

## Outcome Assessment Plan

**Domain:** Faculty of Hospitality and Tourism

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### 1. Introduction – Faculty of Hospitality & Tourism

The Indian tourism and hospitality industry has emerged as one of the key drivers of growth among the services sector in India. Tourism in India has significant potential considering the rich cultural and historical heritage, variety in ecology, terrains and places of natural beauty spread across the country. Tourism is also a potentially large employment generator besides being a significant source of foreign exchange for the country. In FY20, 39 million jobs were created in the tourism sector in India; this accounted for 8.0% of the total employment in the country. The number is expected to rise by two% annum to 52.3 million jobs by 2028. According to WTTC, India ranked 10th among 185 countries in terms of travel & tourism's total contribution to GDP in 2019. During 2019, contribution of travel & tourism to GDP was 6.8% of the total economy of India. International hotel chains are increasing their presence in the country, and it will account for around 47% share in the tourism and hospitality sector of India by 2020 and 50% by 2022

The programme of Hospitality and Tourism is initiated keeping in view the growing importance of the Tourism & Hospitality Industry in the country. The ever increasing growth of Tourism industry & its allied sectors in our country is creating a demand for Tourism and Hospitality Professionals to serve in the Industry.

The Hospitality and Tourism education system in India has witnessed rapid progress in recent years to become one of largest in the world. Considering the wide diversities in the system there is need to enhance its quality, standard and relevance so that the Hospitality and Tourism graduates passing out from the system can meet the global changes and challenges. A well designed Hospitality and Tourism education training course suitably develops a talented workforce that can expected to be efficient future leaders and successful managers who are able to tackle complex situations and relationships with clients in various areas of Hospitality and Tourism industry. Domain of Faculty of Hospitality &Tourism consists of two institutions i.e. Amity Institute of Travel and Tourism which is accredited by UNWTO TedQual for its qualitative programme i.e. Bachelor of Arts (Tourism Administration) and Master of Travel and Tourism Management (MTTM) since 2013 and Amity School of Hospitality which is a top ranked hospitality institution in the country imparting quality education in the field of Hospitality Management.

### 2. Introduction of Outcome Assessment Plan

Outcomes assessment is a systematic, evaluative process that is implemented to secure learning experiences that are congruent with original goals and objectives; thereby providing a basis for the effectiveness and continuous quality improvement of the academic unit.

- 1) The annual **outcome assessment** process is more **qualitative** and focuses on improving teaching by **analyzing student learning outcomes**.
- 2) The programme **review process** is more **quantitative** and focuses on the programme/discipline as a whole, how effective it is, and that our students are learning.
- 3) To achieve the above, some aspect of each programme goals and objectives needs to be assessed on an annual basis.
- 4) All programme and general education goals shall be evaluated annually

The outcome assessment plan includes:

- **1. Mission** The Mission is defined for the domain which flows down to the Institution level and finally to the programme level. The mission at the institution and programme level is aligned with the domain mission
- **2. Broad Based Goals:** The broad based are defined under the following categories:
- **2.1 Educational Goals:** The Educational Goals are defined at Domain, Institution and Programme level. The Educational Goals at the institution and programme level are aligned with the domain mission.

- **2.2 Operational Goals:** The Operational Goals are defined at Domain, Institution and Programme level. The Operational Goals at the institution and programme level are aligned with the domain mission.
- **3. Outcomes:** The Outcomes are defined under the following categories:
- **3.1 Operational Outcomes:** The operational outcomes are defined for the domain and assessed at the domain level
- **3.2 Educational Goals The** Learning outcomes are defined for each programme and each learning outcome is assessed to identify that the established learning objectives are achieved.
- **4. Mapping of PEOs and PLOs** The relationship of PEOs and PLOs are clearly indicated through the mapping of learning outcomes with the established Objective. Each outcome addresses some objective and achievement of outcome indicates the attainment of Objective
- **5. Assessment of Learning and Operational Outcomes** Each learning outcome is assessed by at least one direct and one indirect method. Similarly Operational outcomes are also assessed using the operational assessment tools. It also ensures that outcomes achieved are consistent with the mission. The results of the annual assessments and other data are used to determine the effectiveness of the programme during the programme review process.
- **6. Programme Review:** Through the review of our programme we seek to demonstrate that:

Students are learning the knowledge, skills, and habits necessary to achieve the programme/discipline goals and objectives

The **programme/discipline goals** are derived from and support the institution's mission

The curriculum is coherent, current and consistent

The **instruction** is effective in enabling student learning

The **resources** are adequate for student learning.

The academic **support services** are adequate to facilitate student learning.

#### 3. Domain Mission and Broad –Based Goals

#### 3.1 Mission Statement

## **Mission (Faculty of Hospitality and Tourism)**

To provide education at all levels in core and emerging areas of Hospitality & Tourism to develop knowledge, learning and research and enhance the overall personality of students by making them not only excellent professionals but also good citizens, with understanding and regards for human values, pride in their heritage and culture, and learning for perfection and imbibe attributes of courage of conviction and action

#### 3.2 Broad-Based Educational Goals

S. No	Educational Goals – Students shall be able to						
1	<b>Demonstrate</b> systematic knowledge of Hospitality & Tourism concepts						
2	<b>Design</b> innovative ideas through research in Hospitality & Tourism Industry						
3	<b>Explore</b> information and use digital literacy in capturing information from various sources and						
	leveraging it for promoting Hospitality and Tourism Industry in line with the requirement as per the						
	industry 4.0.						
4	<b>Critically</b> analyze various issues/problems to develop solutions to improve processes, products and						
	services.						
5	Communicate proficiently in all dealings related to profession						
6	<b>Demonstrate</b> customer care, service orientation and amicable relationship with all stakeholders.						
7	<b>Examine</b> and assess the cross-cultural requirements to customize the offerings for diverse customer						
	base globally in travel industry.						

8	<b>Demonstrate</b> highest standards of ethical, social, professional and personal conduct.					
9	<b>Convert</b> available opportunities in the Industry into higher learning, employment or creating new					
	ventures					
10	<b>Engage</b> themselves for continual learning to match ever changing demand of the profession					

# **3.3 Broad-Based Operational Goals**

S.N o	Operational Goals - Faculty of Hospitality and Tourism will
1	<b>Provide</b> appropriate resources, infrastructure and conducive environment for excellence in teaching, learning, research and professional development in line with the requirement as per the industry 4.0.
2	<b>Upgrade</b> the knowledge and skills of the faculty through various professional development programs.
3	Be sensitive to the diverse needs of students and accordingly develop facilities and services.
4	<b>Build</b> strong industry interaction, alumni networks and empanelment of expertise from industry.
5	Continually improve the quality of facilities, services, resources and processes through national and international accreditations and institutional ranking.
6	<b>Provide</b> support to the students for campus recruitment, higher education or starting their own ventures.
7	Ensures transparency and good governance while discharging various responsibilities to its stakeholders.
8	Provide opportunities for international exposure for its students and faculty.

### 4. INSTITUTION MISSION AND BROAD-BASED GOALS /OBJECTIVES

Name of the Institution: AMITY INSTITUTE OF TRAVEL AND TOURISM

### 4.1 Mission Statement

### **Mission of Institution**

To provide education at all levels in core and emerging areas of Tourism to develop knowledge, learning and research to enhance the overall personality of students by making them not only excellent professionals but also good citizens, with understanding and regards for cross cultural human values, pride in their heritage and culture, and learning for perfection and imbibe attributes of courage of conviction and action

#### **4.2 Broad-Based Educational Goals**

S.	Educational Goals - Students shall be able to							
No								
1	<b>Demonstrate</b> systematic knowledge and understanding of Tourism and Travel concept							
2	<b>To comprehend</b> , analyze and formulate new products & solutions for real life problems in Travel, Tourism &							
	allied areas							
3	<b>Explore</b> information and use digital literacy in capturing information from various sources and leveraging it for							
	promoting Tourism Industry and its allied sector in line with the requirement as per the industry 4.0							
4	Critically <b>analyze</b> various issues/problems to develop solutions to improve processes, products and services in							
	Tourism Industry & its allied sector							
5	Communicate proficiently in all dealings relating to tourism industry & its allied sector							
6	<b>Demonstrate</b> customer care, service orientation and amicable relationship with all stakeholders in Tourism							
	Industry & its allied sector							
7	<b>Examine</b> and assess the cross cultural requirements to customize the offerings for diverse customer base in							
	Travel and Tourism Industry globally							

8	<b>Demonstrate</b> the highest standards of ethical, social ,professional and personal conduct in Tourism services						
9	<b>Convert</b> available opportunities in the tourism industry in to higher learning, employment or creating new						
	ventures.						
10	<b>Engage</b> themselves for continual learning to match ever changing demand of travel and tourism.						

**4.3 Broad-Based Operational Goals** 

S No	Operational Goals							
5.110	o operational duals							
1	<b>Provide</b> appropriate resources, infrastructure and conducive environment for excellence in teaching, learning, research and professional development.							
2	<b>Develop</b> new ways and foster constrictive interaction an important intellectual issues among faculty students & staff through various professional development programs.							
3	Encourage cultural diversity & human values.							
4	<b>Continuously</b> strive to build strong industry interaction, alumni networks and empanelment of expertise from Industry.							
5	<b>Involved</b> in continual improvement of process & systems with the aim to attain national and international Accreditations and institutional rankings.							
6	<b>Identify</b> opportunities for extending relations and networking to provide support to the students for campus Recruitment, higher education or starting their own ventures.							
7	Ensure transparency and good governance while discharging various responsibilities to its stakeholders.							
8	Provide opportunities for international exposure for its students and faculty.							

