

FACULTY OF COMMERCE AND MANAGEMENT

B.Com. Tourism

Programme Educational Objectives

PEO1: To empower students with current business knowledge and skills in functional domains of commerce.

PEO2: To provide experiential learning avenues for professional development and entrepreneurship.

PEO3: To inculcate professional ethics, human values and social responsibility for organizational and societal development.

Programme Outcome

After the successful completion of the three year B.Com. Tourism Programme, the graduate will be able to:

PO1: demonstrate professional capability for organizational development, global employability and lifelong learning.

Programme Specific Outcomes

After the successful completion of the three year B.Com. Tourism Programme, the graduate will be able to:

PSO1: Apply business skills in functional areas of Commerce for organizational effectiveness.

PSO2: Appraise national and global economic, social and environmental issues related to business.

PSO3: Manage tourism, accounting, taxation, auditing and finance related roles in multinational organizations.

I Semester

Course Type	Course Code	Course Title	Course Outcomes
	MIL [Any ONE t	to be Opted]	
AECC	AEN103A11	Additional English I	 Describe and differentiate between ballads and sonnets Analyze critically the writing style of prose writers Develop interest to appreciate one act plays Apply the rules of punctuation to write concisely
			5. Demonstrate proficiency in creating leaflets and brochures
AECC	HIN103B12	Hindi I	 हिन्दी साहित्य के गद्य विधाओं को समझता है विद्यार्थियों में सामाजिक यथार्थ का मूल्यांकन क रने का ज्ञान सृजनात्मक कौशल्य में परिपूर्णता गद्य विधाओं में निहित सामाजिक यथार्थ का विश्लेषण अन्वाद एवं पत्र शैली का विकास
AECC	KAN103B12	Kannada I	 ಭಕ್ತಿ ಸಾಹಿತ್ಯದ ಮುಖ್ಯ ಗುರಿಗಳು ಪ್ರಸ್ತುತ ಸಮಾಜದ ಬದಲಾವರೆಗೆ ಸ್ಪಂದಿಸುವ ವಿವಿಧ ಬಗೆಗಳನ್ನು ಪರಸ್ಪರ ಹೋಲಿಸುವರು ಲೇಖನ ಕಲೆ, ಸತ್ರಿಕಾ ಬರಹಗಳ ಕೌಶಲ್ಯವನ್ನುಅಧ್ಯಯನದೊಂದಿಗೆಅಭ್ಯಾಸ ಮಾಡುವಕಲೆಯನ್ನು ತಿಳಿಯುವರು ಳ ಸಮಾಜದ ಸಂಘರ್ಷಗಳಲ್ಲಿ ಹೋರಾಟ ಹಾಗೂ ಚಳುವಳಿಗಳ ವಿವಿಧ ನೆಲೆಗಳನ್ನು ತಿಳಿಯುವರು ಮನರಂಜನೆ ಹಾಗೂ ವೈಜ್ಞಾನಿಕ ಕ್ಷೇತ್ರಗಳ ಮೂಲಕ ಸಾಮಾಜಿಕ ಜವಾಬ್ದಾರಿಗಳನ್ನು ಹುನರಾವಲೋಕನೆ ಮಾಡುವರು ಡಿಜಟಲ್ಯುಗದಲ್ಲಿಕನ್ನಡ ಭಾಷೆಯ ಅಳವಡಿಕೆ ಹಾಗೂ ಅಭಿವೃದ್ಧಿಯನ್ನು ಕುರಿತುಚರ್ಚೆಸುವರು ೪ ಅಂತರ್ಜಾಲ ಹಾಗೂ ಶತ್ರಿಕೋದ್ಯಮದಲ್ಲಿ ಭಾಷೆಯ ಸೋಲು ಹಾಗೂ
	Compulsory Cour	rsps	ಸಾಧ್ಯತೆಗಳನ್ನು ಅಧ್ಯಯನ ಮಾಡುವರು
AECC	ENG103A12	English I	 Outline basic figure of speech, simile, metaphor, personification, and alliteration Determine grammatical and syntactical structures suitable for a given context Appreciate the significance of prose and poetry Develop communication skills for greeting, introduction, making request and offering help
DSCC	COM204A11	Financial Accounting I	 Understand accounting principles, concepts, conventions and to maintain the basic books of accounts. Prepare final accounts for the business with various adjustments. Maintain the books of accounts for special transactions. (hire purchase, installment

