



**ಎಸ್.ಈ.ವಿ. ವಿಜ್ಞಾನ ವಾಣಿಜ್ಯ ಮತ್ತು ಕಲಾ ಕಾಲೇಜು**  
 (ಬೆಂಗಳೂರು ಉತ್ತರ ವಿಶ್ವವಿದ್ಯಾಲಯದಿಂದ ಸಂಯೋಜನೆಗೊಂಡಿದೆ ಹಾಗೂ ಕರ್ನಾಟಕ ಸರ್ಕಾರದಿಂದ ಮಾನ್ಯತೆ ಪಡೆದಿದೆ)  
**S.E.A COLLEGE OF SCIENCE, COMMERCE & ARTS**  
 (Affiliated to Bengaluru North University, and Recognized by Govt. of Karnataka )  
 NAAC Accredited with 'B' Grade

Ektanagar, A. Krishnappa Circle Ayyappanagar, Devasandra Main Road, Virgonagar Post, K.R. Puram, Bengaluru -560 049.

Tel. : 25613741 / 42 Fax : 25613418 Mob : 9900732511 E-Mail: priseadegree@gmail.com Website : www.seadegree.ac.in

## DEPARTMENT OF TRAVEL AND TOURISM

### MTTM

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| <b>PROGRAMME OUTCOME</b>          | <p>Upon completion of the program, graduates will be able to:</p> <ul style="list-style-type: none"> <li>• PO1: Analyze the various components of Tourism and to describe how they coincide each other.</li> <li>• PO2: Depicts the interrelationship between travel, tourism and hospitality industries.</li> <li>• PO3: Develop leadership skills and to provide necessary Managerial, Communicative, IT, product and Resource skills to effectively handle Tourism activities.</li> <li>• PO4: Mould career paths and equip students to face professional challenges.</li> <li>• PO5: Chalk out a research oriented approach.</li> <li>• PO6: Enhance the ability and skills to build long lasting business relationships.</li> <li>• PO7: Be able to target and position the tourism resources.</li> <li>• PO8: Be able to frame a better and viable marketing and product innovation strategies to increase the profitability and stability of an organization</li> </ul> |
| <b>PROGRAMME SPECIFIC OUTCOME</b> | <p>On completing Master of Tourism and Travel Management (MTTM), students will attain:</p> <p>PO1: Understand multi-form character of travel and tourism business.</p> <p>PO2: Explain the diverse nature of tourism, including culture and place, global/local perspectives, and experience design and provision.</p> <p>PO3: Apply relevant technology for the production and management of tourism experiences.</p> <p>PO4: Plan, lead, organize and control resources for effective and efficient tourism operations.</p> <p>PO5: Create, apply, and evaluate marketing strategies for tourism destinations and</p>  |

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|   | <p>organizations.</p> <p>PO6: Practice empathy and respect for diversity and multicultural perspectives.</p> <p>PO7: Apply principles of sustainability to the practice of tourism in the local and global context.</p> <p>PO8: Propose and conduct a research project to inform tourism practice.</p> <p>PO9: Assess, evaluate, and employee appropriate communication tools for discussions within and between teams and members, various audiences, decision-making teams, and corporate communication tasks.</p> <p>PO10: Apply problem solving and critical analysis within diverse contexts.</p> <p>PO11: Work collaboratively in groups, both as a leader and a team member, in diverse environments, learning from and contributing to the learning of others</p> |
| <b>I<sup>ST</sup> SEMESTER</b>                  |   |
| <b>T.A 1.3 Fundamentals of Tourism Industry</b> | <b>Students would be able to understand:</b>  |
|   | <p><b>CO 1:</b> Basics of Tourism</p> <p><b>CO 2:</b> Nature and Significance of Tourism</p> <p><b>CO 3:</b> Tourism Industry, Important features-Segments of Tourism Industry-factors contributing growth of tourism</p> <p><b>CO 4:</b> Travel Trade Organization: Types and Functions</p> <p><b>CO 5:</b> Tourism System</p>   |
| <b>T.A1.4 Tourism Products &amp; Resources</b>  | <b>Students would be able to understand:</b>  |
|   | <p><b>CO 1:</b> Historical Development of Tourism:</p> <p><b>CO 2:</b> Tourism &amp; Transport: Historical development of transport-Rail transport-organized rail travel-sea transport-Motor car-Air transport &amp; Jet travels.</p> <p><b>CO 3:</b> Nature based Tourism products in India</p> <p><b>CO 4:</b> Major Concepts of Tourism</p> <p><b>CO 5:</b> Special Interest tourism products</p>  |