## Name of the Institution: AMITY SCHOOL OF HOSPITALITY (ASH)

### **4.4 Mission Statement**

### **Mission of Institution**

To provide education at all levels in core and emerging areas of Hospitality to develop knowledge, learning and research and enhance the overall personality of students by making them not only excellent professionals but also good citizens, with understanding and regards for human values, pride in their heritage and culture, and learning for perfection and imbibe attributes of courage of conviction and action.

# 4.5 Broad-Based Goals / Objectives at Institution Level

S.No	Educational Goals							
1	Students shall be able to demonstrate systematic knowledge and understanding of Hospitality concepts.							
2	Students shall be able to create innovative ideas through industry 4.0 and gear them for flexible advance technologies existing in Hospitality Industry.							
	Students shall be able to explore information and use digital literacy in capturing information from various sources and leveraging it for promoting Hospitality Industry.							
	Students shall be able to critically analyze various issues/problems to develop solutions to improve processes products and services in Hospitality Industry.							
5	Students shall be able to communicate proficiently in all dealings relates to Hospitality industry.							
	Students shall be able to demonstrate customer care, service orientation and amicable relationship with all stakeholders in Hospitality industry.							
	Student shall be able to examine and assess the cross cultural requirements to customize the offerings for diverse customer base in Hotel Industry globally.							
	Student shall be able to demonstrate the highest standards of ethical, social ,professional and personal conduct in Hospitality services.							

	Student shall able to convert available opportunities in the tourism industry in to higher learning, employment or creating new ventures.
10	Student shall able to engage themselves for continual learning to match ever changing demand of Hospitality.

# **4.6 Broad-Based Operational Goals (Resources Required) At Institution level**

S.No	Operational Goals
_	Amity School of Hospitality will <b>provide</b> appropriate resources, infrastructure and conducive environment for excellence in teaching, learning, research and professional development.
	Amity School of Hospitality will regularly upgrade the knowledge and skills of the faculty through various professional development programs and to familiarize students to translate industry 4.0 technologies and its functioning.
_	Amity School of Hospitality is sensitive to the diverse needs of students and accordingly develop facilities and services.
1 .	Amity School of Hospitality continuously strive <b>to build</b> strong industry interaction, alumni networks and empanelment of expertise from industry.
_	Amity School of Hospitality will continually improve the quality of facilities, services, resources and processes through <b>national</b> and international accreditations and institutional ranking.
0	Amity School of Hospitality will <b>provide</b> support to the students for campus recruitment, higher education or starting their own ventures.
,	Amity School of Hospitality <b>ensures</b> transparency and good governance <b>while discharging</b> various responsibilities to its stakeholders.
8	Amity School of Hospitality will <b>provide opportunities for</b> international exposure for its students and faculty.

# Programme Mission, PEO's, PLO's and Assessment Plan for each Programme

### **5.1 Bachelor of Arts (Tourism Administration)**

#### **5.1.1 Mission Statement**

### **Programme Mission**

To provide education in discipline of Travel and Tourism Management of contemporary time and in the emerging frontier areas of knowledge, learning and research to enhance the overall personality of students by making them not only excellent professionals but also good citizens, with understanding and regards for cross cultural human values, pride in their heritage and culture, and learning for perfection and imbibe attributes of courage of conviction and action.

## 5.1.2 Programme Educational Objectives (PEOs) - Students shall be able to

- 1. Acquire & demonstrate knowledge & ability to recite the systematic knowledge of Travel and Tourism Industry
- **2. Comprehend**, analyze & formulate new products & solutions for real life problems in Travel, Tourism & allied areas.
- **3. Explore** use of digital systems in capturing information and utilizing it for customer services with the implementation of innovation in technology to follow the practices of industry 4.0
- **4. Critically** analyze various issues/problems to develop solutions to improve processes, in tourism services.
- **5. Communicate** proficiently in all dealings related tourism.
- **6. Demonstrate** the highest standards of ethical behavior in their professional and personal life
- 7. Appraise with learning environment for engaging themselves to update with new knowledge in Tourism
- **8. Investigate** global issues related to Travel industry

# 5.1.3 Programme Operational Objectives - BA(Tourism Administration) shall

## **Operational Goals**

- **1. Provide** appropriate resources, infrastructure and conducive environment for excellence in teaching, learning, research and professional development.
- **2. Regularly** upgrade the knowledge and skills of faculty through various professional development programs in line with the requirement as per the industry 4.0
- **3.** Is sensitive to the diverse needs of the students and accordingly develop facilities and services.
- **4. Continuously strive** to build strong industry interface, alumni networks
- **5. Continuously improve** the quality of facilities, services, resources and processes through national and international accreditations and institutional rankings
- **6. Provide** support to the students for campus recruitment, higher education or starting their own ventures
- **7. Ensures** transparencies and good governance while discharging various responsibilities to the stakeholders
- 8. Provide opportunities for international exposure for its students and faculty

## 5.1.4 Programme Learning Outcomes - The Students will

## **Intended Learning Outcomes**

- 1. **Recognize** the knowledge of travel products & design the services levels
- 2. Classify and interpret information precisely and accordingly react appropriately in customer handling
- **3. Develop** and demonstrate skills on tourism technology application to get access various sources to endorse the decision making in travel related services and also executing the use of prevailing technology in the tourism sector, by following the progress in industry 4.0 system.
- **4. Recognize** travel industry related problem, review and apply relevant problem solving methodology to formulate effective solutions.
- **5. Demonstrate** problem identification skills for conducting research in tourism, travel & allied sectors.
- **6. Respond** and solve all problems and queries with confidence and positive attitude as a team member or leader in travel industry.
- 7. Demonstrates sensitivity to diverse cultural issue related to Travel and Tourism industry.
- **8. Recognize** travel & tourism industry related ethical and social practices, standard norms in their dealings with internal & external stakeholders.
- 9. Apply the acquired knowledge & skills for getting in to employment, higher education or setting up own venture
- 10. Their interest in continual learning and update their knowledge in the dynamic travel sector

# 5.1.5 Programme Operational Outcomes- BA(Tourism Administration) will

- **1. Provide** appropriate methodology and pedagogical tools for teaching, learning and development and also applying the latest technology as per the requirement and development in the industry 4.0
- **2. Earn** achievements in inter-university Extra Curricular activities
- **3. Be engaged** in scholarly and professional activities in order to enhance their competencies and to contribute to the existing body of Knowledge
- **4. Integrate** ethics and values in teaching, theory and practice, develop and retain excellent students, faculty and staff.
- **5. Facilitate** cultivation of cross cultural humanitarian values
- **6. Facilitate** joint research collaborations, invite international delegates and speakers for seminars and conferences and various other opportunities for global exposure

# **5.1.6 Programme Educational Outcome Assessment Plan**

#	Graduate Attributes	P L O' s	Direct	Tool No for Direct Assessment	Target Performance	Indirect	Tool No. for Indirect Assessment	Target Performance
	Knowledge of tourism product & destination	The Students will Recognize the knowledge of travel products & design the services levels.	Comprehensive Exam Summer Internship	UG/PLO/D/CE/ Summer Internship Framework	90% students shall pass the exam. 100% students shall complete the Summer Project	Feedback from industry	UG/PLO/ID/E xit Survey/Feedba ck from industry	100% students' response ranged between 4-5 on the Likert Scale in the Student Exit Survey/ Feedback from industry
2	Basic Research aptitude to understand changing travel market dynamics	The Students will classify and interpret information precisely and accordingly react appropriately in customer handling	Comprehensive Exam/ Behavioural Science	UG/P LO2/D / Comp rehens ive Exam Behavioural Science	90% students shall pass the exam. 80% students should clear Behavioural. Science Result analysis.	Feedback of industry internship guide	UG/P LO2/I D/ Emplo yer survey s	The Industry Internship Guide rates the students between 4-5 range on the Likert scale in the employer feedback
3	To create awareness about travel technology and its applicability.	The Students will develop and demonstrate skills on hospitality technology application to get access various sources to endorse the decision making in travel related	Comprehensive Exam/ Summer Internship	UG/PLO/D/CE/ Comprehensive Exam/ Summer Internship	90% students shall pass the exam. 100% students shall complete the Summer Project	Student Exit Survey/Industry internship feedback	UG/PLO/ID/E xit Survey/ feedback from industry	88% students, response ranged between 4-5 on the Likert Scale in the Student

