



**Sant Baba Bhag Singh**  
**UNIVERSITY**  
LEARN | ACHIEVE | SUCCEED

**PO, PSO, PEO and CO**  
**OF**  
**AIRLINE TOURISM AND**  
**HOSPITALITY MANAGEMENT**

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# SANT BABA BHAG SINGH UNIVERSITY

Department Name: Management and Hotel Management

Programme Name: B.Sc ATHM ( Bachelor of Science in Airlines Tourism and Hospitality Management)

## Programme Outcomes (PO)

PO1	<b>Awareness about Aviation, Tourism and Hospitality Industry:</b> Comprehend the complexity of the industry through the subject knowledge gained in the course.
PO2	<b>Communication:</b> Understand the value of the communication in the service industry and able to put it effectively at workplace and in society.
PO3	<b>Cultural Diverse:</b> Helps to recognize various cultures along with building the bridge to trust, respect and understand the cross cultures.
PO4	<b>Cosmopolitan:</b> Analyse the nature of people from all over the world depending on the type and place of tourism he/she is interested in.
PO5	<b>Environment:</b> Learns the value of the environment and gets thorough knowledge of the diverse effect of aviation, tourism and hospitality industry on environment and vice versa.
PO6	<b>Managing projects and Finance:</b> Demonstrate knowledge of the Aviation, hospitality and Tourism management principles therefore, applying them at their workplace, to manage projects and finance.
PO7	<b>Team work and leadership:</b> Realize the importance of working in team and becomes a team player.
PO8	<b>Exposure:</b> Provides with the vast knowledge on tourist attractions and gains insight on various worldwide destinations.
PO9	<b>Modern Tool Usage:</b> Knowledge to Create and apply appropriate techniques, resources, and modern management and IT tools with an understanding of the limitations.
PO10	<b>Design/Development of Solution:</b> Applying research-based knowledge and methods including design of experiments, analysis and interpretation of data, and synthesis of the information to provide valid conclusions in tourism sector.
PO11	<b>Ethics:</b> Apply ethical principles and commit to professional ethics along with the responsibilities and norms of service industry.
PO12	<b>Lifelong Learning:</b> Able to understand and apply the learnings in the every event of life so as to attain the industrial and self growth alongside.



<b>SANT BABA BHAG SINGH UNIVERSITY, KHALA -1430030, JALANDHAR</b>		
<b>Institute Name:</b>	UICM	
<b>Department Name:</b>	Management and Hotel Management	
<b>Programme Name:</b>	B.Sc ATHM ( Bachelor of Science in Airlines Tourism and Hospitality Management)	
<b>Number of Semesters:</b>	6	
<b>Vision:</b>	The hospitality programme spans over a duration of 3 years. The courses provide hands on experience imparting training in both practical and theoretical aspects of ATHM Course. To be a leader in development of professionals in the field of hospitality management. To train and educate, at all levels, persons of outstanding abilities who can become future leaders for the hospitality industry. To work closely and proactively with the industry to address the need of the highly skilled manpower.	
<b>Mission:</b>	Hospitality & Tourism Studies is dedicated to impart quality higher education & training in the field of hospitality management, to prepare globally competitive managers & professionals for international hospitality industry. To provide affordable high quality professional education by laying strong foundation in both theory and practical.	
<b>Details of Programme Educational Objectives, Program Outcomes, Program Specific Outcomes</b>		
<b>S.No.</b>	<b>Programme Educational Objective (PEO) (The Graduate/Undergraduate will....)</b>	
1	PEO1.	To train and develop students to be the leaders, who can solve the real life problems faced by the airlines, tourism and hospitality industry.
	PEO2.	To empower students with interpersonal skills and effective communication to sustain in competitive world.
	PEO3	To produce graduates for world class service who can acquire operational and managerial positions in Airlines, Tourism and Hospitality.
<b>Programme Specific Outcomes (PSO)</b>		
3	PSO1.	To train and develop students to be the leaders, who can solve the real life problems faced by the airlines, tourism and hospitality industry.
	PSO2	In the private sector, such professionals may work for Travel agencies, Travel Consultancies, Airports, Tour operators, Airlines, Travel and ticketing websites, Hotels, Visa and travel document tourism firms, Resorts, Cruise lines and Tourist information office, etc.
	PSO3	Students can work as a customer Care Officer, Front Office, Receptionist, Operations Manager and cabin crew.

