	Define Special Interest Tourism	R	1,2
2	Explain the concept of Special Interest Tourism	U	1,2
3	Develop SIT products	A	3,4
4	Examine themes based on SIT and develop itineraries	An	5
5	Create and Design SIT products	C	6
6	Formulate Niche Tourism products for skill enhancement	C	6
<i>*Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)</i>			

<b>TSM21E22- Healthcare Management</b>			
<b>CO No.</b>	<b>Expected Course Outcome</b>	<b>Learning Domains</b>	<b>PSO No.</b>
1	Interpret features of Healthcare Management and derive an overall view of the Healthcare sector	U	1
2	Analyze market trends and develop adequate plans in Healthcare Management	An	3
3	Advice customers on legal issues and inform them of their rights and responsibilities.	Ap	6
4	Design and develop Healthcare information Management system relevant to healthcare providers	C	2,3,5
5	Build a perspective on Malpractices and fraud in the healthcare sector	C	4
6	Develop guidelines for international tourists on costs, legal issues, malpractices	U	5
<i>*Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)</i>			

<b>TSM21O01- Film Tourism</b>			
<b>CO No.</b>	<b>Expected Course Outcome</b>	<b>Learning Domains</b>	<b>PSO No.</b>
1	Demonstrate a basic understanding of tourism industry and its characteristics	U	1
2	Analysing the role that films play on destination promotion	An	2,6
3	Interpret levels, types and new approaches to Film tourism and its marketing opportunities	E	4, 6,7
4	Analyze the film induced tourism in a creative way and an informed understanding of global culture, destination marketing through films across various countries and cultures.	An	4
5	The ability to incorporate and integrate the film tourism concept and Developing appropriate applications of knowledge in tourism sector	C	3,6,7
<i>*Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)</i>			

<b>TSM21E23- Tourism Crisis and Disaster Management</b>			
<b>CO No.</b>	<b>Expected Course Outcome</b>	<b>Learning Domains</b>	<b>PSO No.</b>
1	Illustrate types of crisis that could arise in tourism	U	1
2	Create pre-preparedness plan anticipating likely problems	C	3
3	Develop skills to use crisis management plans during the actual disaster	A	2,3,6
4	Develop a communication plan for the media and general public during crisis	C	2
5	Recommend a response strategy involving all stakeholders	E	3,4
6	Analyze previous cases and plan future preparedness	An	5
7	Explain the role and ACTs and Policies of the Government	U	1
<i>*Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)</i>			

<b>TSM21C24- Data and Media Analysis for Tourism</b>			
<b>CO No.</b>	<b>Expected Course Outcome</b>	<b>Learning Domains</b>	<b>PSO No.</b>
1	Discuss the underlying principles of ICT and media in hospitality and tourism.	C	1,3
2	Demonstrate the impacts of ICT and media in creating value propositions for customers and competitive advantage for organizations in the hospitality and tourism industry.	U	4,7
3	Develop practical skills in the software-based analysis of data and formally presenting findings.	A	2,6
4	Develop creative thinking and analyzing big data and social networks.	A	3
5	Demonstrate an ability to analyze data, interpret and make decision on various tourism business.	U	5
6	Evaluate advantages and disadvantages of decision support systems.	E	1
7	Analyze latest trends in tourism due to information technology	A	7
*Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)			

## COURSE OUTCOME - SEMESTER IV

<b>TSM21E25- Cargo and Logistic Management</b>			
<b>CO No.</b>	<b>Expected Course Outcome</b>	<b>Learning Domains</b>	<b>PSO No.</b>
1	Summarize the growth and development of air cargo industry	U	1
2	Classify the types of air cargo and cargo air crafts and their specifications	An	1,2
3	Identify the various organizations, regulations and major conventions associated with air cargo industry	An	2,3,4
4	Examine the procedure of cargo handling and documentations in air cargo industry	An	1,4,5
5	Distinguish the role of major players in air cargo industry	An	3,4
6	Examine the importance of automation in air cargo industry	E	4, 6
7	Estimate the various cargo rates and tariff to be applicable for air cargo transportation	E	1,2,4,6
8	Solve various types of claims and complaints in air cargo industry	C	3,4,5,6,7
9	Discuss the various procedures involved in cargo handling	C	2,3,4
*Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)			

<b>TSM21E26- Airline and Airport Management</b>			
<b>CO No.</b>	<b>Expected Course Outcome</b>	<b>Learning Domains</b>	<b>PSO No.</b>
1	Summarize the growth and development of aviation industry	U	1
2	Identify airline alliances, types of airline personnel, and types of air crafts	A	1,5,7
3	Examine airline and airport organization	E	2, 4, 5
4	Explain the general physical characteristics of an airport	E	1, 2,5,6
5	Design of airport and airport infrastructure	C	2, 4,5,
6	Discuss the types of airport services and operations	C	2, 3, 4,5
7	Build awareness regarding the importance of safety and security in airports	C	2, 3,6
8	Formulate emergency plans and procedures	C	3,4