	I		I	<u> </u>				F : C /
		services						Exit Survey/ Feedback from
								industry
4	as per the distinctive nature of Travel Trade	The Students will recognize travel industry related problem, review and apply relevant problem solving methodology to formulate effective solutions	Comprehensive Exam / Summer Internship	UG/PLO/D/ CE / Summer Internship	90% students shall pass the exam. 100% students shall complete the Summer Project	Student Exit Survey/ Industry Interaction	UG/PLO/ID/E xit Survey/ feedback from industry	100% student s' respons e ranged between 4-5 on the Likert Scale in the Student Exit Survey/ Feedback from
								industry
5	Prepared to Communicate effectively with internal and external Travel Trade communities.	The Students will demonstrate problem identification skills for conducting research in tourism, travel & allied sectors	Comprehensive Exam/ Dissertation	UG/PLO/D/ CE / Dissertation	90% students shall pass the exam.  100% students shall complete the dissertation		UG/PLO2/I D/ Employer surveys	The Industry Internship Guide rates the students between 4-5 range on the Likert scale in the Industry internship feedback
6.	Develop the Competency to gain maximum results through team work in travel trade units.	The Students will respond and solve all problems and queries with confidence and positive attitude as a team member or leader in travel industry	Comprehensive Exam/ Summer internship	UG/PLO6/D/CE/ Comprehensive Exam/ Summer Internship	90% students shall pass the exam. 100% students shall complete the Summer Project	Industry internship feedback	UG/PLO/ID/ Exit Survey	100% students' response ranged between 4-5 on the Likert Scale in the Industry internship feedback

7 Apply the concept of the Global Code of Ethics for Tourism to develop mutual understanding and respect between peoples and societies	. The Students will demonstrate sensitivity to diverse cultural issue related to Travel and Tourism industry	<u>r</u>		90% students shall pass the exam. 100% students shall complete the Summer Project	Industry internship feedback	UG/PLO/ID/Exi t Survey	100% students' response ranged between 4-5 on the Likert Scale in the Industry internship feedback/ Exit Survey
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8	Practice ethical path in their personal and professional life for sustained growth and progress in travel trade.	The Student will recognize travel & tourism industry related ethical and social practices, standard norms in their dealings with internal & external stakeholders	Comprehens ive Exam / Summer Internship	UG/PLO/D/CE Framework/ Summer Internship	90% students shall pass the exam. 100% students shall complete the Summer Project	r	UG/PLO2/ID/ Employer surv eys	80 % Industry Internship Guide rates the students between 4-5 range on the Likert Scale in the feedback.
9	Organize training on competencies required for quality employment within the travel	Students will apply the acquired knowledge & skills for getting in to employment, higher education or setting up own venture	Comprehensi ve Exam/ Dissertation	UG/PLO9/D/EMP	90% students shall pass the exam. 100% students shall complete the Dissertation	Student Exit Survey/ Feedback of Industry Internship	UG/PLO/ID /Exit Survey/ feedback from industry	response ranged between 4-5 on the Likert Scale in the Student Exit Survey/ Feedback

10	Develop understanding about experiential learning and its applicability in Travel Trade	Students will extend their interest in continual learning and update their knowledge in the dynamic travel sector	Comprehensi ve Exam / Summer Internship	UG/PLO10/D/ Course- embedded assignments	90% students shall pass the exam. 100% students shall complete the Summer Project	Student Exit Survey/Industry Feedback		89% students' response ranged between 4-5 on the Likert Scale in the Student Exit Survey.
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### 5.1.7 PEOs – PLOs Mapping

#### Mapping of Intended Programme Learning Outcomes to Broad-Based Programme Educational Objectives (PEOs)

The broad-based student learning goals identified in Section I above encompass the intended student learning outcomes as articulated in this section, and are general composites or summaries of these outcomes. These relationships are summarized in the outcomes-to-goals mapping below (Note:  $\sqrt{}$  in a given cell of the table indicates the intended learning outcome in that row is associated with the learning goal in that column

(PEOs) PLOs	PEO 1	PEO 2	PEO 3	PEO 4	PEO5	PEO6	PEO7	PEO 8
Bachelor of Arts (Tourist	m Admin	istration	ı)					
PLO 1	X		X					
PLO 2		X		X				
PLO 3			X					
PLO 4		X		X				
PLO 5			X		X			

(PEOs) PLOs	PEO 1	PEO 2	PEO 3	PEO 4	PEO5	PEO6	PEO7	PEO 8
PLO 6				X	X	X	X	
PLO 7								X
PLO 8							X	X
PLO 9							X	
PLO 10	X						X	

### **5.2 Master of Travel and Tourism Management (MTTM)**

#### **5.2.1** Mission Statement

## **Programme Mission**

To provide education in discipline of Travel and Tourism Management of contemporary time and in the emerging frontier areas of knowledge, learning and research to enhance the overall personality of students by making them not only excellent professionals but also good citizens, with understanding and regards for cross cultural human values, pride in their heritage and culture, and learning for perfection and imbibe attributes of courage of conviction and action.

### **5.2.2 Programme Educational Objectives (PEOs)**

### **Educational Goals- Students shall be able to**

- **1. Acquire & demonstrate** advanced knowledge & express the ability to predict, compose & recommend Travel and Tourism products
- **2. Identify**, analyze, develop, manipulate and experiment novel products and solutions for real life problems in Management of the Travel, Tourism & allied areas
- **3. Enumerate** and translate the understanding of software and utilize it for customer services in line with the requirement as per the industry 4.0 system in the Tourism Industry
- **4. Develop** and sustain skills to improve processes, in tourism services
- **5. Communicate** proficiently in all dealings related tourism
- **6. Demonstrate** the highest standards of ethical behavior in their professional and personal life
- 7. Appraise with learning environment for engaging themselves to update with new knowledge in Tourism
- **8. Demonstrate** progressive understanding of the global issues related to Travel industry

**5.2.3 Programme Operational Objectives** 

### **Operational Goals- MTTM shall**

- **1. Provide** appropriate resources, infrastructure and conducive environment for excellence in teaching, learning, research and professional development.
- **2. Regularly** upgrade the knowledge and skills of faculty through various professional development programs in line with the requirement as per the industry 4.0 system in the tourism industry
- 3. Sensitive to the diverse needs of the students and accordingly develop facilities and services
- **4. Continuously** strive to build strong industry interface, alumni networks.
- **5. Continuously** improve the quality of facilities, services, resources and processes through national and international accreditations and institutional rankings.
- **6. Provide** support to the students for campus recruitment, higher education or starting their own ventures
- **7. Ensures** transparencies and good governance while discharging various responsibilities to the stakeholders
- 8. Provide opportunities for international exposure for its students and faculty

### **5.2.4 Programme Learning Outcomes**

## **Intended Learning Outcomes - The Students will**

**1.recognize** the advanced knowledge of travel products & design the services levels.

- **2. Exhibit** the ability to create new knowledge and understanding through the process of research and enquiry. The students shall be able to acquire and express new acquaintance through independent research in tourism Management
- **3. Develop** and demonstrate skills on hospitality technology application to get access various sources to endorse the decision making in travel related services and also executing the use of prevailing technology in the Tourism sector, by following the progress in industry 4.0 system
- **4. Recognize** travel industry related problem, review and apply relevant problem solving methodology to formulate effective solutions
- **5. Demonstrate** problem identification skills for conducting research in tourism, travel & allied sectors.
- **6.Respond** and solve all problems and queries with confidence and positive attitude as a team member or leader in travel industry
- 7. Demonstrates sensitivity to diverse cultural issue related to Travel and Tourism industry

- **8. Recognize** travel & tourism industry related ethical and social practices, standard norms in their dealings with internal & external stakeholders
- 9. Apply the acquired knowledge & skills for getting in to employment, higher education or setting up own venture
- 10. Extend their interest in continual learning and update their knowledge in the dynamic travel sector.

### **5.2.5 Programme Operational Outcomes**

### **Operational Outcomes- MTTM will**

- **1. Provide** appropriate methodology and pedagogical tools for teaching, learning and development and also applying the latest technology as per the requirement and development in the industry 4.0
- **2. Earn** achievements in inter-university Extra Curricular activities
- **3. Be engaged** in scholarly and professional activities in order to enhance their competencies and to contribute to the existing body of Knowledge
- **4. Integrate** ethics and values in teaching, theory and practice, develop and retain excellent students, faculty and staff.
- **5. Facilitate** cultivation of cross cultural humanitarian values.
- **6. Facilitate** joint research collaborations, invite international delegates and speakers for seminars and conferences and various other opportunities for global exposure.

# **5.2.6 Programme Educational Outcome Assessment Plan**

#	Graduate	DI C:	Di4	Tool No for	Target	Id!4	Tool No for	Target
#	Attributes	PLO's	Direct	<b>Direct Assessment</b>	Performance	Indirect	Indirect Assessment	Performance
1	Knowledge of tourism industry functionality	The Students will be able to recognize the advanced knowledge of travel products & design the services levels.	Comprehe nsive Exam/ Summer Internship	PG/PLO/D/C E Framework/Summer Internship	80% students Shall pass the exam./95% students will undertake and complete the Summer Internship	Student Exit Survey/ Feedback of Industry Internship Guide	PG/PLO/I D/Exit Survey/ Industry internship guide feedback	The Industry Internship Guide rates the students between 4-5 range on the Likert/ Exit survey
2	To develop research and analytical aptitude to collect and compare inputs on changing travel market dynamics	The Students will exhibit the ability to create new knowledge and understanding through the process of research and inquiry. The students shall be able to acquire and express new acquaintance through independent research in tourism Management	Dissertation/ Comprehens ive Exam	PG/PLO2/D/Dissertation PG/PLO/D/ CE Framework	100% students will undertake and complete the dissertation/90% students Shall pass the exam.	Feedback of Industry Internship Guide	PG/PLO/ID/Industry internship feedback	The Industry Internship Guide rates the students between 4-5 range on the Likert Scale in the feedback.