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| <b>T.A 1.5 Geography of Tourism in India</b> | <p><b>Students would be able to understand:</b></p> <p><b>CO 1:</b> Geography – Definition- Branches of Geography- Five Themes of Geography- Location, Place, Human-environment Interaction, Movement, Regions- Map Reading Skills.</p> <p><b>CO 2:</b> Latitude &amp; Longitude- Knowledge of International Dateline, Time zone, weather etc</p> <p><b>CO 3:</b> Geography of tourism in India</p> <p><b>CO 4:</b> Tourism Development in India</p> <p><b>CO 5:</b> Importance of Geography in Tourism</p>  |
| <b>T.A 1.6 Hospitality Management</b>        | <p><b>CO1:</b> Understanding the classification of hospitality industry and its function. • Educating students on the evolution of hospitality industry.</p> <p><b>CO2:</b> This Module is prescribed to appraise students about the important departments of a classified hotel and to teach various aspects related to accommodation Industry. • To familiarize the students with various hotel operations and to enhance the skill level of them to perform various duties and responsibilities in a hotel environment.</p> <p><b>CO3:</b> To impart a comprehensive idea about the operations of hotel, Resort and other catering out lets of a hotel.</p> <p><b>CO4:</b> To learn about the changing scenario of hotel industry in terms of technology.</p> <p>• To examine the role of organizations and its functions in hotel industry</p> |
| <b>II SEMESTER</b>                           |  |
| <b>T.A 2.3 Principles of Management</b>      | <p><b>Students would be able to understand:</b></p> <p><b>CO 1:</b> Management- An overview, definition, Nature, Scope, functions and Management as a profession. Evolution of Management thought- Taylor’s Scientific Management, Henry Fayol’s theory, Elton Mayo and Hawthorn experiments</p> <p><b>CO 2:</b> Planning- Decision making, Span of Control in detail.</p> <p><b>CO 3:</b> Authority and responsibility</p> <p><b>CO 4:</b> Managerial control</p>   |

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| <b>T.A 2.4 Geography of World Tourism</b>                     | <b>Students would be able to understand the concept and types of Geography related to tourism across the globe</b>  |
|   | <b>CO 1:</b> Asia<br><b>CO 2:</b> North America & South America<br><b>CO 3:</b> Europe<br><b>CO 4:</b> Africa<br><b>CO 5:</b> Australia & New Zealand   |
| <b>T.A 2.5 Fundamentals of Food &amp; Beverage Operations</b> | <b>Students would be able to understand:</b>  |
|   | <b>CO 1:</b> The concept of Food Service and Catering Industries.<br><b>CO 2:</b> Organizational hierarchy of F&B department in (large, medium & small) hotels<br><b>CO 3:</b> Non alcoholic and alcoholic beverages<br><b>CO 4:</b> Purchase of commodities in F &B service industry<br><b>CO 5:</b> Scope and future of food service industry |
| <b>T.A 2.6 Study Tour Report</b>                              |   |
| <b>III SEMESTER</b>   |   |
| <b>T.A 3.3 Tour Operations Management</b>                     | <b>Students would be able to understand:</b>  |
|   | <b>CO 1:</b> The concept of Tour Packaging and Tour Operations<br><b>CO 2:</b> Tour Packaging Management<br><b>CO 3:</b> Itinerary development<br><b>CO 4:</b> International Travel Documents & formalities<br><b>CO 5:</b> Domestic Tourism Organization: Role and Contribution of ITDC, STDC, KSTDC, DOT, TAAI, TAFI and IATO                 |
| <b>T.A 3.4 Tourism Product – I (Indian History)</b>           | <b>Students would be able to understand:</b>  |
|   | <b>CO 1:</b> The concept of Indian History from the ancient period and role of the same in promoting Tourism.<br><b>CO 2:</b> Age of Mahajanapadas (Jainism and Buddhism) - Mauryan Empire - Gupta Empire – History of Kushana’s<br><b>CO 3:</b> History of Medieval India – Delhi Sulthanate – Mughals in India – Cultural Changes –           |