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**SANT BABA BHAG SINGH UNIVERSITY, KHIALA -1430030, JALANDHAR**

**Programme Name: B.Sc ATHM ( Bachelor of Science in Airlines Tourism and Hospitality Management)**

**Details of Course Outcomes**

S. No	Semester	Course Name	Course Code	Course Outcomes	
1	1	Basics of Tourism	ATM101	CO1	Describes various types of Tourism.
				CO2	Describes the significance of Domestic and International tourism.
				CO3	Helps to recognize factors necessary for global and regional tourism.
2	1	Tourism Product and Services -I	ATM103	CO1	To understand the various tourism resources in India.
				CO2	Describing the relationship between the three components of tourism industry.
				CO3	Enlightens various tourist attraction along with their fairs and festivals.
3	1	Communication Skills-I	ENG121	CO1	Students will develop knowledge, skills, and judgment around human communication.
				CO2	Facilitate their ability to work collaboratively with others.
				CO3	Learn to Manage conflict, understand small group processes along with active listening.
4	1	Geography of Tourism-I	ATM105	CO1	Helps students to learn geographical features of India.
				CO2	Explain the relationship between geography and Tourism.
				CO3	Learn about the Northern Mountains, the Central Plains, and the Peninsula.
5	1	Customer Care & Interpersonal Skills	ATM107	CO1	Make students aware of different types of customers and the role of service provider.
				CO2	Describe how good communication with other can influence our working relationships with customers
				CO3	Teach students how to interact and handle various queries of customers in service industry.
6	1	Communication Skills-I (Practical)	ENG123	CO1	Students will develop knowledge, skills, and judgment around human communication .
				CO2	Facilitate their ability to work collaboratively with others.
				CO3	learn to Manage conflict, understand small group processes along with active listening.
7	2	Tourism Product & Services-II	ATM102	CO1	Describes about the different natural resources of India.
				CO2	Students will have knowledge about the different hill stations of India.
				CO3	Learn about fair and festivals of India.
8	2	Airline Management	ATM104	CO1	Enlighten the knowledge on variety of communication codes used in the aviation industry.
				CO2	Create awareness on the job profile of flight attendants.
				CO3	Provide details on Dining etiquettes.
9	2	Geography of Tourism -II	ATM106	CO1	Knowledge of geography of various continents and countries.
				CO2	Describes the relationship between geography and tourism in different continents.
				CO3	Explore various destination in different countries, their geographical features which attracts tourist around.
	2	Aircraft Familiarization	ATM108	CO1	Recognize the types of aircraft fleet used in the aviation industry.
				CO2	Learn the various sections in the aircraft.