#	Graduate Attributes	PLO's	Direct	Tool No. for Direct Assessment	Target Performance	Indirect	Tool No. for Indirect Assessment	Target Performance
3	of travel technology for different sectors	The Students will be able to develop and demonstrate skills on hospitality technology application to get access various sources to endorse the decision making in travel related services.	Comprehensi ve Exam/ Field Trip	Framework/ Field Trip	80% students Shall pass the exam./95% students will undertake and complete the Field Trip	Student Exit Survey	PG/PLO/I D/Exit Survey	85% students  response ranged between 4-5 on the Likert Scale in the Student Exit Survey.
4	Knowledge of distinct problem sowing techniques related to travel trade.	recognize travel industry	Comprehensi ve Exam/ Summer Internship	Framework/ Summer Internship	80% students Shall pass the exam./95% students will undertake and complete the Summer Internship	Exit Survey	PG/PLO/ID/Exit Survey	100% students response ranged between 4-5 on the Likert Scale in the Student Exit Survey.

#	Graduate Attributes	PLO's	Direct	Tool No. for Direct Assessment	Target Performance	Indirect	Tool No. for Indirect Assessment	Target Performance
5	Able to manage communication effectively with internal and external travel trade communities	The Students will be able to demonstrate problem identification skills for conducting research in tourism, travel & allied sectors.	Comprehens ive Exam/ Dissertation	PG/PLO5/D/ /PLO/D CE Framework/ Dissertation	90% students Shall pass the exam./100% students will undertake and complete the dissertation/	Student Exit Survey/ Industry feedback	PG/PLO/I D/Exit Survey/ Industry feedback	87% students response ranged between 4-5 on the Likert Scale in the Student Exit Survey/ Industry feedback
6	Ability to achieve organizational goals through team work in travel trade.	The Students will be able to respond and solve all problems and queries with confidence and positive attitude as a team member or leader in travel industry.	Comprehensive Exam/ Summer Internship	PG/PLO6/D/ /PL O/D /CE Fra mew ork/  Summer internship	85% students Shall pass the exam./95% students will undertake and complete the Summer Internship	Student Exit Survey/ Industry feedback	PG/PLO/I D/Exit Survey	100% students response ranged between 4-5 on the Likert Scale in the Student Exit Survey/ Industry feedback

#	Graduate	PLO's	Direct	Tool No. for	Target	Indirect	Tool No. for Indirect	Target
	Attributes			Direct Assessment	Performance		Assessment	Performance
7	To develop understanding of global cultural issues and challenges related to tourism trade.	The Students will demonstrates sensitivity to diverse cultural issue related to Travel and Tourism industry.	Comprehen sive Exam/ Summer Internship	PG/PLO7/D/ FBL PG/PLO/D/ CE Framework	90% Students will pass the exam  100% students participated in summer project in remote mode(due to Pandemic)	Student Exit Survey/ Industry feedback	PG/PLO/I D/Exit Survey/ Industry feedback	90% students shall able to demonstrate Global Outlook Perspective.
8	To inculcate values among students to practice ethical path in their professional and personal life.	The Student will be able to recognize travel & tourism industry related ethical and social practices, standard norms in their dealings with internal & external stakeholders.	Behavioural Science/ Summer Internship	PG/PLO/D/C E Framework	90% students should clear the Behavioural Science course.  100% Students submitted their reports with less than 15% plagiarism	Feedback of Industry Internship Guide Indiscipli ne Cases	PG/PLO/I D/Exit Survey/ Industry feedback	The Industry Internship Guide rates the students between 4-5 range on the Likert Scale in the feedback. The University will adhere to zero tolerance towards use of unfair means

#	Graduate Attributes	PLO's	Direct	Tool No. for Direct Assessment	Target Performance	Indirect	Tool No. for Indirect Assessment	Target Performance
9	To develop competencies required for quality employment and entrepreneurship within travel trade		Comprehensi ve Exam/ Summer Internship	PG/PLO9/D/ Comprehensive Exam/ Summer Internship  PG/PLO/D/C E Framework	90% students Shall pass the exam.  100% students submitted the summer project in remote mode	Student Exit Survey	PG/PLO/I D/Exit Survey	85% students response ranged between 4-5 on the Likert Scale in the Student Exit Survey.
10	Develop understanding about the applicability of experiential learning in travel trade.	Students will be able to extend their interest in continual learning and update their knowledge in the dynamic travel sector.	Compre	PG/PLO/D/C E Framework	100% Students will clear the exam.	Student Exit Survey	PG/PLO/I D/Exit Survey	100% students response ranged between 4-5 on the Likert Scale in the Exit Survey.

# **5.2.7 PEOs – PLOs Mapping**

(PEOs) PLOs	PEO 1	PEO 2	PEO 3	PEO 4	PEO 5	PEO 6	PEO 7	PEO 8
MASTER'S LEVEL PROGRAM	IS							
Master of Travel and Tourism Man								
PLO 1	X	X						
PLO 2		X					X	
PLO 3			X					
PLO 4		X			X			
PLO 5		X		X				
PLO 6				X	X	X		
PLO 7								X
PLO 8		X						X
PLO 9				X				
PLO 10	X						X	

### **5.3 Bachelor of Hotel Management (BHM)**

### **5.3.1 Programme Mission**

## **Programme Mission**

The mission of the Bachelors of Hotel Management Program is to expand human knowledge in the area of hospitality operations and benefit the student through hands on learning. We are committed to create global hospitality leaders by developing the most challenging skills as per the industry demand through various inputs including the latest curriculum in a singularly collegial, interdisciplinary atmosphere, while educating students to become creative, disciplined and professional members of society.

### **5.3.2 Programme Educational Objectives**

#### **Educational Goals**

- 1. Students shall be able to demonstrate systematic knowledge of Hospitality and culinary concepts.
- 2. Students shall be able to explore information and ideas related to hospitality.
- 3. Students shall be able to explore use of digital systems in capturing information and utilizing it for guest satisfaction with the implementation of innovation in technology to follow the practices of hospitality industry 4.0 system.
- 4. Students shall be able to critically analyze various issues/problems to develop solutions to improve processes, products and services in hospitality.
- 5. Students shall be able to communicate proficiently in all dealings related to hospitality.
- 6. Students shall be able to demonstrate the highest standards of ethical behavior in their professional and personal life.
- 7. Students shall be able to appraise with learning environment for engaging themselves to update with new knowledge in Hospitality
- 8. Students shall be able to investigate global issues related to hospitality industry.

# **5.3.3** Programme Operational Objectives

Operati	Operational Goals							
1.	BHM shall provide appropriate resources, infrastructure and conducive environment for excellence in teaching, learning, research and professional development.							
2.	BHM shall regularly upgrade the knowledge and skills of faculty through various professional development programs in line with the requirement as per the industry 4.0 system in the hospitality.							
3.	BHM is sensitive to the diverse needs of the students and accordingly develop facilities and services.							
4.	BHM shall continuously strive to build strong industry interface, alumni networks.							
5.	BHM shall continuously improve the quality of facilities, services, resources and processes through national and international accreditations and institutional rankings.							
6.	BHM shall provide support to the students for campus recruitment, higher education or starting their own ventures.							
7.	BHM ensures transparencies and good governance while discharging various responsibilities to the stakeholders.							
8.	BHM shall provide opportunities for international exposure for its students and faculty.							

# **5.3.4 Programme Learning Outcomes**

Iı	ntended Learning Outcomes
1	The Students will recognize the knowledge of hospitality products, culinary & design the services levels.
2	The Students will express information precisely and accordingly students can react appropriately in guest handling.
3	The Students will develop and demonstrate skills on hospitality technology application to get access various sources to endorse the decision making and also executing the use of prevailing technology in the Hospitality sector, by following the progress in industry 4.0 system.

4	The Students will recognize hospitality industry related problem, review and apply relevant problem solving
	methodology to formulate effective solutions.
5	The Students will demonstrate problem identification skills on conducting hospitality research and improving
	skills.
6	The Students will apply confidence, positive attitude and can be a team member in hospitality industry.
7	The Students will demonstrates sensitivity to diverse cultural issue and apply them in to hospitality industry
8	The Student will recognize ethical and social practices, demonstrate high standard norms and moral path for
	themselves and peer group.
9	Students will execute communication and culinary skills and competencies to attract the hospitality
	employers
10	Students will express their interest in continual learning and update their knowledge in hospitality sector.

# **5.3.5 Programme Operational Outcomes**

Ope	rational Outcomes
1	BHM will provide appropriate methodology and pedagogical tools for teaching, learning and innovation
2	and also applying the latest technology as per the requirement and development in the industry 4.0  The student of BHM will earn achievements in inter-university Extra Curricular activities
3	The Student will be engaged in scholarly and professional activities in order to enhance their competencies and to contribute to the existing Body of Knowledge.
4	BHM will integrate ethics and values in teaching, theory and practice, develop and retain excellent students, faculty and staff.
5	BHM will facilitate cultivation of cross-cultural humanitarian values.
6	BHM will facilitate joint research collaborations, invite international delegates and speakers for seminars and conferences and various other opportunities for global exposure.
7	BHM will be continuously engaged in developing/ reviewing processes, policies and systems to achieve prestigious accreditations from various national, international bodies and ranking bodies.

8	Strong relationship with industry will be incorporated
9	BHM will support all the students for quality placements or join family business or start their own venture.
10	BHM will establish an internal quality cell for operational quality and process improvement.