9	Measures to be taken to minimize potential hazards and measures to counter hazards	E	2,4, 6
10	Discuss the importance of communications in airport operations	C	4,5
<i>*Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)</i>			

<b>TSM21E27- Transportation Operations- Road, Rail and Cruise</b>			
<b>CO No.</b>	<b>Expected Course Outcome</b>	<b>Learning Domains</b>	<b>PSO No.</b>
1	Explain the roles of various modes of transportation in tourism	U	1
2	Construct fares for various modes of transportation for tourism business	A	2,7
3	Develop itineraries of a specific trip based on the calculated fares and markups.	C	2,7
4	Categorize various transportation trips that promotes tourism in the World	An	1,3
5	Evaluate different types of car rental, rail and coach services for tourism development	E	7
6	Discuss the performance of various car, coach rental companies of the World.	C	5
7	Apply transportation rules and regulation for calculating the fares	A	1,2
<i>*Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)</i>			

<b>TSM21E28- Inbound and Outbound Tour Operation Business</b>			
<b>CO No.</b>	<b>Expected Course Outcome</b>	<b>Learning Domains</b>	<b>PSO No.</b>
1	Define the concept of Inbound and Outbound Tourism	R	2
2	Develop itineraries for inbound and outbound tourism	A	2
3	Analyse themes shaping the inbound and outbound tourism	An	1,2
4	Design and create itineraries on inbound and outbound tourism	C	6,7
5	Build themes shaping inbound and outbound tourism	C	6,7
6	Compare various inbound and outbound strategies adopted by states	U	1,2
<i>*Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)</i>			

<b>TSM21E29- Health Tourism Management</b>			
<b>CO No.</b>	<b>Expected Course Outcome</b>	<b>Learning Domains</b>	<b>PSO No.</b>
1	Identify the origin and development of health tourism	A	1
2	Examine the factors affecting global health tourism	An	2,4,5
3	Categorize the forms of health tourism	An	5,6
4	Explain the concept and treatments in naturopathy	E	1, 4,
5	Importance of medical travel facilitation for wellness and health tourism	E	2,3,4,7
6	Discuss the impacts of health tourism	C	4,5
7	Planning in health tourism	C	4,5,6,7
<i>*Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)</i>			

<b>TSM21E30- Spa Management</b>			
<b>CO No.</b>	<b>Expected Course Outcome</b>	<b>Learning Domains</b>	<b>PSO No.</b>
1	Explain spa industry and spa offerings	U	1,2
2	Develop spa business plan and facility design	A	2,3
3	Examine spa operations and management	An	4,5
4	Importance of client management in spa business	E	2,3, 7
5	Design of a spa menu	C	1,2,4,5,6
6	Develop spa promotion ideas	C	4,5,6
7	Analyze case study of famous spas in the world	An	6,7
8	Evaluate spa industry best practices	E	7
<i>*Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)</i>			



<b>TSM21C31- Tourism Impact Studies</b>			
<b>CO No.</b>	<b>Expected Course Outcome</b>	<b>Learning Domains</b>	<b>PSO No.</b>
1	Define Tourism Impact System	R	1,2
2	Explain various categories of Tourism Impact	U	2
3	Develop a framework for tourism impact study	C	3,4
4	Designing a Tourism Impact Assessment tool	C	6
5	Analyse various types of tourism indicator system	An	5
6	Evaluate EIA and Sustainable Tourism Development in a destination	E	6
<i>*Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)</i>			

<b>TSM21C32- Tourism Innovation Management</b>			
<b>CO No.</b>	<b>Expected Course Outcome</b>	<b>Learning Domains</b>	<b>PSO No.</b>
1	Classify various types of innovation	U	1
2	Develop the design process of innovation	A	2
3	Analyze the competitive innovation process	An	5, 6
4	Assess various factors triggering innovation in an organization	E	4,7
5	Plan in managing Intellectual Property rights (IP)	A	2
6	Develop a prototype innovation model in tourism	C	6,7
7	Analyze cases of innovation in tourism sectors	An	5
<i>*Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)</i>			

<b>TSM21C33- Dissertation</b>			
<b>CO No.</b>	<b>Expected Course Outcome</b>	<b>Learning Domains</b>	<b>PSO No.</b>
1	Identifying the topic to an applied problematic	A	1,5
2	Construct literature review relevant to problematic	A	2,5
3	Formulate research objectives and research questions	C	5
4	Design research methodology relevant to problematic	C	5
5	Organize data collection to investigate research problematic	A	2,5
6	Analyze findings to answer research questions	An	5
7	Create new knowledge using and respecting the academic criteria and methodology.	C	2,5
*Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)			