			system and royalty accounts)
DSCC	COM203A12	Management Process	 Understand the concepts of management, functional areas and its principles. Identify and evaluate social responsibility and ethical issues involved in business
			situations. 3. Evaluate leadership styles to anticipate the consequences of each leadership style.
DSCC	COM203A13	Business Statistics	Understand statistical concepts, Data collection, tabulation and graphical representation.
			2. Apply various measures of central tendency, dispersion, and correlation & regression analysis.
DSCC	COT204A11	Fundamentals of Tourism Management	 Memorize the concept of tourism and how tourism originated. Analyze the different types of tourism and the components of tourism. Evaluate the economic, environmental and socio-cultural impacts of tourism and emerging trends and changing scenario of the tourism industry. Identify the major tourist attractions in Karnataka

II Semester

Course Type MIL [Any	Course Code ONE to be Opted]	Course Title	Course Outcomes
AECC	AEN103A21	Additio nal English II	1. Explain the meaning of select poetry, prose, and drama of writers from India, England, Chile, France, Nigeria, and Canada by placing the texts in the cultural context 2. Analyze the issues of race, problems faced by fisher community and women, futility of war, societal fabrications, Nazism, religion,

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			spirituality,
			partition, and
			the political
			tensions in
			professional field
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4.	y Intornat film
4.	Interpret film
	text 'Life is beautiful' and
	learn the
	historical
	background of
	the reign of
	Hitler and the
	injustices in
	concentration
	camps

1		[5.	Solve
			3.	
				questions on idioms, super
				ordinates, and
				hyponyms
AECC	HIN103B22	Hindi	1.	काव्य अध्ययन मे
		II		संगीतात्मक शैली को समझ
				लेता है
			2.	काव्य मे निहित मुल्यों को
				विशलेषण करने की क्षमता
			3.	काव्य में निहित विचारों का
				मूल्यांकन
			4.	काट्य सृजन करने का
				कौशल्य
			5.	व्याकरणकि भाषा में
				शुद्धता
AECC	KAN103B22	Kanna da II	1.	ಕನ್ನಡ ಸಾಹಿತ್ಯದ ವಿವಿಧ
				ಕಾಲಘಟ್ಚಗಳನ್ನು
				ಸರಿಚಯಿಸುತ್ತದೆ
			2.	ಸಾಮಾಜಕ ಪಿಡುಗು,
				ಶೋಷಣೆಗಳ ಕುರಿತು
				ಎಚ್ಚರಿಕೆಗಳನ್ನು
				ವಾಸ್ತವದೊಂದಿಗೆ ಹೋಲಿಸುತ್ತಾ
				ಮುನರಾವಲೋಕನ
				ಮಾಡುವರು
			3.	ಸರಿಸರ ಕಾಳಜಿ,
				ಸಂರಕ್ಷಣೆಕುರಿತು ವಿವಿಧ
				ಪ್ರಾದೇಶಿಕ ಚಟುವಟಿಕೆಗಳ
				ಮೂಲಕ ಹೋಲಿಕೆ
				ಮಾಡಿಚರ್ಚಿಸುವರು
			4.	ಸ್ರಸ್ತುತರಾಜಕೀಯ ವಿಡಂಬನೆ
				ಕುರಿತು ಸಾಮಾಜಿಕ ಮೌಲ್ಯಗಳ

