

<p><b>Expected Programme Learning Outcomes (PLOs) in terms of :</b></p>	<p><b>Knowledge:</b> On completion of the Master of Tourism and Travel Management (MTTM) programme, the graduates should be able to:</p> <ul style="list-style-type: none"> <li>• describe and distinguish the various terminologies used in tourism and hospitality industry</li> <li>• explain the inter-linkages among various sub-sectors of the tourism and hospitality industry</li> <li>• discuss the principles and theories of management in the context of tourism and hospitality operations</li> <li>• assess human resource requirements in organisations and to design human resource training and development programmes</li> <li>• acquire knowledge regarding technological advances and their application in the tourism and hospitality operations</li> <li>• comprehend entrepreneurial ventures and institutional interface for small scale industries considering tourism is an industry where the majority players belong to the small scale sector</li> <li>• conduct market research to understand the tourism market</li> <li>• reflect on the needs and wants of tourists while developing tourism products and their marketing strategies</li> <li>• analyse the various accounting and financial functions applicable in tourism and hospitality enterprises.</li> <li>• understand the intricacies involved in the functioning and organizing of various business tourism events like convention, trade shows, travel marts, expositions etc</li> <li>• analyse tourism impacts in relation to their relevance for future development and planning of tourism</li> </ul>
	<p><b>Skills:</b> The graduates should be able to demonstrate the acquisition of skills required to:</p> <ul style="list-style-type: none"> <li>• carry out managerial level responsibilities in tourism and hospitality - related enterprises</li> <li>• create highly motivated, trained and professional work force</li> <li>• handle problems that an entrepreneur faces</li> <li>• plan and organise events</li> </ul>
	<p><b>Application of Knowledge &amp; Skills:</b> The graduates should be able to demonstrate the ability to:</p> <ul style="list-style-type: none"> <li>• inculcate a professional approach for managing tourism operations and enterprises</li> <li>• design tourism products and tour itineraries</li> <li>• integrate learnt concepts and skills to prepare a dissertation proposal and undertake the chosen dissertation work.</li> <li>• conduct market research</li> </ul>
	<p><b>Generic Learning Outcomes:</b> The graduates should be able to demonstrate</p>

	<p>the ability to:</p> <ul style="list-style-type: none"> <li>• undertake self-paced and self-directed learning</li> <li>• acquire knowledge and develop skills to effectively handle Tourism activities</li> <li>• imbibe and contribute responsibly to the overall tourism development ethos</li> <li>• identify professional challenges and face them effectively</li> <li>• Meet one's own learning needs related to the programme</li> </ul>
	<p><b>Constitutional, Humanistic, Ethical, and Moral Values:</b> The graduates should be able to demonstrate the willingness to:</p> <ul style="list-style-type: none"> <li>• develop and promote more sustainable and responsible forms of tourism activities</li> <li>• follow ethical practices while designing tourism related products and their marketing strategies</li> <li>• practice team work and mutual respect towards learners and colleagues.</li> <li>• follow ethical practices in conducting research and project work.</li> </ul>
	<p><b>Employability &amp; Entrepreneurship skills:</b> The graduates should be able to:</p> <ul style="list-style-type: none"> <li>• acquire the knowledge and skills for taking up managerial level positions in various tourism and hospitality enterprises</li> <li>• apply the knowledge of tourism operations in a real-life work environment</li> <li>• identify and develop business idea and business plan for entrepreneurial ventures in the tourism and hospitality field</li> <li>• impart acquired knowledge and skills in the tourism academic field.</li> </ul>