

KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)

Re-accredited by NAAC with 'A+' Grade (4th Cycle)

College of Excellence (UGC)

Coimbatore-641029

**DEPARTMENT OF COMMERCE WITH CA
COURSE OUTCOMES (CO)**

M.COM (CA)

**For the students admitted in the
Academic Year 2023-2024**

Programme Code: 14		M.COM CA		
Title of the Paper: CORE PAPER. 1 – MANAGERIAL ECONOMICS				
Batch	Semester	Hours / Week	Total Hours	Credits
2023-2024	I	6	90	4

Course Objectives

1. Familiarize the economic theories and law of variable proportion.
2. Make the students to understand the demand determinants.
3. Acquire knowledge in production function, cost and revenue and break-even analysis.
4. Lay a foundation on economic models for demand & supply, pricing decisions.
5. Assess the effects of business cycle in a business and industrial sickness.

Course Outcomes (CO)

K1 – K5	CO1	Understand the nature and scope of Managerial Economics, demand analysis and law of variable proportion.
	CO2	Explain the role of Managerial Economist, goal of corporate enterprises, demand determinants, types of market, national income and public finance.
	CO3	Apply the types of costs and revenues and Break Even point analysis for business decisions.
	CO4	Analyze the role of managerial economist in demand analysis, cost and production analysis.
	CO5	Evaluate the value of enterprises, pricing and output decisions, business cycles and causes and remedies of industrial sickness.

Title of the Paper: CORE PAPER.2 – MARKETING MANAGEMENT

Batch	Semester	Hours / Week	Total Hours	Credits
2023-2024	I	6	90	4

Course Objectives

1. Enable students to classify types of marketing and modern marketing concept.
2. Equip the learners on product planning; appraise pricing system and promotion in the markets.
3. Explain the various kinds of channels of distribution and function of middle man.
4. Enhance practical applications on advertising media.
5. Introduce the agricultural marketing and clarifying market research Vs marketing research.

Course Outcomes (CO)

K1 – K5	CO1	Recollect the marketing concepts, types and modern marketing concept.
	CO2	Illustrate the macro and micro environments of a market and buyer behavior.
	CO3	Locate the different types of products, product line, product mix and pricing decisions.
	CO4	Analyze the important of channels of distribution and promotional mix.
	CO5	Examine the market agricultural produce and marketing research.

Title of the Paper: CORE PAPER.3 – DATABASE MANAGEMENT SYSTEM

Batch	Semester	Hours / Week	Total Hours	Credits
2023-2024	I	6	90	4

Course Objectives

1. Be familiar with the fundamental elements of relational database management systems.
2. Develop the concepts of relational data model, entity-relationship model, relational database design, and relational algebra.
3. Lay an idea to improve the database design by normalization.
4. Introduce hierarchical approach and program communication block.
5. Acquire knowledge in Network Approach DBTG, Data Structure and Data manipulation.

Course Outcomes (CO)

K1-K5	CO1	Describe the fundamental elements of Relational database management systems
	CO2	Recall the basic concepts of Relational data model, Entity-relationship model, Relational database design, Relational algebra and SQL.
	CO3	Convert the ER-model to Relational tables, populate relational database and formulate SQL queries on data.
	CO4	Evaluate the Hierarchical approach and program communication block.
	CO5	Adapt the database knowledge in Network Approach and DBTG Data manipulation.

Title of the Paper: CORE PRACTICAL. 1 – COMPUTER APPLICATIONS I: MS OFFICE & ORACLE

Batch	Semester	Hours / Week	Total Hours	Credits
2023-2024	I	6	90	4

Course Objectives

1. Acquire hands-on training in MS-Office to meet out the requirements in an organization.
2. Write functions in Ms-Excel to perform basic calculations
3. To understand and use data manipulation language to query, update and manage a database.
4. To design and build a simple database system and demonstrate competence with the fundamental tasks involved in modeling, designing and implementing a DBMS.
5. Acquire knowledge in Network Approach DBTG, Data Structure and Data manipulation.

