

**Programme Matrix: Bachelor of Business Administration - Tourism and Hospitality Management [2023]**



**Kristu Jayanti College**

**AUTONOMOUS** Bengaluru

Reaccredited 'A++' Grade by NAAC | Affiliated to Bengaluru North University

**FACULTY OF MANAGEMENT**

**Programme Matrix Bachelor of Business Administration - Tourism and Hospitality Management [2023]**

**Programme Outcomes**

After successful completion of Bachelor of Business Administration - Tourism and Hospitality Management, a student will be able to:

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

PO2: perform managerial roles in tourism in national and international organisations

PO3: apply ethical standards and appropriate techniques for effective tourism and business management

PO4: appraise international and cross-cultural contexts to initiate collaborative professional partnerships in tourism domain

PO5: integrate innovations in Tourism and Hospitality management for business development

PO6: design and execute ethical research projects in Tourism and Hospitality Management

Date of Approval: 10/2/2023

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FACULTY OF COMMERCE AND MANAGEMENT  
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K. Narayanapura, Kothanur PO  
Bengaluru - 560077



**Programme Matrix: Bachelor of Business Administration - Tourism and Hospitality Management [2023]**

<b>I Semester</b>			
<b>Course Type</b>	<b>Course Code</b>	<b>Course Title</b>	<b>Course Outcomes</b>
DSC	21BBA2T411	Business Accounting	<ol style="list-style-type: none"> <li>1. apply generally accepted accounting principles (GAAP) for preparation of the financial statements</li> <li>2. prepare the books of accounts of a business</li> <li>3. prepare the subsidiary books</li> <li>4. analyze the income and financial position using final accounts</li> <li>5. assess the accounting procedures with IFRS framework.</li> </ol>
DSC	21BBA2T412	Business Management and Practices	<ol style="list-style-type: none"> <li>1. differentiate the types of industries and forms of organisation</li> <li>2. apply the principles of management in business scenarios</li> <li>3. prepare plans through planning process</li> <li>4. differentiate the types of organization and departments</li> <li>5. analyze the techniques of the directing and controlling.</li> </ol>
DSC	22THM2T411	Tourism and Hospitality Business	<ol style="list-style-type: none"> <li>1. understand the concept of tourism and its growth.</li> <li>2. compare the different types of products and services offered by tourism industry</li> <li>3. identify the major services offered by hospitality industry and its functioning.</li> <li>4. analyze the role of tourism and hospitality organization</li> <li>5. evaluate the economic, environmental and socio-cultural impacts of tourism.</li> </ol>
AECC	22ENG1T313	Contemplations in English Literature	<ol style="list-style-type: none"> <li>1. identify the various concepts and usage of grammar and literature through studying prose and poetry</li> <li>2. construct impeccable critical analysis of literary texts</li> <li>3. apply the theoretical concept language and literature in practical life to communicate effectively.</li> </ol>
AECC	21KANIT314	Saahithya Saarathi I	<ul style="list-style-type: none"> <li>• ಮುಖ್ಯಮಾನಗಳ ಬದಲಾವಣೆಯ ಬಗ್ಗೆ ತಿಳಿದುಕೊಳ್ಳುವರು</li> <li>• ಆಧುನಿಕ ಯುಗದಲ್ಲಿ ಮಾಧ್ಯಮಗಳ ಮಹತ್ವ ತಿಳಿಯುವರು</li> <li>• ನಂಬಿಕೆಗಳ ಕುರಿತು ವಿಶ್ಲೇಷಣೆ ಮಾಡುವರು</li> <li>• ವ್ಯಕ್ತಿ ಸ್ವಾತಂತ್ರ್ಯದ ನಿಜಾರ್ಥವನ್ನು ಕಂಡುಕೊಳ್ಳುವರು</li> </ul>