# **5.3.6 Programme Educational Outcomes Assessment Plan**

#	Graduate Attributes	PLO's	Direct	Tool No for Direct Assessment	Target Performance	Indirect	Tool No for Indirect Assessment	Target Performance
1	Knowledge of hospitality products and services	1.The Students will be able to recognize the knowledge of hospitality products, culinary & design the services levels.	Comprehen sive Exam	UG/PLO/D/CE Framework	80% students shall pass the exam.	Student Exit Survey	UG/PLO/ID/Exit Survey	85% students' response range between 4-5 on the Likert Scale in the Student Exit Survey.
2	Basic research inquire for changing hospitality market dynamics	The Students will be able to express information precisely and accordingly students can react appropriately in guest handling.	Term Paper, Seminar, Internship, Dissertation	UG/PLO2/D/ Internship evaluations/Dissertation	100 % students will undertake and complete the Projects	Feedback of industry internship guide	UG/PLO2/ID/ Employer surveys	The Industry Internship Guide rates the students between 4-5 range on the Likert scale in the employer feedback
3	Hospitality technology and its applicability	The Students will be able to develop and demonstrate skills on hospitality	Comprehen sive Exam	UG/PLO/D/CE Framework	80% students shall able to leverage IT in order to complete their	Student Exit Survey	UG/PLO/ID/Exit Survey	31% students' response range between 4-5 on the Likert Scale in

		technology application to get access various sources to endorse the decision making.			Assignments and Projects			the Student Exit Survey.
4	Analytical abilities and problem solving	The Students will be able to recognize hospitality industry related problem, review and apply relevant problem solving methodology to formulate effective solutions.	Comprehen sive Exam	UG/PLO/D/ CE Framework	85% students shall able to demonstrate problem solving an decision making skills	Student Exit Survey	UG/PLO/ID/Exit Survey	32.29% students' response range between 4-5 on the Likert Scale in the Student Exit Survey.
5	Communicatio n for hospitality trade	The Students will be able to demonstrate problem identification skills on conducting hospitality research and improving skills.	Rubrics & Comprehensi ve Exam		85 % student should secure a Grade of 5.5 and above on 10 point scale in the presentation component of business communication course	Communicatio n for hospitality trade	Students will be able to present information precisely and accordingly students can react and respond proactively in verbal and non-verbal communication that are appropriate to the situation.	92% Business Communication Course Result analysis of all semesters
6.	Team working	The Students will be able to apply confidence, positive attitude and can be a team member in hospitality industry	Rubrics & Comprehensi ve Exam	UG/PLO6/D/ Course- embedded assignments  UG/PLO7/D/FBL framework	80% students should secure a grade of 5.5 and above on a 10- point scale in the BS Result analysis.	Student Exit Survey	UG/PLO/ID/Exit Survey	25% students' response range between 4-5 on the Likert Scale in the Student Exit Survey

	Global citizen	The Students		UG/PLO7/D/CE UG/PLO8/D/FBL	Utilizing a five (5)-point scale rubric with the Intended Student Learning Outcomes, at least 80% of randomly sampled from the BS course will achieve proficient or distinguished (score 3 or 4).  80% students shall pass the exam.	Feedback of	UG/PLO/ID/Exit Survey	80% students'
7	Global cluzen	will demonstrates sensitivity to diverse cultural issue and apply them in to hospitality industry	Rubrics	Framework  UG/PLO7/D/FBL	should secure a grade of 6 and above on a 10-point scale in the FBL Result.  Utilizing a five (5)-point scale	Industry Internship Guide	UG/PLO/ID/Exit Survey	response range between 4-5 on the Likert Scale in the Student Exit Survey.
			Comprehe nsive Exam	Framework	rubric with the Intended Student Learning Outcomes, at least 80% of randomly sampled from the FBLcourse will achieve proficient or			

8	Ethics and social responsibility	The Student will be able to recognize ethical and social practices, demonstrate high standard norms and moral path for themselves and peer group.	Dissertation (Plagiarism Checking ) Comprehen sive Exam	UG/PLO/D/CE Framework  UG/PLO/D/CE Framework	distinguished (score 3 or 4).  80% students shall pass the exam.  100% students will undertake and complete the dissertation with in al least 80% original content  80% students shall pass the exam.	Feedback of Industry Internship Guide indiscipline Cases		80 % Industry Internship Guide rates the students between 4-5 range on the Likert Scale in the feedback.  The University will adhere to zero tolerance towards use of unfair means.
9	Employment opportunity and entrepreneur	. Students will be able to execute communicatio n and culinary skills and competencies to attract the hospitality employers	Employabil ity & Entreprene urship ( Rubrics)	UG/PLO9/D/EMP	Utilizing a five (5)-point scale rubric with the Intended Student Learning Outcomes, at least 80% of randomly sampled students will achieve proficient or distinguished (score 3 or 4).	Student Exit Survey	UG/PLO/ID/Exit Survey	42.7% students' response range between 4-5 on the Likert Scale in the Student Exit Survey
10			Comprehen sive Exam	UG/PLO/D/CE Framework		Alumni Survey	UG/PLO/ID/Alumni Survey	80% alumni response range between 4-5 on

					80% students shall pass the exam.			the Likert Scale in the Alumni Survey
11	Life long learning	Students will be able to express their interest in continual learning and update their knowledge in hospitality sector.	Quiz (Rubrics)	UG/PLO10/D/ Course- embedded assignments	Utilizing a five (5)-point scale rubric with the Intended Student Learning Outcomes, at least 80% of randomly sampled students will achieve proficient or distinguished (score 3 or 4).	Student Exit Survey	UG/PLO/ID/Exit Survey	34.37% students' response range between 4-5 on the Likert Scale in the Student Exit Survey.
			Comprehensi ve Exam	UG/PLO/D/CE Framework	80% students shall pass the exam			

# **5.3.7 PEOs- PLOs Mapping**

# BACHELOR OF HOTEL MANAGEMENT

,	PEOs)								PEO 8
PLOs		PEO 1	PEO 2	PEO 3	PEO 4	PEO5	PEO6	PEO7	
<b>Bachelor of Hotel</b>	Managemei	nt							

PLOs (PEOs)								PEO 8
	PEO 1	PEO 2	PEO 3	PEO 4	PEO5	PEO6	PEO7	
PLO 1	X						X	
PLO 2		X						
PLO 3			X					X
PLO 4							X	
PLO 5				X	X			
PLO 6				X			X	
PLO 7						X		
PLO 8						X		
PLO 9					X		X	
PLO 10							X	

# **BACHELOR OF HOTEL MANAGEMENT**

Operational Goals Operational Outcomes	OG1	OG 2	OG 3	OG 4	OG 5	OG 6	OG 7	OG 8	OG 9	OG 10
BACHELOR OF HOTEL MANAGE	EMEN	Γ								
Operational Outcome 1	X		X							X
Operational Outcome 2		X	X	X			X		X	
Operational Outcome 3						X	X			
Operational Outcome 4									X	
Operational Outcome 5					X					
Operational Outcome 6						X		X		
Operational Outcome 7						X	X			X
Operational Outcome 8								X		X
Operational Outcome 9			X						X	
Operational Outcome 10										X

# 5.4 Master of Business Administration (MBA) - Hospitality Management

# **5.4.1 Programme Mission**

# **Programme Mission**

The mission of the MBA-Hospitality Management Program is to expand human knowledge in the area of hospitality and benefit the student through research integrated with academia. We are committed to create global hospitality leaders by developing the most challenging skills as per the industry demand through various inputs including the latest curriculum in a singularly collegial, interdisciplinary atmosphere, while educating students to become creative, disciplined and professional members of society.

# **5.4.2 Programme Educational Objectives**

# **Educational Goals**

- Students shall be able to demonstrate systematic knowledge of Hospitality Management Concepts.
- 2 Students shall be able to identify, define and investigate information and ideas related to issues and opportunities in Hospitality.
- 3 Students shall be able to explore information and use digital literacy in capturing information from various sources and developing innovative solutions.
- 4 Students shall be able to think creatively, to discover new product offering and services to satisfy the customer needs.
- 5 Students shall be able to communicate proficiently, clearly & affectively while presenting the Hospitality product offerings and services
- 6 Students shall be able to demonstrate customer care, amicable relationship with all stakeholders.
- 7 Students shall be able to demonstrate the highest standards of ethical behavior in their professional and personal life. They also will acknowledge and appreciate the importance of diversity in their personal life

# **5.4.3 Programme Operational Objectives**

# **Operational Goals**

- Students shall be provided world class infrastructure for academic learning and research..
- 2 Students shall be provided holistic & Conducive environment to promote research among scholars and faculty..
- 3 Students shall be encouraged for diversity, sense of social and environmental responsibility.
- 4 Students shall be provided strong industry interface with experts from industry
- 5 Students shall be provided for continuous improvement and system by attaining national and international accreditations.
- 6 Students shall be provided ample employment opportunities and support for entrepreneurship.
- 7 Students shall be provided transparent environment and good governance at all stages and all stakeholders
- 8 Students and faculty shall be given international exposure.