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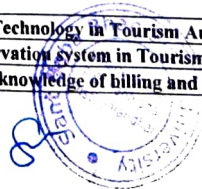
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10				CO3	Teach students about various emergencies equipments and types of medical emergencies onboard.
11	2	Communication Skills-II	ENG114	CO1	Formulate an effective communication strategy for any message, in any medium, and in any situation
				CO2	Write clearly, concisely, and convincingly.
				CO3	Acquaint with application of communication skills in outside world.
12	2	Environmental Science	EVS001	CO1	Understand the importance of environment in their life.
				CO2	Learn about the concept of Ecosystem.
				CO3	Understand the relation between social issues and environment.
13	2	Communication Skills-II (Practical)	ENG116	CO1	Provide the students a sufficient practice for speaking and writing English efficiently.
				CO2	Enable students to communicate in particular situations.
				CO3	Shaping attitudes.
14	3	Dimensions of International Tourism	ATM201	CO1	Describe the inner working mechanism of the travel agency.
				CO2	Introduces the role of the various organisations in Tourism.
				CO3	Learns about Travel agency functioning.
15	3	Geography of Tourism-III	ATM203	CO1	Explains Geography of travel and tourism and its concepts.
				CO2	Learns the importance of transportation in tourism.
				CO3	Describes the distribution of World climates (zones, regions) and their significance for tourism.
16	3	Sales Marketing & PR in Service Industry	ATM205	CO1	Introduces how marketing seeks to drive instant, tangible sales success.
				CO2	Provides specialist media, traditional and online PR strategies that get amazing results.
				CO3	Able to analyze Marketing in today's world.
17	3	Front Office Operations	ATM207	CO1	Will learn Front Office Management
				CO2	Introducesthe functional relationships among hotel divisions and departments.
				CO3	Imparts knowledge on how to process Guest bill; Guest registration card; Correspondence file; Bedroom journal that records daily.
18	3	Tourism Management	ATM209	CO1	Describes the tourism practices for their implications locally and globally.
				CO2	Highlights the nature and classification of tourism
				CO3	Throw lights on infrastructure of tourism management and tourism organizational set up in India.
19	3	Total Quality Management	ATM211	CO1	Reduced costs and better cost management.
				CO2	Increase proficeincy in work leads to higher profitability.
				CO3	Understanding how to improve customer focus and satisfaction
20	4	Human resource Management	ATM202	CO1	Engage with tourism business activities in a disciplined and ethical manner.
				CO2	Communicate ideas, intentions and outcomes clearly to a variety of audiences.
				CO3	Contribute to the effective role of HR Managers in various components of global tourism industry.
21	4	Automation in Tourism Industry	ATM204	CO1	Introduces the importance of Information Technology in Tourism Automation.
				CO2	Describes the usage of computer based reservation system in Tourism.
				CO3	Learn about the ticketing process and gives knowledge of billing and settlement plan.

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22	4	Travel Agency & Tour Operations	ATM206	CO1	Explains about various departments of a Travel agencies and its Functions.
				CO2	Teaches how to prepare itineraries and its importance.
				CO3	To acquaint students with Tours Packages and Visa processings.
23	4	Hospitality Management	ATM208	CO1	Learn about the house keeping operations.
				CO2	Provides the knowledge of food and beverage services.
				CO3	To familiarize with the service and the menu planning.
24	4	Research Methodology	ATM210	CO1	Thoroughly explains the process of Research.
				CO2	Enlightens the criteria for good research.
				CO3	Enable students to learn about research design and preparation of the Research Report.
25	5	Airport Management	ATM301	CO1	To familiarize with airport planning.
				CO2	To learn about the airport day to day operations.
				CO3	To learn about international and domestic airports.
26	5	Tourism Policy in India	ATM303	CO1	Expose the students how to formulate the tourism policy.
				CO2	Discuss the different phases of Indian tourism policy making journey.
				CO3	Provide Knowledge of making plans and steps of planning for tourism development.
27	5	Resort Management	ATM305	CO1	Identify important ways in which resorts and resort management differ from classic hotels and hotel management.
				CO2	Describe the origins and development of the resort form.
				CO3	Summarize economic, social, and environmental considerations in the resort planning and development process
28	5	Conference & Event Management	ATM307	CO1	Enable students to understand the essentials of planning an event .
				CO2	To acquaint students with practical aspects of organizing events of various forms.
				CO3	To enable students to get knowledge of legal and ethical issues involved in event management.
29	5	Destination Marketing & Management	ATM309	CO1	To know about adventure tourism and its types.
				CO2	To know about cultural and pilgrimage destinations.
				CO3	To identify the wildlife tourism and destination marketing.
30		Personality development and Interview skills	ATM311	CO1	Teach students about different types of question and how to answer them in their interviews.
				CO2	Confidently handle domestic and International Company's interview in Service Industry.
				CO3	Make them company read through interview mock-ups.
31	5	Personality development and Interview skills	ATM313	CO1	Teach students about different types of question and how to answer them in their interviews.
				CO2	Confidently handle domestic and International Company's interview in Service Industry
				CO3	Make them company read through interview mock-ups.
32	6	Industrial Training & Project Report industrial training	ATM302	CO1	To acquaint the student with the profesional environment and give on hands experience in different departments of travel and tourism sector
				CO2	To impart knowledge based skills in core areas of air lines,travel and tourism.
				CO3	To develop and nurtura technical skills in order to pave path for employment.

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