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AECC	21HIN1T314	Hindi Kahani aur Hindi Vyakaran	<ul style="list-style-type: none"><li>• हिन्दी साहित्य के कहानी विधा का ज्ञान ग्रहण और समझने की क्षमता का विकास</li><li>• विद्यार्थियों में कहानी में सामाजिक यथार्थ और कथा का मुल्यांकन करने का विकास</li><li>• विद्यार्थियों में कहानी में चित्रीत कथा का वर्णन करने का विकास</li><li>• व्याकरण बद्ध भाषा का ज्ञान एवं कहानी के कथा का विश्लेषण करने का विकास</li></ul>
AECC	22AEN1T311	Listening and Comprehension in English	<ul style="list-style-type: none"><li>• identify the barriers to listening and describe the key components that contribute to effective listening</li><li>• use their grammatical knowledge to refine their speech and writing</li><li>• analyse complex human situations and challenges that emerge from the prescribed texts.</li></ul>

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II Semester			
Course Type	Course Code	Course Title	Course Outcomes
DSC	21BBA2T421	Statistics for Managerial Decisions	<ol style="list-style-type: none"> <li>1. illustrate and interpret diagrammatic and graphical representation of data</li> <li>2. apply appropriate techniques for business data analysis</li> <li>3. calculating the business problems using statistical tools and achieve the business objectives</li> <li>4. assess the business objectives for decision making under subjective conditions</li> <li>5. calculate index numbers for predicting inflation and deflation.</li> </ol>
DSC	21BBA2T422	Organisational Behaviour and Communication	<ol style="list-style-type: none"> <li>1. apply the models of organisational behaviour</li> <li>2. analyse the behaviour of individual and groups in organization</li> <li>3. explain the stages in the process of communication and types</li> <li>4. prepare the business letters and email in the business world.</li> </ol>
DSC	22THM2T421	Travel Consultancy and Tour Package Designing	<ol style="list-style-type: none"> <li>1. understand the concept of travel consultancy business and its role and contribution.</li> <li>2. explain the different types of services offered by travel consultancy.</li> <li>3. identify the procedures for tour packaging.</li> <li>4. determine the concept of tour costing.</li> <li>5. analyze the significance of travel documents.</li> </ol>
AECC	22ENGIT323	Glance: Readings from English Literature	<ol style="list-style-type: none"> <li>1. identify themes and connotations within prose</li> <li>2. illustrate literary knowledge to appreciate poetry</li> <li>3. construct grammatically correct sentences following the rules of grammar.</li> </ol>
AECC	21KANIT324	Saahithya Saarathi II	<ul style="list-style-type: none"> <li>• ದೈಹಿಕ ಆರೋಗ್ಯದ ಮಹತ್ವ ಅರಿಯುವರು</li> <li>• ನಾಡು-ನುಡಿಯ ಬಗ್ಗೆ ಅಭಿಮಾನ ಇಮ್ಮಡಿಯಾಗುವುದು</li> <li>• ವ್ಯಂಗ್ಯ ಸಾಹಿತ್ಯ ಅಧ್ಯಯನದ ಬಗ್ಗೆ ಆಸಕ್ತಿ ಉಂಟಾಗುವುದು</li> <li>• ಕ್ರೀಡಾ ಮನೋಭಾವ. ಚಟುವಟಿಕೆಗಳನ್ನು ಕುರಿತು ಚರ್ಚಿಸುವರು</li> <li>• ಕರ್ನಾಟಕದ ಏಕೀಕರಣದ ನಿಜಾರ್ಥವನ್ನು ವಿಶ್ಲೇಷಿಸುವರು</li> </ul>

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AECC	21HIN1T324	Hindi Gadhya aur Prayojan Mulak Hindi	<ul style="list-style-type: none"><li>• हिदी गद्य विधाओ का विश्लेषण एवं समझने की योग्यता का विकास।</li><li>• विद्यार्थियों में सामाजिक यथार्थ और मुल्यांकन करने का विकास।</li><li>• हिदी गद्य लेखन और पठन में रुचि एवं सृजनात्मक कौशल्य का विकास।</li><li>• प्रयोजनमूलक यं दी के स्वरूप का ज्ञान प्राप्ती और अनुवाद, भाषा कौशल में प्रायवण्यता</li></ul>
AECC	22AEN1T321	Conversation Practice in English	<ol style="list-style-type: none"><li>1. identify the prerequisites of successful speaking skills and implement them where required</li><li>2. apply their grammatical skills to produce error-free speech and writing in everyday communication</li><li>3. evaluate contemporary issues and appraise literary responses to present crises.</li></ol>