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				ಮೂಲಕ
				ತಮ್ಮಜವಾಬ್ದಾರಿಯನ್ನು
				ಕಲಿಸುವುದು
			5.	ಆಹಾರ ಹಾಗೂ ಆರೋಗ್ಯದ
				ವಿಚಾರಗಳ ಕುರಿತು ಸೂಕ್ತ
				ತಿಳುವಳಿಕೆ ಪಡೆಯುವರು
Compulsor	y Courses			
AECC	ENG103A22	English II	 2. 3. 	Examine and critically analyze the way in which the present media works and understand its importance. Manage day to day and academic life with the use of proper spoken and written English, by constructing grammatically correct sentences. Examine prescribed poetic devices and interpret the meanings that the poetic devices provide. Illustrate and analyze the approach behind the advertisements, and discover the ideas they project.
DSCC	COM204A21	Financi al Accoun ting II		Understand how to take a business partnership to the next level, convert the business into a limited company, consignment business and joint venture business. Apply a critical and analytical approach to accounting in preparation of reconciliation statement, rectification of errors and insurance claims. Acquire the relevant

			financial accounting career skills, applying both quantitative and qualitative knowledge to their future careers in business.
DSCC	COM203A22	Corpor ate Laws	1. Gain a complete understanding about the company law and its
			provisions. 2. Synthesize all information pertaining to shareholders, members, creditors and directors which will assist them in solving legal and business related issues.
DSCC	COM203A23	Comm ercial Mathe matics	 Gain proficiency about the basic concepts of mathematics. Apply these mathematical
DCCC	COT204421	TD	concepts to practical applications.
DSCC	COT204A21	Touris m Produc ts of	Understand better about the nature and characteristics of Tourism products.
		India	2. Analyze the various natural, socio-cultural and man-made tourism resources of India

III Semester

Course Type	Course Code	Course Title	Course Outcomes
MIL [Any (ONE to be Opted]		
AECC	AEN103A31	Additional English III	 Appreciate the theme of love and suspense in the works of Alfred Noyes, Robert Southey, Sir Arthur Conan Doyle and Shakespeare Discover the sufferings of human being in the works of Tagore, Mary Fisher, Charley Chaplin, John Stainbeck and Philip Larkin Analyses the dramatic techniques in the prescribed one act play Outline the difference between essay writings and precis writing Develop the interest on poem and prose

AECC	HIN103B32	Hindi III	1. हिन्दी कविता और खण्ड्काव्य के भेद को समझलेता है
			2. पौराणिक कथा का विश्लेषण
			3. पौराणिक आदर्श विचारों का अन्करण करता है
			4. आध्निक और पौराणिक विचारों का मुल्यांकन
			5. काव्य सूजन शैली का विकास