Course Outcomes (CO)

K1-K5	CO1	Gaining the skills relating to creation and modification of documents in MS Office.
	CO2	Knowing about the shortcuts and formula in MS-Excel
	CO3	Identifying the methodology of relational model.
	CO4	Analyzing the Structured Query Language using Network and Hierarchical Models.
	CO5	Evaluating the concept of query processing

Title of the Paper: CORE PAPER. 4 – CORPORATE ACCOUNTING

Batch	Semester	Hours / Week	Total Hours	Credits
2023-2024	II	5	75	4

Course Objectives

1. Develop the conceptual framework of corporate accounting.
2. Make the students to learn procedure relating to preparation of company final accounts.
3. Educate the students to prepare of statement of affairs and liquidator's final statement.
4. Impart the knowledge relating to banking and insurance companies.
5. Offer the ideas about human resource accounting, government accounting, responsibility accounting and Environmental Accounting.

Course Outcomes (CO)

K1-K5	CO1	Comprehend the accounting provisions in the Companies Act relating to preparation of final accounts of a company.
	CO2	Explain the accounts of Amalgamation, Absorption and Alteration of share capital.
	CO3	Prepare accounts at the time of liquidation of companies.
	CO4	Make use of the accounting aspects pertaining to valuation of shares, holding company accounts and banking and insurance companies.
	CO5	Examine the theoretical framework of Human resource accounting, Government accounting, Responsibility accounting and Environmental Accounting.

Programme Code: 14		M.COM CA		
Title of the Paper: CORE PAPER.5 – HUMAN RESOURCE MANAGEMENT				
Batch	Semester	Hours / Week	Total Hours	Credits
2023-2024	II	5	75	4

Course Objectives

1. Explain the importance of human resources and their effective management in organizations.
2. Demonstrate a basic understanding of different tools used in forecasting and planning human resource needs.
3. Outline the current theory and practice of recruitment and selection.
4. Describe appropriate implementation, monitoring and assessment procedures of training.
5. Explain the importance of the performance management system in enhancing employee performance.

Course Outcomes (CO)

K1-K5	CO1	Explain human resources planning, dealing with surplus and deficient man power.
	CO2	Recall the meanings of terminology and tools used in managing employees effectively
	CO3	Prepare a selection strategy for a specific job
	CO4	Analyze the advanced training strategies and specifications for the delivery of training programs
	CO5	Compare and contrast different techniques involved in the performance appraisal process.

Programme Code: 14		M.COM CA		
Title of the Paper: CORE PAPER.6 – BUSINESS RESEARCH METHODS				
Batch	Semester	Hours / Week	Total Hours	Credits
2023-2024	II	5	75	4

Course Objectives

1. Develop an idea about various research designs and techniques
2. Understand sampling techniques of research and its applications
3. Emphasis the learners in application of appropriate tools in research
4. Make the learners to understand the significance of testing of hypothesis
5. Lay a foundation to become familiar in style of preparing research report.

Course Outcomes (CO)

K1-K5	CO1	Explain the range of quantitative and / or qualitative research techniques to business and management problems / issues.
	CO2	Organize and conduct research in a more appropriate sampling method manner.
	CO3	Make use of the necessary critical thinking skills in order to evaluate different statistical tools used in research.
	CO4	Interpret the data analysis in relation to the research process by testing hypothesis.
	CO5	Write a research report and thesis.

Title of the Paper: CORE PAPER. 7 – OBJECT ORIENTED PROGRAMMING WITH C++				
Batch	Semester	Hours / Week	Total Hours	Credits
2023-2024	II	5	75	4

Course Objectives

1. Introduce the elements of object-oriented programming and structure of C++ program.
2. Explain programming fundamentals, including statement and control flow and recursion.
3. Describe operator overloading, rules for overloading operators and data conversion, inheritance
4. Apply the concepts of class, method, constructor, instance, data abstraction, function abstraction, inheritance, overriding, overloading, and polymorphism.
5. Clarify virtual functions and polymorphism.

Course Outcomes (CO)

K1-K5	CO1	Outline the essential features and elements of the C++ programming language.
	CO2	Understand concepts of inheritance and polymorphism.
	CO3	Difference between function overloading and function overriding
	CO4	Write, debug and test basic C++ codes using the approaches introduced in the course.
	CO5	Incorporate exception handling in object-oriented programs.

Programme Code: 14		M.COM CA		
Title of the Paper: CORE PRACTICALS- 2: COMPUTER APPLICATIONS - II: TALLY & C++				
Batch	Semester	Hours / Week	Total Hours	Credits
2023-2024	II	5	75	4

Course Objectives

1. To help the students to work with accounting software
2. To learn to feed various voucher entries
3. To provide an opportunity for students to make connections across courses and institutional goals.
4. To understand the use of programming techniques.
5. To understand the knowledge on commerce object-oriented programming.