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III Semester			
Course Type	Course Code	Course Title	Course Outcomes
DSC	21BBA2T431	Advanced Business Accounting	<ol style="list-style-type: none"> <li>1. prepare the financial statement as per the Companies Act 2013</li> <li>2. analyze the case study of major amalgamations of companies in India</li> <li>3. prepare balance sheet after External reconstruction of company</li> <li>4. prepare balance sheet after internal reconstruction of company</li> <li>5. construct the liquidation final statement.</li> </ol>
DSC	21BBA2T432	Global Business Management	<ol style="list-style-type: none"> <li>1. analyze the International trade theories</li> <li>2. develop International Business strategies through research skills</li> <li>3. evaluate the firms that undertake International Business</li> <li>4. evaluate and design the IMIS architecture</li> <li>5. analyze the EXIM procedure of India.</li> </ol>
DSC	22THM2T431	Destination Development and Sustainable Tourism Management	<ol style="list-style-type: none"> <li>1. facilitate the assessment of the tourism potential of a destination</li> <li>2. prepare tourism development plan by understanding the destination image</li> <li>3. develop destination marketing strategies considering the tourism impacts</li> <li>4. understand sustainable tourism and its importance</li> <li>5. apply sustainable principles to the different sectors of tourism</li> </ol>
AECC	21ENG1T333	Confluence of English Literature	<ol style="list-style-type: none"> <li>1. identify the various concepts and usage of grammar and literature through studying Prose and poetry</li> <li>2. construct impeccable critical analysis of literary texts</li> <li>3. apply the theoretical concept language and literature in practical life to communicate effectively.</li> </ol>
AECC	21KAN1T334	Saahithya Saarathi III	<p>ರಂಗಭೂಮಿ ಕ್ಷೇತ್ರದಲ್ಲಾಗುತ್ತಿರುವ ಬದಲಾವಣೆಯ ಬಗ್ಗೆ ತಿಳಿದುಕೊಳ್ಳುವರು</p> <p>ಆಧುನಿಕ ಯುಗದಲ್ಲಿ ಮಾಧ್ಯಮಗಳ ಮಹತ್ವ ತಿಳಿಯುವರು</p> <p>ರಾಷ್ಟ್ರೀಯ ಹಾಗೂ ಅಂತರಾಷ್ಟ್ರೀಯ</p> <p>ವ್ಯಕ್ತಿ ಸ್ವಾತಂತ್ರ್ಯದ ನಿಜಾರ್ಥವನ್ನು ಕಂಡುಕೊಳ್ಳುವರು</p> <p>ಪರಂಪರೆಯಲ್ಲಿ ನಿಹಿತವಾಗಿರುವ ಸ್ತ್ರೀ ಸ್ಥಾನಮಾನಗಳ ಬಗ್ಗೆ ಅರ್ಥೈಸಿಕೊಳ್ಳುವರು</p>

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AECC	21HINIT334	Hindi Kavitha, Samachar Lekhan aur Reporting	<ol style="list-style-type: none"><li>1. हिन्दी पद्य विधाओं का ज्ञान ग्रहण करने की क्षमता का विकास।</li><li>2. विद्यार्थियों में सामाजिक मूल्यांकन और यथार्थ को समझना।</li><li>3. विद्यार्थियों में पद्य विधाओं का वर्णन और विश्लेषण करने की क्षमता का विकास।</li><li>4. समाचार लेखन एवं रिपोर्टिंग में सृजनात्मक कौशल का विकास।</li></ol>
AECC	21AENIT331	Essential English Reading	<ol style="list-style-type: none"><li>1. Recognize the techniques of effective reading and demonstrate their competence in comprehension.</li><li>2. Articulate their thoughts and structure written compositions as needed in official contexts</li><li>3. Formulate their responses to contemporary challenges that emerge from the prescribed texts.</li></ol>