# **5.4.4 Programme Learning Outcomes**

# 2.1.1. Intended Learning Outcomes

- Student will define concepts in Hospitality Management and apply it in multi-disciplinary context.
- 2 Student will formulate knowledge through Hospitality research methods.
- 3 Student will select and apply appropriate IT Tools for data processing in Hospitality industry
- 4 Student will examine strategies for situation handling and decision making.
- 5 Student will demonstrate effective communicate skills, including both oral and written.
- 6 Student will demonstrate effective interpersonal skills, including the ability to lead in Hospitality Industry.
- 5 Student will demonstrate the ability to understand cultural diversity and practice managerial skills in global hospitality context
- 8 Student will judge ethical problems and apply standards of ethical behavior in hospitality business.
- 9 Student will develop and demonstrate entrepreneurial and business acumen skills to support employability in the area of specialization.

Student will use various information sources through newspapers/databases to acquire knowledge on one's own for life-long learning.

# **5.4.5 Programme Operational Outcomes**

Ope	erational Outcomes
1	MBA (HM) will provide appropriate methodology and pedagogical tools for teaching, learning and development.
2	The student of MBA(HM) will earn achievements in inter-university Extra Curricular activities
3	The Student will be engaged in scholarly and professional activities in order to enhance their competencies and to contribute to the existing Body of Knowledge.
4	MBA (HM) will integrate ethics and values in teaching, theory and practice, develop and retain excellent students, faculty and staff.
5	MBA (HM) will facilitate cultivation of cross-cultural humanitarian values.
6	MBA (HM) will facilitate joint research collaborations, invite international delegates and speakers for seminars and conferences and various other opportunities for global exposure.
7	MBA (HM) will be continuously engaged in developing/ reviewing processes, policies and systems to achieve prestigious accreditations from various national, international bodies and ranking bodies.
8	Strong relationship with industry will be incorporated
9	MBA (HM) will support all the students for quality placements or join family business or start their own venture.
10	MBA (HM) will establish an internal quality cell for operational quality and process improvement.

**5.4.6 Programme Educational Outcome Assessment Plan** 

	3.4.0 Flogramme Educational Outcome Assessment Flan									
#	Graduate Attributes	PLO's	Direct	Tool No for Direct Assessment	Target Performance	Indirect	Tool No for Indirect Assessment	Target Performance		
1	Hospitality Management Knowledge	Student will able to define concepts in Hospitality Management and apply it in multi- disciplinary context.	*Comprehen sive Exam/Viva on annual basis	PG/PLO/D/CE Framework	80% students shall pass the exam	Student Exit Survey	PG/PLO/ID/Exit Survey	66.66% students response range between 4-5 on the Likert Scale in the Student Exit Survey.		
2	Research in Hospitality Management	Student will be able to formulate knowledge through Hospitality research methods.	Term Paper, Seminar, Internship, Dissertation (Rubrics)	PG/PLO2/D/Dissertati on	100% students will undertake and complete the dissertation	Feedback of Industry Internship Guide		The Industry Internship Guide rates the students between 4-5 ranges on the Likert Scale in the feedback.		
			Comprehensi ve Exam	PG/PLO/D/CE Framework						
3	Use of Information Technology	Student will able to select and apply appropriate IT Tools for data processing in Hospitality industry	*Comprehen sive Exam	PG/PLO/D/CE Framework	100% students shall able to leverage IT in order to complete their Assignments and Projects	Student Exit Survey	PG/PLO/ID/Exit Survey	100% students response range between 4-5 on the Likert Scale in the Student Exit Survey.		
4	Situation Handling and & Decision Making	Student will able to examine strategies for situation handling and decision making.	*Hospitality Simulation (Rubrics)	PG/PLO4/D/Simulation	80% students shall able to demonstrate Problem Solving and Decision Making Skill	Student Exit Survey	PG/PLO/ID/Exit Survey	100% students response range between 4-5 on the Likert Scale in the Student Exit Survey.		
			*Comprehen sive Exam	PG/PLO/D/CE Framework						

5	Business Communicatio n Skills	Student will be able to demonstrate effective communicate skills, including both oral and written.	*Rubrics	PG/PLO5/D/ BC	80% students should secure a grade of 6 and above on a 10- point scale.	Student Exit Survey	PG/PLO/ID/Exit Survey	100% students response range between 4-5 on the Likert Scale in the Student Exit Survey.
			*Comprehen sive Exam	PG/PLO/D/CE Framework				
6	Team work Leadership and Behavioural Skills	Student will be able to demonstrate effective interpersonal skills, including the ability to lead in Hospitality Industry.			80% students should secure a grade of 6 and above on a 10- point scale in the Journal for Success component of Behavioural Science course.	Student Exit Survey	PG/PLO/ID/Exit Survey	100% students response range between 4-5 on the Likert Scale in the Student Exit Survey.
			* Rubrics	PG/PLO6/D/BS				
			* Comprehensi ve Exam	PG/PLO/D/CE Framework				
7	International Exposure	Student will be able to demonstrate the ability to understand cultural diversity and practice managerial skills in global hospitality context	*		100% students' participation in case studies pertaining to global issues.	Student Exit Survey	PG/PLO/ID/Exit Survey	100% students shall able to demonstrate Global Outlook and practices.
			* Rubrics	PG/PLO7/D/FBL				

			*	PG/PLO/D/CE				
			Comprehensi	Framework				
			ve Exam					
8	Values and Ethics in Hospitality	Student will be able to judge ethical problems and apply standards of ethical behavior in hospitality business.	*Plagiarism Checking of Dissertation		100% Students are checked for plagiarism in NTCC report submissions and are allowed to appear for vivavoce upon obtaining plagiarism % below 15%.	Feedback of Industry Internship Guide		The Industry Internship Guide rates the students between 4-5 range on the Likert Scale in the feedback.
			* Comprehensi ve Exam	PG/PLO/D/CE Framework	1570.	Indisciplin e Cases		The University will adhere to zero tolerance towards use of unfair means
9	Entrepreneurs hip Skill in Hospitality Sector	Student will able to develop and demonstrate entrepreneurial and business acumen skills to support employability in the area of specialization.	*Scoring Rubrics	PG/PLO9/D/EMP	100% students submit a Business plan and 50% students should secure a grade of 6 and above on a 10- point scale.	Student Exit Survey	PG/PLO/ID/Exit Survey	88.88% students response range between 4-5 on the Likert Scale in the Student Exit Survey.
			*Comprehen sive Exam	PG/PLO/D/CE Framework		Alumni Survey	PG/PLO/ID/Alumni Survey	80% alumni response range between 4-5 on the Likert Scale in the Alumni Survey.
10	Self and control	Student will be able to use various information sources through newspapers/da tabases to acquire knowledge on one's own for life-long learning.	*Quiz (Rubrics)		Mentors will assess the Learning curve of 100% students.	Student Exit Survey	PG/PLO/ID/Exit Survey	80% students response range between 4-5 on the Likert Scale in the Alumni Survey.

	*Comprehen sive Exam	PG/PLO/D/CE Framework		

# **5.4.7 PEOs-PLOs Mapping**

# ${\bf MAPPING\ OF\ MBA} ({\bf HOSPITALITY\ MANAGEMENT\ })$

PLOs (PEOs)	PEO 1	PEO 2	PEO 3	PEO 4	PEO5	PEO6	PEO7
MBA(HOSPITALITY MANA	AGEMEN'	T)					
PLO 1	X					X	
PLO 2		X		X			
PLO 3			X				
PLO 4		X		X		X	
PLO 5					X		X
PLO 6		X			X	X	
PLO 7			X				
PLO 8						X	X

PLOs (PEOs)	PEO 1	PEO 2	PEO 3	PEO 4	PEO5	PEO6	PEO7
PLO 9	X			X	X		X
PLO 10		X	X				

MBA(HOSPITALITY MANAGEMENT)										
Operational Outcome 1	X			X					X	
Operational Outcome 2		X	X		X					
Operational Outcome 3			X		X					
Operational Outcome 4						X		X		
Operational Outcome 5							X			
Operational Outcome 6								X		X
Operational Outcome 7							X			X
Operational Outcome 8				X	X					

# 6. Domain Operational Outcomes & Operational Outcome Assessment Plan

# **Operational Assessment**

# Intended Operational Outcomes for the (Faculty of Hospitality and Tourism):

The Faculty of FHT will use appropriate methodology and pedagogical tools for teaching, learning and development. Curriculum will be designed as per requirement of industry & bench marked on global standard by the international accreditation

Students will earn laurels at institutional Inter University and National level.

FHT will sensitize the students towards cultural heritage and environment by organizing trips to eco fragile areas and create awareness about Global Code of Ethics of UNWTO.

FHT shall develop and maintain strong credentials with the corporate. Also maintain lifelong alumni network and nominate them as mentors for present students.

FHT will be continuously engaged in developing/ reviewing processes, policies and systems to achieve prestigious accreditations

from various national, international bodies and ranking bodies.

FHT will provide quality placement to all eligible students and guide them in entrepreneur ventures.

FHT will establish an internal quality cell for operational quality and process improvement.

FHT will international delegates and speakers as resource person for workshop.