Course Outcomes (CO)

K1-K5	CO1	Obtaining information relating to tally.
	CO2	Gaining the skills relating in creation of voucher entries.
	CO3	Preparing the final accounts, Interpreting various reports
	CO4	Constructing of classes and objects.
	CO5	Working with accounting terms using C++.

Programme Code: 14		M.COM CA		
Title of the Paper: CORE PAPER 8 – COST AND MANAGEMENT ACCOUNTING				
Batch	Semester	Hours / Week	Total Hours	Credits
2023-2024	III	6	90	4

Course Objectives

1. Be familiar with the components of cost.
2. Give an insight into methods of cost.
3. Understand the budgeting and budgetary control.
4. Be aware of the funds flow and cash flow statements.
5. Give an insight into financial statement analysis.

Course Outcomes (CO)

K1-K5	CO1	Recall the components of cost
	CO2	Classify and compare the methods of cost
	CO3	Construct a budget for a business plan
	CO4	Apply different cost variances and solve the adverse situations
	CO5	Assess the financial statements of a company

Programme Code: 14		M.COM CA		
Title of the Paper: CORE PAPER. 9 – VISUAL BASIC				
Batch	Semester	Hours / Week	Total Hours	Credits
2023-2024	III	6	90	4

Course Objectives

1. Introduce different forms of visual
2. Explore different forms intrinsic controls
3. Understand expert idea about visual variable and procedure.
4. Gain expert knowledge about database.
5. Describe different type of data report

Course Outcomes (CO)

K1-K5	CO1	Recall various form of visuals
	CO2	Explain different type of intrinsic controls
	CO3	Apply the visual variable and procedure.
	CO4	Analyze the method of database working.
	CO5	Evaluate different type of data report

Programme Code: 14		M.COM CA		
Title of the Paper: CORE PAPER 10 – FINANCIAL MANAGEMENT				
Batch	Semester	Hours / Week	Total Hours	Credits
2023-2024	III	6	90	4

Course Objectives

1. Understand the concept and importance of financial management.
2. Identify various sources of long-term and short-term finance.
3. Understand various method and technique for calculating cost of capital.
4. Know different types leverages used by the organization.
5. Understand various dividend policies followed by organization.

Course Outcomes (CO)

K1-K5	CO1	Recollect the concept and importance of financial management.
	CO2	Analyse the Various sources of long-term and short-term finance.
	CO3	Identify the methods and techniques for calculating cost of capital.
	CO4	Examine different type leverage followed by a organization.
	CO5	Evaluate the various dividend policies & Working capital.

Programme Code: 14		M.COM CA		
Title of the Paper: CORE PRACTICAL. 3 – COMPUTER APPLICATIONS III – PROGRAMMING IN VISUAL BASIC				
Batch 2023-2024	Semester III	Hours / Week 6	Total Hours 90	Credits 4

Course Objectives

1. To provide practical knowledge in Visual Basic Programming.
2. To help the students to understand the concept of designing forms.
3. To encourage the students to learn the application of various tools and properties.
4. To make the students to know about the concept of MDI and Menu Editor.
5. To enlighten the minds of the students about report generation.

Course Outcomes (CO)

K1-K5	CO1	Knowing about the form designing with tool box.
	CO2	Developing the skills to create MDI form and Menu Editor.
	CO3	Working with control arrays.
	CO4	Creating various views of forms using different controls.
	CO5	Evaluating the reports of Visual Basic Programs.

Programme Code: 14		M.COM CA		
Title of the Paper: CORE PAPER 11 – INVESTMENT MANAGEMENT				
Batch 2023-2024	Semester IV	Hours / Week 7	Total Hours 105	Credits 5

Course Objectives

1. Provide a general understanding about investment avenues and personal finance.
2. Give a broader understanding about behavioral finance and how it equips to decide personal investment.
3. Understand the characteristics of securities markets and the instruments traded therein.
4. Give boarder understanding about fundamental and technical analysis.
5. Analyze risk and return of securities and manage portfolios of investment.

Course Outcomes (CO)

K1-K5	CO1	Recall various investment avenues and personal finance.
	CO2	Explain securities markets, regulation and its instruments
	CO3	Identify fundamental analysis of an organization using financial data information.
	CO4	Examine technical analysis of an organization using financial data information.
	CO5	Evaluate risk return of securities in different investment proposal.