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IV Semester			
Course Type	Course Code	Course Title	Course Outcomes
DSC	21BBA2T441	Logistics and Supply Chain Management	<ol style="list-style-type: none"> <li>1. summarizing the fundamental knowledge of management within broad framework of supply chain and logistics management</li> <li>2. evaluate the strategic role of logistics and supply chain management in the cost reduction and offering improved service to the customers</li> <li>3. use information technology in the traditional physical distribution to have sustainable competitive advantage to the organization globally</li> <li>4. determine responsiveness and efficiency in business with the help of supply chain drivers</li> <li>5. apply inventory management techniques for efficient use of resources.</li> </ol>
DSC	22THM2T441	Information Technology for Tourism and Hospitality	<ol style="list-style-type: none"> <li>1. understand and be familiar with terminology relating to the information technology.</li> <li>2. understand the e-commerce activity in tourism and hospitality industry</li> <li>3. explain the application of IT in tourism</li> <li>4. analyse the various technological tools in tourism and hospitality</li> <li>5. analyse various trends in technology application</li> </ol>
DSC	21BBA2T443	Human Resource Management	<ol style="list-style-type: none"> <li>1. understand the importance and relevance of human resource management in the present scenario</li> <li>2. assess the role of recruitment, selection and training in achieving the objectives of human resource management</li> <li>3. evaluate the techniques involved in the performance appraisal and compensation</li> <li>4. evaluate the different sources of conflict and methods of resolving</li> <li>5. assess the impact of work environment on manpower of an organization.</li> </ol>
AECC	21ENGIT343	Reminiscence of English Literature	<ol style="list-style-type: none"> <li>1. Articulate the relevant social issues and thematic representation in prose and poetry</li> <li>2. Analyse the characters, plot, setting and themes of novel</li> <li>3. Acquire vital employability skills and employment opportunities with in-depth knowledge of writing skills.</li> </ol>
AECC	21KANIT344	Saahithya Saarathi IV	<ul style="list-style-type: none"> <li>• ಯುದ್ಧದಿಂದಾಗುವ ಅನಾಹುತಗಳ ಬಗ್ಗೆ ತಿಳಿದುಕೊಳ್ಳುವರು</li> <li>• ರಾಷ್ಟ್ರೀಯತೆ, ರಾಷ್ಟ್ರವಾದದ ಬಗ್ಗೆ ತಿಳಿಯುವರು</li> <li>• ವಿಶ್ವಶಾಂತಿಯ ಮಹತ್ವದ ಬಗ್ಗೆ ಅರಿಯುವರು</li> <li>• ಯುದ್ಧ ಮತ್ತು ಶಾಂತಿಯ ಮಹತ್ವವನ್ನು ಅರಿಯುವರು.</li> </ul>

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AECC	21HIN1T344	Hindi Natak Sahitya, Patralekhan aur Aalekhan	<ul style="list-style-type: none"><li>• हिन्दी नाटकों के संवादों को स्मरण करने की योग्यता का विकास।</li><li>• विद्यार्थियों में सामाजिक, यथार्थ घटनाओं को समझने का विकास।</li><li>• नाटक लेखन और अभिनय कौशल का वर्णन एवं विश्लेषण करता है।</li><li>• पत्रलेखन और आलेखन कला का मूल्यांकन करने में प्राविण्यता।</li></ul>
AECC	21AEN1T341	Fundamentals of English Written Communication	<ol style="list-style-type: none"><li>1. Examine the features of effective writing and demonstrate their skills in complex, non-formulaic writing</li><li>2. Identify and fix common stylistic errors in written English</li><li>3. Analyze the representation of cross-cutting issues in literary works.</li></ol>
AECC	21INC1T341	India and Indian Constitution	<ol style="list-style-type: none"><li>1. Evaluate the philosophy of the Constitution and its structure</li><li>2. Appraise the powers and functions of various offices under the Constitution</li><li>3. Analyze the Indian values, Ideals and the role of Constitution in a Democracy.</li></ol>

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