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|   | <p>Bhakti Movement – Maratha Empire</p> <p><b>CO 4:</b> History of South India – Sangam Age, Chola’s, Chera’s, Pandya’s – Pallava Culture - Alwar’s and Nayanar’s</p> <p><b>CO 5:</b> Advent of Europeans to India</p>   |
| <b>T.A 3.5 Tourism Development and Policies</b> | <b>Students would be able to understand:</b>   |
|   | <p><b>CO 1:</b> The concept of principles and policies of Tourism in India</p> <p><b>CO 2:</b> Travel Motivation:</p> <p><b>CO 3:</b> Tourism Administration in India</p> <p><b>CO 4:</b> Development of Tourism in India</p> <p><b>CO 5:</b> Role of Tourism Organizations</p> <p><b>CO 6:</b> Tourism planning &amp; Policy in India</p>   |
| <b>T.A 3.6 Tourism Marketing</b>                | <b>Students would be able to understand:</b>   |
|   | <p><b>CO 1:</b> The concept of Marketing in Tourism Service Industry</p> <p><b>CO 2:</b> Tourism Marketing: Meaning &amp; Definition- Evolution of Marketing - Marketing for Tourism – The Tourism Product – Features of Tourism Marketing – Marketing Functions – Market Research.</p> <p><b>CO 3:</b> Tourism Marketing mix</p> <p><b>CO 4:</b> The 4 P’s of Marketing</p> <p><b>CO5:</b> Promotion: Sales Promotion</p> |
| <b>T.A 3.7 Front Office Operations</b>          | <b>Students would be able to understand:</b> the concept and practices of Front Office in a 5 Star Hotel.  |
|   | <p><b>CO 1:</b> ORGANISATION TO FRONT OFFICE AND RECEPTION</p> <p><b>CO 2:</b> RESERVATION</p> <p><b>CO 3:</b> REGISTRATION</p> <p><b>CO 4:</b> INFORMATION</p> <p><b>CO 5:</b> LOBBY &amp; BELL DESK OPERATION</p>  |

## IV SEMESTER

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| <b>T.A 4.3 Travel Agency Management</b>                                 | <b>Students would be able to understand:</b> the concept of a travel agency and its management.  |
|   | <b>CO 1:</b> Managing Travel agency<br><b>CO 2:</b> Approval Procedure<br><b>CO 3:</b> Managing Tour Escort Services<br><b>CO 4:</b> Managing Tourist Guide service<br><b>CO 5:</b> International Tourism Organization   |
| <b>T.A 4.4 Tourism Product - II (Indian Architecture &amp; Culture)</b> | <b>Students would be able to understand:</b> The concept of Indian Architecture and Culture from the ancient period and role of the same in promoting tourism.   |
|   | <b>CO 1:</b> Pre-Historic Art in India<br><b>CO 2:</b> Shatavahana and Mathura Art – Art and Architecture of South India – Dravida, Nagara and Vesara Style – Chola’s and Pallava’s Art and Architecture<br><b>CO 3:</b> Hindusthani and Carnatic Music in India – Classical Dance Forms of India – Hindu Philosophy – Sikhism- Acharyatraya’s – Islam and Sufism – Delhi Sulthanate Cultural Contributions – Mughal’s Art and Architecture<br><b>CO 4:</b> Christianity in India – Western impact on Indian Art and Architecture – Museums in India – Festival’s of India |
| <b>T.A 4.5Event Management</b>  | <b>Students would be able to understand:</b> The insight into Event and Advertising Industries.  |
|   | <b>CO 1:</b> BASICS OF EVENT<br><b>CO 2:</b> ELMENTS OF EVENTS & EVENT MANAGEMENT<br><b>CO 3:</b> EVENT MARKETING & PRICING<br><b>CO 4 :</b> MICE EVENTS - I Fundamentals of Meetings, Conventions and Exhibitions<br><b>CO 5:</b> MICE EVENT –II Organizing and Hosting International Even  |

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| <b>T.A 4.6House Keeping Operations</b> | <b>Students would be able to understand:</b> The concept and practice of House-keeping department in a 5 Star Hotel  |
|  | <b>CO 1:</b> house keeping organisation<br><b>CO 2:</b> housekeeping control desk<br><b>CO 3:</b> cleaning equipment, agents & cleaning of guest room<br><b>CO 4:</b> linen laundry<br><b>CO 5:</b> accounting, audit and control, income from accommodation |
| <b>T.A 4.7 Study Tour Report</b>       |  |