Programme Code: 14		M.COM CA		
Title of the Paper: CORE PAPER 12 – GOODS AND SERVICE TAX				
Batch	Semester	Hours / Week	Total Hours	Credits
2023-2024	IV	7	105	5

Course Objectives

1. Enable students to understand computation of taxable income of various entities.
2. Acquaint the students with the concepts of tax administration.
3. Impart deep knowledge about the latest provisions of income tax act.
4. Develop application and analytical skill of the provisions of income tax law for income tax planning and management.
5. Educate learners about procedure for assessment and e-filing

Course Outcomes (CO)

K1-K5	CO1	Evaluate the procedure for computing of taxable income under various sources.
	CO2	Recollect the concept of tax administration and practices.
	CO3	Utilize the latest provision of income tax act.
	CO4	Develop the legitimate way of Tax Planning and Management.
	CO5	Make use of the procedure for assessment and e-filing.

Programme Code: 14		M.COM CA		
Title of the Paper: CORE PAPER 12 – GOODS AND SERVICE TAX				
Batch	Semester	Hours / Week	Total Hours	Credits
2023-2024	IV	7	105	5

Course Objectives

1. Enable students to understand computation of taxable income of various entities.
2. Acquaint the students with the concepts of tax administration.
3. Impart deep knowledge about the latest provisions of income tax act.
4. Develop application and analytical skill of the provisions of income tax law for income tax planning and management.
5. Educate learners about procedure for assessment and e-filing

Course Outcomes (CO)

K1-K5	CO1	Evaluate the procedure for computing of taxable income under various sources.
	CO2	Recollect the concept of tax administration and practices.
	CO3	Utilize the latest provision of income tax act.
	CO4	Develop the legitimate way of Tax Planning and Management.
	CO5	Make use of the procedure for assessment and e-filing.

Programme Code: 14		M.COM CA		
Title of the Paper: PROJECT WORK & VIVA-VOCE				
Batch	Semester	Hours / Week	Total Hours	Credits
2023-2024	IV	6	90	4

Course Objectives

1. To find out and suggest the ideas related to the practical problems in the field of commerce.
2. To design a program for conversion of manual work into computerized format in various areas.
3. To make the students to understand the importance and needs of Research and Project for the benefit of the society.
4. To enable the student to design small software for their business.
5. Make the students to understand the importance of report generation.

Course Outcomes (CO)

K1 - K5	CO1	Identifying the practical problems in different areas of Commerce.
	CO2	Collecting data using various techniques.
	CO3	Applying statistical tools and analyzing the data.
	CO4	Designing the computer-based projects, suggest solution and concluding the project.
	CO5	Giving solution to the problem.

Programme Code: 14	M.COM CA		
Title of the Paper: ELECTIVE PAPER. 1 – FINANCIAL MARKETS AND INSTITUTIONS			
Batch 2023-2024	Hours / Week 5/6	Total Hours 75/90	Credits 5

Course Objectives

1. Understand the overview of Indian financial system and securities exchange board of India.
2. Acquire knowledge in banking, small savings, provident funds, unit trust of India and mutual funds.
3. Be aware on the non-banking financial intermediaries and non-bank statutory financial organizations.
4. Explain investment information and credit rating agency of India Limited.
5. Defining basic concepts related to financial institutions, money market institutions, and Investment Information and Credit Rating Agency of India Limited.

Course Outcomes (CO)

K1-K5	CO1	Describe Indian Financial System and securities exchange board of India.
	CO2	Classify Small Savings, Provident Funds, Unit Trust of India and Mutual Funds.
	CO3	Explore activities of non-financial banking
	CO4	Assess about various investment information and credit rating agency
	CO5	Identify about various financial institutions and related to its working and functions

Programme Code: 14	M.COM CA		
Title of the Paper: ELECTIVE PAPER. 2 – INDIAN STOCK EXCHANGES			
Batch 2023-2024	Hours / Week 5/6	Total Hours 75/90	Credits 5

Course Objectives

1. Understand the overview of Indian Financial System and securities exchange board of India.
2. Acquire knowledge in banking, Small Savings, Provident Funds, Unit Trust of India and Mutual Funds.
3. Be aware on different platforms for trading of securities of various companies.
4. Taught about E-commerce Act and Internet Stock Trading.
5. Summarize about various concepts related internet stock trading features and SEBI functions.