AECC	KAN103B32	Kannada III	
AECC	KAN103D32	Kaimaua III	1. ಹೊಸಗನ್ನಡ ಸಾಹಿತ್ಯದಲ್ಲಿ ವಿವಿಧ ಮನೋಧರ್ಮಗಳನ್ನು ಚರ್ಚಿಸುವರು
			2. ಸ್ರಕೃತಿಆರಾಥನೆಯೊಂದಿಗೆಡಾಂಛಿಕ ಭಕ್ತಿಯ ನಿರಾಕರಣೆಯನ್ನು ಮುನರಾವಲೋಕನ ಮಾಡುವರು
			3. ಜಾಗತಿಕ ಸಂದರ್ಭದಲ್ಲಿ ಬಂಡವಾಳಶಾಹಿಗಳ ಶೋಷಣೆಯಿಲ್ಲದೇಉದ್ಯೋಗ ಕ್ಷೇತ್ರಗಳ ಅಭಿವೃದ್ಧಿಯನ್ನು ಸಾಧಿಸುವಕುರಿತುಚರ್ಚಿಸುವರು
			4. ಮನರಂಜನೆ ಹಾಗೂ ವೈಜ್ಞಾನಿಕ ಕ್ಷೇತ್ರಗಳ ಮೂಲಕ ಸಾಮಾಜಿಕ ಜವಾಬ್ದಾರಿಗಳನ್ನು ಕಲಿಯುವರು
			5. ಶರಣ. ಸಂಸ್ಥೆ ತಿಯಿಂದ ಸಮಾಜದ ಬದಲಾವಣೆಗಳನ್ನು ವಾಸ್ತವ ಬದುಕಿನಜೊತೆಯಲ್ಲಿ ಹೋಲಿಸುವರು
Compulsory	Courses		
AECC	ENG103A32	Basics of Technical	1. Demonstrate efficiency in researching and organizing information for the effective delivery of a clear, articulate
		Writing and	speech to accomplish a specific purpose.
		Organizational	2. Recognize and apply effective organizational communication techniques
		Communication	
AECC	NES102A01	Environmental Science	1. Discuss the overexploitation of natural resources.
			2. Appraise the components of the ecosystem.
			3. Assess the conservation of biodiversity.
			4. Criticize the mitigation process of natural disasters.
			5. Survey the effects of pollution in the environment.
Paga	GON 500 4 4 24		6. Recommend the various policies for the betterment of environment
DSCC	COM204A31	Corporate Accounting	1. Understand the underwriting of shares and valuation of goodwill and shares.
Paga	CON 520 4 4 22	T 15 (1 6	2. Prepare the company financial statements and compute the profit prior to incorporation.
DSCC	COM204A32	Law and Practices of	1. Identify the different types of relationships between banker and customer
		Banking	2. Compare the role of paying banker and collecting banker and discuss the principles of bank lending
			3. List the different types of bank customers and summarize the various principles governing them4. Compare the various services of banks to its customers
			5. Analyze the regulatory framework and policies influencing bank operations
DSCC	COM204A33	Financial Management	Analyze the regulatory framework and poncies influencing bank operations Understand both the theoretical and practical role of financial management.
DSCC	COMIZUAASS	Financiai wianagement	2. Ability to analyze complicated scientific and professional problems and view a situation critically, address the
			current financial management issues of a company and take decisions
DSCC	COT204A31	Travel Agency and	Determine the origin and growth of a travel agency.
		Transportation	2. Distinguish the different departments of a travel agency.
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		Management	3. Examine the role of Indian railways in tourism promotion.