FHT will provide international exposure to students

# **Operational Outcomes**

Section VI
Linkages of outcome Assessment with Strategic Planning

#	Broad-Based Operational Goals	Intended Operational Outcomes for the Domain	Assessment  Measures/Methods for Intended For Operational Outcomes	Performance Objectives (Targets/Criteria)
1	Faculty of Hospitality and Tourism intends to provide Educational excellence in teaching /academic delivery & research.	The Faculty of FHT will use Appropriate methodology and pedagogical tools for teaching, learning and development.  Curriculum will be designed as per requirement of industry & bench marked on global standard by the international accreditation Body	Student feedback of course faculty.  Faculty Qualifications and Experience Files.	80% student will be able to graduate timely manner
2	Faculty of Hospitality and Tourism collaborate efforts to create a holistic & conducive academic environment for students.	Students will earn laurels at institutional Inter University and National level.	Functional and area specific club, Committees, Sports Events, co-curricular and extracurricular activities and students participation in inter Institutional Competition.  List of Award winners	40% student will participate national/ international events and earn laurels
3	Faculty of Hospitality and Tourism encourage diversity & sense of social & environmental responsibility amongst students, Faculty & staff.	FHT will sensitize the students towards cultural heritage and environment by organizing trips to eco fragile areas and create awareness about Global Code of Ethics of UNWTO.	Global Code of Ethics Guideline Jaisalmer Trip	100% student will follow the Global Code of Ethics Guideline

4	Faculty of Hospitality and Tourism continuously extend efforts to build strong industry interaction, alumni networks and empanelment of expertise from industry	FHT shall develop and maintain strong credentials with the corporate. Also maintain lifelong alumni network and nominate them as mentors for present students.	Area Advisory Board Board of studies List of Placement Companies Guest lectures Alumni network Feedback system.	10-15 guest speakers will be invited.
5	Faculty of Hospitality and Tourism will be involved in Continual improvement of processes & system & aim to attain national and international accreditations and university rankings	FHT will be continuously engaged in developing/ reviewing processes, policies and systems to achieve prestigious accreditations from various national /international bodies and ranking bodies.	Report ISO Manual	UNWTO Ted Qual Certification ISO certification
6	Faculty of Hospitality and Tourism will facilitate Employment opportunities for students and support activities for students to start their own Ventures.	FHT will provide quality placement to all eligible students and guide them in entrepreneur ventures.	Employability: Quality of placements (company profile, job profile, salary package offered) Quality of internship List of students placed. List of industries visiting campus, Entrepreneurship: Students joining family business, Students starting their own ventures.	100% placement will be Provide.(Placements got affected by pandemic)
7	Faculty of Hospitality and Tourism ensures to carry forward university mission, policy and programs by practicing transparency and good governance while discharging their responsibilities to all stakeholders	cell for operational quality and process Improvement.	Reports of various: Statutory bodies, Accreditation bodies, External evaluators Report. BSI Report. Quality Audit Report by OAE.	Meetings were conducted as per the University Norms
8	Faculty of Hospitality and Tourism shall prioritize to create international exposure and opportunities for Students and faculty.	FHT will international delegates and speakers as resource person for workshop FHT will provide international exposure to students	Report on Annual Industry Interaction activities such as, Industry visits Evaluation Board Career Counseling Sessions, etc.	Student will participate at least 2 international events

# **Appendices**

## **Appendices No A**

Assessment Tools-UG/PLO 09/D/EMP



# **FACULTY OF HOSPITALITY & TOURISM**

### RUBRICS FOR COMPREHENSIVE EXAMINATION ASSESSMENT

PLO: Able to find opportunities to enhance business Skills and Finding Opportunities in Tourism Hospitality and Aviation

### Scale:

PARAMETERS	MARKS ASSIGNED
General Management	1
Application based	2
Area specific	3
Ethics	4
Digital Literacy	5
General Education	6
Global Outlook	7
Employability	8

Scoring:

- a. Cumulative Scoring:
  - If the student can understand General Management only, (s)he scores 1,
  - If he can manage and apply, he scores 2,
  - If he can manage apply and area specific, he scores 3,
  - If he can manage apply area and be Ethical, he scores 4,
  - If he can manage apply area specific, and digital, he scores 5.
  - If he can manage apply area specific digital general education he scores 6
  - If he can manage apply area specific digital with global outlook he scores 7
  - If he can manage apply area specific digital global outlook with employability he scores 8.

### **Premises:**

The instructor chooses to enhance students capabilities for better performance by overall assessing the comprehension Level with eight parameters.

### Tools used for assessment:

- Multiple Choice Questions.
- Comprehension Exam
- Application Based question
- Tourism Trends
- Global Application Trends and Growth
- Ethics and Morals
- Computerised Reservation System and Amadeus
- Entrepreneurship skills.

### **Basic Skills:**

- Numeracy
- General Knowledge

### **COMPOSITION OF ASSESSMENT BOARD**

- Subject Instructor,
- Program Leader,
- Two Teaching Faculties who teach Academic and Computer Reservation System
- One Industry Expert

## SCORE SHEET: INDIVIDUAL

If the student scores	Outcome Attainment Levels
<5	Needs improvement
5-6	Satisfactory
7-8	Partly Achieved
9-10	Fully Achieved

# SCORE SHEET: PROGRAMME/ BATCH

	T					
Outcome Attainment Levels	Percentage of Students					
Needs improvement						
Satisfactory						
Partly Achieved						
Fully Achieved						



# **AMITY UNIVERSITY Student Exit Survey**

Appendices -B

: Faculty of Hospitality and Tourism **Domain** 

**Programme Group** : BA (TA)

Dear Student, the objective of this Survey is to seek your add essessment regarding the various learning aspects of the Tourism programmes. The information from this survey will be analysed and used to identify the areas of improvement.

S.No.	Statements	Strongly agree	Agree	Neither agree nor disagree	Somewhat Agree	Not at all agree
PLO 1:	Tourism Knowledge	•				
1	I am able to define concepts in Tourism					
2	I am able to understand Tourism concepts n multi-disciplinary context.					
3	I am able to describe Tourism problems in dynamic business environment.					
4	I try to relate academic learning to practical issues of the industry.					
PLO 2:	Research Literacy and Enquiry in Tourism					
1	I am able to recognise and apply new knowledge through business research methods.					
2	I have ability to identify Tourism business issues.					
3	I have ability to list research questions related to Tourism					
4	I am able to collect data / information and interpret results for driving optimum solutions for Tourism trade.					
PLO 3:	Application of IT and automation in Tourism					
1	I am Digital literate.					
2	I can easily locate information through ICT to support my decision making.					
3	I am able to use various IT tools and technologies for data processing .					
4	i am able to use IT tools for presenting the data					

PLO 4	4 : Analytical and Problem Solving Skills in Tourism			
1	I have ability to solve problem related to Tourism			
	Management.			
2	I can apply various decision making methods to solve any			
	Tourism problem.			
3	I can apply range of strategies for solving a problem.			
4	I have ability to develop creative, and practical solution.			
5	I have ability to use and apply solutions.			
PLO :	5 : Communication Skills in Tourism	Т	1	 1
1	I have ability to speak proficiently.			
2	I am competent to express information in writing, creating			
•	various catalogues/ Destination Brochures etc.			
3	I can articulate clearly and effectively.			
4	I am good at making presentation .			
PLO (	6 : Team Dynamics and Group Behaviour			
1	I am reliable and dependable.			
2	I am Respectful towards others views irrespective of caste,			
	race, class, gender, religion etc.			
3	I am a collaborative team worker.			
4	I can stay calm in crisis situations			
-				
PLO	7 : Global Citizenship in Tourism sectors.			
1	I am able to understand global issues from tourism			
•	perspectives.			
2	I learn from and respect different cultures during tourism			
	activities			
3	I find myself capable of applying my knowledge in global			
	context.			
4	I know to communicate in multi cultural context with tourist			
PLO 8	B: Ethics and Responsible Behaviour in Tourism			
1	I understand and practice the highest standards of ethical			
	behaviour associated with Tourism profession.			
2	I am ethically responsible towards colleagues, Customer and			
	Stakeholders, the wider community, and the environment;			
3	I strive for justice, equality, honesty in all my personal &			
	professional pursuit			
4	I am responsible towards the environment and the cultural			
	resource of the nation.			
PLO	9 : Employability and Entrepreneurship Skill in Tourism			
1	I am well groomed and skilled to under customer specific			

		1		
2	I can create visibility for myself to draw attention of a			
	recruiter.			
3	I find myself capable start of Travel and Tourism Business.			
4	I always find opportunities to improve the business value			
	chain in Hospitality and Tourism.			
PLO 10:	: Lifelong Learning			
1	I have curiosity to learn new things.			
2	I can apply my knowledge and skill set in my profession.			
3	I use my prior learning to approach a new problem.			
4	I feel i am a self directed learner			
Experie	nce at AMITY			
1	I am overall satisfied with the methodologies and			
	pedagogical tools used by my faculty.			
2	I find the curriculum contemporary and relevant to the			
	industry.			
3	I got ample opportunities for Industry Interaction.			
4	I am satisfied with the Internship facility provided to me.			
5	I am satisfied with the University Infrastructure.			
6	I am overall satisfied with the Faculties who taught me.			
7	I am overall satisfied with the Programme.			





# **AMITY UNIVERSITY**

**Student Exit Survey** 

: Faculty of Hospitality and Tourism **Domain** 

: Master's of Travel and Tourism Management **Programme Group** 

Dear Student, the objective of this Survey is to seek your and used to identify the areas of improvement.