Course Outcomes (CO)

K1-K5	CO1	Describe Indian stock exchanges and securities exchange board of India.
	CO2	Classify and regulate the trading transactions with proper rules and regulations.
	CO3	Explore activities of the investors of stock exchange
	CO4	Determine the securities contracts regulation act and important provisions related to SEBI functions workings.
	CO5	Examine various basic concepts of internet stock trading features

Programme Code: 14	M.COM CA		
Title of the Paper: ELECTIVE PAPER. 3 – FUNDAMENTAL AND TECHNICAL ANALYSIS			
Batch 2023-2024	Hours / Week 5/6	Total Hours 75/90	Credits 5

Course Objectives

1. Discovering various concepts based on investments and security analysis.
2. Define technical analysis and contrast it with fundamental analysis.
3. Explain the logic behind technical analysis and company analysis.
4. Discuss the basic tools used by technical analysts.
5. Explaining the concepts based on moving averages, charts and its related functions.

Course Outcomes (CO)

K1-K5	CO1	Examine various concepts related to investment and approaches to security valuation.
	CO2	Outline the theoretical contexts of the fundamental and technical analysis
	CO3	Summarize work on the basic tools used by technical analysts
	CO4	Determine the various theory and technical analysis related meaning
	CO5	Evaluate securities by measuring the intrinsic value of stock

Programme Code: 14	M.COM CA		
Title of the Paper: ELECTIVE PAPER. 4 – INSTITUTIONS FACILITATING INTERNATIONAL TRADE			
Batch 2023-2024	Hours / Week 5/6	Total Hours 75/90	Credits 5

Course Objectives

1. Reduce global poverty and improve people's living conditions and standards through facilitating international trade institutions
2. Provide information about export promotion in India and related to its agencies.
3. Support sustainable economic, social and institutional development on international trade
4. Promote regional cooperation and integration on facilitating the international trade.
5. Assessing various international monetary funds and international development fund and its features.

Course Outcomes (CO)

K1-K5	CO1	Recall the conditions of financial markets and its impact in facilitating the International trade
	CO2	Demonstrate the role and significance of foreign trade and its markets with its impact on various sectors in the economy.
	CO3	Identify various concepts based on international development association and features
	CO4	Examine international monetary fund and concepts its principles
	CO5	Evaluate the functioning of Global trading organizations.

Programme Code: 14	M.COM CA		
Title of the Paper: ELECTIVE PAPER. 5 – SERVICES MARKETING			
Batch 2023-2024	Hours / Week 5/6	Total Hours 75/90	Credits 5

Course Objectives

1. Understand the concepts of service marketing management.
2. Learn about service marketing process for different types of products and services.
3. Understand the tools used by marketing managers in decision situations.
4. Know more about marketing mix for selected marketing services.
5. Get insight in service quality.

Course Outcomes (CO)

K1- K5	CO1	Explain the nature of services, and distinguish between products and services
	CO2	Identify the major elements needed to improve the marketing of services
	CO3	Analyze the role of relationship marketing and customer service in adding value to the customer's perception of a service
	CO4	Examine the key marketing services and market segmentation
	CO5	Evaluate service quality, measurement, causes and problems, principles guiding improving of quality

Programme Code: 14	M.COM CA		
Title of the Paper: ELECTIVE PAPER. 6 – MARKETING OF FINANCIAL SERVICES			
Batch 2023-2024	Hours / Week 5/6	Total Hours 75/90	Credits 5

Course Objectives

1. Develop and expand knowledge in the overall marketing environment of financial service.
2. Understand the key issues and future trends that surround financial service marketing
3. Be familiar with the nature and scope of various types of financial services.
4. Know about various services related to insurances and its policies.
5. Referring various real estate industries about their classification and its mechanism.

Course Outcomes (CO)

K1-K5	CO1	Recall the marketing of financial services
	CO2	Appreciate how recent thinking in marketing and services marketing applies to financial services
	CO3	Identify key issues for marketers of financial services
	CO4	Interpretation of various reforms and types of insurance services related to life insurance
	CO5	Discussing about the concepts based on real estate industry and their investment pattern in markets, securitization mechanism's merits in India.

Programme Code: 14	M.COM CA		
Title of the Paper: NON-MAJOR ELECTIVE PAPER. 1 – FUTURES AND OPTIONS			
Batch 2023-2024	Hours / Week 4	Total Hours 60	Credits 4

Course Objectives

1. Provide delegates with a good understanding of how the futures and options markets work, together with the functions of the clearing house.
2. Understand and value the basic derivatives and their applications in the financial risk management and investment.
3. Learn the theoretical underpinnings and the practical applications in real world of derivative securities.
4. Learn the theoretical underpinnings and the practical applications in real world of derivative securities.
5. Defining various types of payoff for buyer and identifying commodity markets.