IV Semester

Course Type	Course Code	Course Title	Course Outcomes
MIL [Any (ONE to be Opted]	
AECC	AEN103A41	Additional English IV	 Interpret select poems of Robert Frost, Sarojini Naidu and William Blake Explain the style and significant features of prose writings of R. K Narayan, Willa Cather, Doris Lessing, O. Henry, and Booker. T. Washington Compare the ethical and cultural differences in Wole Soyinka's play 'The Lion and the Jewel' and learn the unique native culture of Nigeria Assess the issues related to marriage, education, moral code of conduct, the concept of sublime, modernity, tradition, and the mindsets of human beings in life
			5. Appraise the literary devices and techniques used in poetry and prose 6. Formulate grammatically correct sentences using proper punctuations 7. Create citations of books, articles and journals using MLA format 8th edition

AECC	HIN103B42	Hindi IV	1. हिन्दी साहित्य में नाटक अध्ययन करने की शैली को समझलेता है
			2. नाटक में निहित विचारों का विश्लेषण
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			3. हिन्दी नाटक में अभिव्यक्त विचारों का मूल्यांनकन
			4. निबंधों में निहित आदर्श विचारों का अनुकरण करता है
			5. नाटक सृजन एवं रंगमंच कौशल्स का विकास
AECC	KAN103B42	Kannada IV	1. ಭಕ್ತಿ ಸಾಹಿತ್ಯದ ಮುಖ್ಯ ಗುರಿಗಳು ಪ್ರಸ್ತುತ ಸಮಾಜದ ಬದಲಾವಣೆಗೆ ಸ್ವಂದಿಸುವ ವಿವಿಧ ಬಗೆಗಳನ್ನು ತಿಳಿಯುವರು
			2. ಲೇಖನ ರಚನೆ ಹಾಗೂ ಕತ್ರಿಕಾ ಬರಹಗಳ ಕೌಶಲ್ಯ ಇವುಗಳ ನಡುವಿನ ವ್ಯತ್ಯಾಸವನ್ನು ಅಧ್ಯಯನ ಮಾಡುವರು
			3. ಸಮಾಜದಲ್ಲಿ ಕಂಡುಬರುವ ವಿವಿಧ ಕ್ಷೇತ್ರಗಳ ಹೋರಾಟ ಹಾಗೂ ಚಳುವಳಿಗಳ ವಿವಿಧ ನೆಲೆಗಳನ್ನು ಚರ್ಚೆಸುವರು
			4. ಸಾಹಿತ್ಯ ಹಾಗೂ ವೈಶ್ವಾನಿಕ ಕ್ಷೇತ್ರಗಳ ಮೂಲಕ ಸಾಮಾಜಿಕ ಜವಾಬ್ದಾರಿಗಳನ್ನು ಕಲಿಯುವರು
			5. ಸಮೂಹ ಮಾಧ್ಯಮಗಳೊಂದಿಗೆ ಸಾಹಿತ್ಯ ಅಭಿವ್ಯಕ್ತಿಯ ಕೊರತೆಗಳ ಹಾಗೂ ಸಾಧ್ಯತೆಗಳನ್ನು ಮರುಪರಿಶೀಲಿಸುವರು
Compul	sory Courses		
DSCC	COM204A41	Advanced Corporate	Understand the capital restructuring of the company.
		Accounting	2. Understand the liquidation process of the company
DSCC	COM204A42	Cost Accounting	Understand the various techniques of cost accounting.
			2. Identify the various elements of cost to prepare the cost sheet.
DSCC	COM204A43	Equity and	Identify the difference between equity and commodity market.
		Commodity Markets	2. To enrich their knowledge in trading of securities
DSCC	COM203A44	International	1. Perform PEST analysis of international business, and identify modes of entry, stages, methods, and impact of international
		Business	business
		Environment	 Distinguish among Indian, MNC, Global, TNC companies, and evaluate merits and demerits of the organizational structure of MNC
			3. Discover the information required for international marketing and plan the decision-making process for international business
			4. Compare between HRM and IHRM, and application of selection approach, orientation, training; identify international
			adjustment stages, and reasons for expatriate failure
			5. Compare merits and demerits of economic integration, classify major trading blocks, analyse the role of the WTO in
			international business, and assess the EXIM process
DSCC	COT204A41	Tourism Marketing	Discover the nature and characteristics of tourism marketing.
			2. Explain the different types of tourism markets, market segmentation etc.
			3. Identify the importance and use of technology in tourism marketing.
			4. Analyze the various factors influencing tourist buying behaviors.
			5. Classify the five 'P' s of marketing
NCCC	LSE5A2A41	Life Skills Education	Develop self-competency and confidence in their day to day life
			2. Evaluate the problems and find the sustainable solutions in their daily life
			3. Enhance interpersonal relationship effectively in the community
			4. Develop coping mechanisms to manage their stress effectively in their environment

V Semester

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Course Type	Course Code	Course Title	Course Outcome
DSCC	COM204A51	Methods and	Apply various costing systems in practical scenarios.
		Techniques of Cost	2. Understand the process, operating and contract costing.
		Accounting	3. Prepare and analyze variances and flexible budgets.
DSCC	COM204A52	Income Tax I	1. Acquaint themselves with the basic concepts of income tax and understand the legal,
			regulatory and administrative framework of taxes.
			2. Demonstrate progressive learning of various tax issues and tax forms related to individuals.
			3. Understand the concepts on incidence of taxes with regard to the residential status of
			individuals and self-assess heads of income.
DSCC	COT204A51	Sustainable Tourism	1. Identify the relevance of environmental awareness among tourism planners for successful
			tourism development.
			2. Develop the theoretical and applied dimensions of contemporary sustainable tourism from a
			global perspective.