Course Outcomes (CO)

K1-K5	CO1	Recall the concepts and market mechanics of different types of financial derivatives
	CO2	Analyze how financial derivatives are valued, based on the no- arbitrage and risk-neutral valuation approaches
	CO3	Evaluate the instruments that can be used to implement risk management strategies.
	CO4	Explain various pay off for buyer of futures and other options like hedging and Speculation.
	CO5	Identify the evolution of commodity markets and exchanges in India.

Programme Code: 14	M.COM CA		
Title of the Paper: NON-MAJOR ELECTIVE PAPER. 2 – INFORMATION SECURITY			
Batch 2023-2024	Hours / Week 4	Total Hours 60	Credits 4

Course Objectives

1. Students will identify the core concepts of Information security.
2. To examine the concepts of Information Security.
3. To design and implement the security features for IT and Industrial sectors.

Course Outcomes (CO)

K1-K5	CO1	To Learn the principles and fundamentals of information security.
	CO2	To Demonstrate the knowledge of Information security concepts
	CO3	To Understand about Information Security Architecture.
	CO4	To Analyze the various streams of security in IT and Industrial sector.
	CO5	To know about Cyber Laws and Regulations.

Programme Code: 14	M.COM CA		
Title of the Paper: NON-MAJOR ELECTIVE PAPER. 3 – PRINCIPLES OF INTERNATIONAL TRADE			
Batch 2023-2024	Hours / Week 4	Total Hours 60	Credits 4

Course Objectives

1. Be familiar with the process of international and domestic trade procedures.
2. Form a base of policy framework in international trading with special emphasis on India.
3. Appraise them of the documentation procedures and its sanctity in international business.
4. To know more about international investments and factors affecting international investments
5. Summarize Multinational Corporation and about the Globalizations

Course Outcomes (CO)

K1-K5	CO1	Remember the major models of international trade and be able to distinguish between them in terms of their assumptions and economic implications
	CO2	Apply the principle of comparative advantage and its formal expression and interpretation within different theoretical models
	CO3	Discuss the theory of international trade as well as international trade policy and to demonstrate the relevance of the theory
	CO4	Analyze the various international investments and its limitations, factors affected by investment Indian companies
	CO5	Explain concepts based on multinational corporation and about the globalizations.

Programme Code: 14	M.COM CA		
Title of the Paper: NON-MAJOR ELECTIVE PAPER. 4 – E – COMMERCE			
Batch 2023-2024	Hours / Week 4	Total Hours 60	Credits 4

Course Objectives

1. To Gain knowledge about E-commerce and various Internet terminologies.
2. To make the students to know about various security concepts in Electronic commerce.
3. To enlighten the minds of students about E-Payment system this is very essential in new era.
4. To know about consumer-oriented applications.
5. To get in-depth knowledge about various electronic payment systems.

Course Outcomes (CO)

K1-K5	CO1	Knowing the basic Concepts of E-Commerce
	CO2	Understanding the EDI Software implementation and the concepts of Electronic Payment systems
	CO3	Implementing the legal frame works and security concepts
	CO4	Analyzing various Business models of E-Commerce
	CO5	Observing about E-payment systems

Programme Code:14	M.COM CA		
Title of the paper: EDC – HOSPITALITY SERVICES			
Batch 2023 – 2024	Hours / Week 2	Total Hours 30	Credits 2

Course Objectives

1. Understand the structure, nature and operating characteristics of the different sectors of the hospitality industry: food service, lodging and tourism
2. Obtain an appreciation of the various functions of management and their interrelationships with other key concerns of managers such as marketing, finance and human resource management
3. Identify the role of managers in the hospitality industry and to highlight their principal responsibilities.
4. Make understand the classification of hotels by physical characteristics.
5. Summarize hospitality services and behavioural profile of users related to hotel marketing in Indian perspective.

Course Outcomes (CO)

K1 - K5	CO1	Remember technology for the production and management of travel and hospitality experiences.
	CO2	Plan, lead, organize and control resources for effective and efficient travel and hospitality operations.
	CO3	Make use of the marketing strategies for travel and hospitality destinations and organizations.
	CO4	Discuss about various hospitality services and its classification of hotels by price level.
	CO5	Examine the various behavioral profile of users and related to hotel marketing in Indian perspective.