					3. Evaluate the principles and relevance of sustainable tourism.
					4. Analyze the various impacts of tourism on natural destinations
		DSEC	COMA04A51	Advanced Financial	Assess and evaluate the Profit and loss account and Balance sheet of banking
		DSEC	COMAU4A31	Accounting	company in accordance with Banking Regulations Act
				Accounting	2. Assess the Revenue account and Balance sheet of Life Insurance companies
					Analyze the accounting concepts and construct the Revenue account and
					Balance sheet of General Insurance Company with reference to Fire &
					Marine Insurance Marine Insurance
					4. Identify the general price level changes and evaluate the process of various assets
					and liabilities based on CPP and CCA method
	Accounti				5. Estimate and analyze the Cost on purchase, Interest and sale proceeds of Investment
	ng and	DSEC	COMA04A52	Business Taxation	Estimate and analyze the Cost on purchase, interest and safe proceeds of investment Examine the basic framework of direct taxation
	taxation	DSEC	COMAU4A52	Dusiness Taxation	
					2. Compare the conceptual framework for amt and mat to analyze the difference
					between a company's tax liability and that of a partnership firm
Elective					3. Examine the features of company taxation and scheme of taxing business income of
Groups					companies
]Any ONE to					4. Assess the tax liability of companies under corporate tax
be opted[5. Identify tax planning opportunities and recommend appropriate tax-saving
					strategies for decision making in companies
		DSEC	COMB04A51	Advanced Financial	1. Understand and critically evaluate the principles underlying the accounting of complex
				Management	transactions relating to banking and insurance companies.
					2. Evaluate the process of various assets and liabilities based on CPP and CCA methods.
		DSEC	COMB04A52	Risk Management	1. Apply the various concepts of risks and analyze the risk management process
	177			and Insurance	2. Examine the concepts of life insurance product concepts, pensions and annuities
	Finance				3. Distinguish between types of general insurance products, risk assessment,
					underwriting and ratemaking
					4. Examine the legal aspects of insurance and discovering the legal framework concepts
					5. Determine the marketing strategy for insurance products, marketing mix and
					competitive positioning
SEC		COM402A51	Entrepreneurship	1. Discover the dynamics of the entrepreneurial world and the role of government in	
				Development	encouraging entrepreneurships
				-	2. Identify and discuss the potential of small scale industries in the development of
					the economy and explain the sickness in SSE's
					3. Analyze the business environment in order to identify business opportunities
					4. Design viable business plan considering the various aspects of feasibility and
					discuss common pitfalls
					5. List the various institutional assistance provided to small scale enterprises

^{*}Duration of the internship period is a minimum of 30 days, and it should be carried out during the IV semester break. One week before the commencement of the fifth end semester examinations, two copies of the report shall be submitted to the department for evaluation

VI Semester

Course Type		Course Code	Course Title	Course Outcome	
DSCC		COM203A61	Business Laws	 Equip students with current law, rules, and regulations related to settling business disputes. Understand the legal framework and evaluate concepts of intellectual property, consumer protection and trade secrets 	
DSCC		COM204A62	Income Tax II	 Compute taxable income from business and capital gains and the statutory exclusions that are permitted. Understand various other components of total income and determination of tax liability. 	
DSCC		COM204A63	Management Accounting	 Analyze and interpret the financial statements by applying accounting ratios. Prepare fund flow and cash flow statements. Understand Independently to prepare management report for decision making 	
DSCC		COT204A61	Aviation Management	 Examine the growth and development of the aviation industry. Assess the structure and dynamics of the airline industry along with the airport and airlines management system. Discover passenger handling, Cargo handling, regulations and formalities for traveling. Identify the different organizations and their contribution to airlines management. Analyze the basic airport infrastructure. 	
DSCP			COT2P2A61	Project Report And Viva Voce	Identify the current situation, potential and various issues at tourism destinations and suggest possible solutions to overcome it. Analyze the importance and the various stages involved in research
		DSEC	COMA04A61	Goods and Services Tax	 Analyze the current status of Indirect Tax regime in India Categorize and compute goods and services under GST Act, categorize under CGST, SGST and IGST Apply the tax slab rate for various goods and services to assess the tax Determine the GST filing and Return with the GST forms List the clauses of offence and penalties
Elective Groups]Any ONE to be opted[#	Accounting and taxation	DSEC	COMA04A62	Accounting for Business Decisions	 Apply the various marginal cost concepts like make or buy, selection of suitable product mix and earning desired profit for various decision making processes under different business scenarios. Develop investment options and opportunities using experience curve and project and product life cycle cost techniques Compare standard material, labor and overhead variances with actual performance to evaluate the efficiency of the organization Evaluate the accounting mechanism and conceptual framework of double accounting system Determine the room rents on the basis of check in and check out time, login and logout time and twenty-four hours' basis of the hotel and assessment of accounting procedure of hotel industry

Finance	DSEC	COMB04A61	International Financial Management	 Understand the various factors and issues prevailing in the international financial environment. Know the modus operandi of foreign exchange markets, determination of exchange rates, interest rates and their forecasting
	DSEC	COMB04A62	Portfolio Management	 Understand the various investment avenues to create a portfolio. Analyze the application of theories in portfolio management