S.No.	Statements A D	Strongly agree	Agree	Neither agree nor disagree	Somewhat Agree	Not at all agree
PLO 1: Touris	m Knowledge					
1	I am able to define, summarize concepts in Tourisin					
2	I am able to apply Tourism concepts in nu ti- disciplinary context.					
3	I am able to describe and critically analyse Tourism problems in volatile business environment.					
4	I try to relate academic learning to practical issues of the industry.					
PLO 2: Resear	ch Literacy and Enquiry in Tourism					
1	I am able to acquire and evaluate new knowledge through business research methods.					
2	I have ability to identify, define and investigate Tourism business issues.					
3	I have ability to formulate research questions and set research goals related to Tourism					
4	I am able to collect and analyse data / information and interpret results for driving optimum solutions for Tourism trade.					
PLO 3 : Applic	ation of IT and automation in Tourism			•		
1	I find myself Information and Digital literate.					
2	I can easily locate information through ICT to support my decision making.					

3	I am able to use various IT tools and technologies				
	for data processing and analysis particularly CRS.				
4	I am able to connect globally to upgrade my				
	information technology tools.				
PLO 4:	: Analytical and Problem Solving Skills in Tourism				
1	I have ability to critically think on any issue/ problem	1			
	related to Tourism Management.				
2	I can apply various decision making methods to				
_	scientifically solve any Tourism problem.				
3	I can apply range of strategies for solving a problem	l			
4	I have ability to develop creative, innovative and practical solution.				
5	I have ability to implement and test solutions.				
_	: Communication Skills in Tourism				
1	I have ability to speak proficiently.				
2	I am competent to convey information in writing,				
2	creating various catalogues/ Destination Broachers				
	etc.				
3	I can communicate clearly and effectively.				
4	I think, I am a quite good listener in professional				
	Tourism business setting.				
5	I am good at making presentation in global / cross				
	cultural environment of Tourism Trade.				
PLO 6:	: Team Dynamics and Group Behaviour				
1	I am reliable and dependable.				
2	I am Respectful and Empathetic towards others views				
	irrespective of caste, race, class, gender, religion etc.				
3	I am a collaborative team worker.				
4	I can stay calm in crisis situations and motivate my team.				
5	I am confident to initiate and lead my peer group in any				
	situation.				
PLO 7 :	: Global Citizenship in Tourism sectors.			<u> </u>	
1	I am able to understand global issues from tourism				
	perspectives.				
2	I learn from and respect different cultures during tourism				
	activities				
3	I find myself capable of applying my knowledge in local,				
<u> </u>	national and international contexts from tourism perspective.				
4	I know to communicate in multi-cultural context with				
DI O O	international tourist.		1		
	: Ethics and Responsible Behaviour in Tourism		1	1 1	
1	I understand and practice the highest standards of ethical behaviour associated with Tourism profession.				
[	Denaviour associated with Tourism profession.				

2	I am ethically responsible towards colleagues, Customer and				
	Stakeholders, the wider community, and the environment;				
3	I strive for justice, equality, honesty, and integrity in all my				
	personal and professional pursuits				
4	I contribute to mutual understanding and respect between				
	people and society.				
	Employability and Entrepreneurship Skill in Tourism				
1	I am well groomed and skilled to under customer specific				
	needs Tourism				
2	I can create visibility for myself to draw attention of a				
	recruiter.				
3	I find myself capable start of Travel and Tourism Business.				
4	I always find opportunities to improve the business value				
	chain in Hospitality and Tourism.				
PLO 10	: Lifelong Learning			1	1
1	I have curiosity to learn new things.				
2	I am competent to acquire knowledge on my own through				
	various sources.				
3	I feel I am a self-directed learner.				
4	I can apply my knowledge and skill set in my profession.				
5	I use my prior learning to approach a new problem.				
	ence at AMITY		1	1	T
1	I am overall satisfied with the methodologies and				
	pedagogical tools used by my faculty.				
2	I find the curriculum contemporary and relevant to the				
	industry.				
3	I got ample opportunities for Industry Interaction.				
4	I am satisfied with the Internship facility provided to me.				
5	I am satisfied with the University Infrastructure.				
6	I am overall satisfied with the Faculties who taught me.				
7	I am overall satisfied with the Programme.				

# Appendices –D

# Assessment Tool-PG/PLO 05/D/BC Appendices-D



# **FACULTY OF HOSPITALITY & TOURISM**

# RUBRICS FOR ASSESMENT OF BUSSINESS COMMUNICATION FOR MASTERS PROGRAMME

# **Assessment Parameters:**

- a. Verbal communication
- b. Non-verbal communication

# SCORING:

- If the student's performance is
- If the student's performance is
- If the student's performance is

- If the student's performance is
- If the student's performance is

unsatisfactory on a criteria, he scores 0 needs improvement on a criteria, he scores 1 satisfactory on a criteria, he scores 2 proficient on a criteria, he scores 3 distinguished on a criteria, he scores 4

# TOOLS USED FOR ASSESSMENT:

- Report writing
- Presentations
- Viva-Voce

# COMPOSITION OF ASSESSMENT BOARD

- Business Communication Faculty
- Program Leader/ Program Co-coordinator
- Member of Corporate Resource Centre

# SCORE SHEET: INDIVIDUAL

If the student scores between	Outcome Attainment Levels
<24	Needs improvement
24-32	Satisfactory
33-40	Partly Achieved
41-48	Fully Achieved



# **FACULTY OF HOSPITALITY & TOURISM**

### RUBRICS FOR ASSESMENT OF BUSSINESS COMMUNICATION FOR UNDER GRADATE PROGRAMME

### **Assessment Parameters:**

- β. *Verbal communication*
- χ. Non-verbal communication

### SCORING:

- If the student's performance is unsatisfactory on a criteria, he scores 0
- If the student's performance is **needs improvement** on a criteria, he scores 1
- If the student's performance is **satisfactory** on a criteria, he scores 2
- If the student's performance is **proficient** on a criteria, he scores 3
- If the student's performance is **distinguished** on a criteria, he scores 4

### TOOLS USED FOR ASSESSMENT:

- Report writing
- Presentations
- Viva-Voce

### **COMPOSITION OF ASSESSMENT BOARD**

• Business Communication Faculty

• Program Leader/ Program Co-coordinator

# **SCORE SHEET: INDIVIDUAL**

If the student scores between	Outcome Attainment Levels
<24	Needs improvement
24-32	Satisfactory
33-40	Partly Achieved
41-48	Fully Achieved

# SCORE SHEET : PROGRAMME/ BATCH

Outcome Attainment Levels	Percentage of Students
Needs improvement	
Satisfactory	
Partly Achieved	
Fully Achieved	

### Assessment Tool-PG/PLO 06



# **FACULTY OF HOSPITALITY & TOURISM**

### RUBRICS FOR ASSESMENT OF BEHAVIOURAL SCIENCE FOR MASTERS PROGRAMME

### **Assessment Parameters:**

- δ. Leadership skills
- ε. Interpersonal skills
- φ. Team spirit
- γ. Conflict management
- η. Lifelong learning

### **SCORING:**

- If the student's performance is unsatisfactory on a criteria, he scores 0
- If the student's performance is needs improvement on a criteria, he scores 1
- If the student's performance is **satisfactory** on a criteria, he scores 2
- If the student's performance is **proficient** on a criteria, he scores 3
- If the student's performance is distinguished on a criteria, he scores 4

### **TOOLS USED FOR ASSESSMENT:**

- Social Awareness Programme
- Journal of Success (JOS)
- Participation and Interaction in the class
- Psychometric assessment
- Participation in various extra-curricular & co-curricular activities

### **COMPOSITION OF ASSESSMENT BOARD**

Behavioral Science Faculty

- Program Leader/ Program Co-coordinator
- Member of Corporate Resource Centre

# SCORE SHEET: INDIVIDUAL

If the student scores between	Outcome Attainment Levels
<24	Needs improvement
24-32	Satisfactory
33-40	Partly Achieved
41-48	Fully Achieved

# ☐ SCORE SHEET : PROGRAMME/ BATCH

Outcome Attainment Levels	Percentage of Students
☐ Needs improvement	
Satisfactory	
•	

### Assessment Tool-PG/PLO 06/D/BS



## **FACULTY OF HOSPITALITY & TOURISM**

### RUBRICS FOR ASSESMENT OF BEHAVIOURAL SCIENCE FOR UNDER GRADUATE PROGRAMME

### **Assessment Parameters:**

- 1. Leadership skills
- φ. Interpersonal skills
- κ. Team spirit
- $\lambda$ . Conflict management
- μ. Lifelong learning

### **SCORING:**

- If the student's performance is **unsatisfactory** on a criteria, he scores 0
- If the student's performance is **needs improvement** on a criteria, he scores 1
- If the student's performance is **satisfactory** on a criteria, he scores 2
- If the student's performance is **proficient** on a criteria, he scores 3
- If the student's performance is distinguished on a criteria, he scores 4

### **TOOLS USED FOR ASSESSMENT:**

- Social Awareness Programme
- Journal of Success (JOS)
- Participation and Interaction in the class
- Psychometric assessment
- Participation in various extra-curricular & co-curricular activities

### **COMPOSITION OF ASSESSMENT BOARD**

- Behavioral Science Faculty
- Program Leader/ Program Co-coordinator
- Member of Corporate Resource Centre

# **SCORE SHEET: INDIVIDUAL**

If the student scores between	Outcome Attainment Levels
<24	Needs improvement
24-32	Satisfactory
33-40	Partly Achieved
41-48	Fully Achieved

# SCORE SHEET: PROGRAMME/ BATCH

Outcome Attainment Levels	Percentage of Students
Needs improvement	
Satisfactory	



# **FACULTY OF HOSPITALITY & TOURISM**

### RUBRICS FOR ASSESMENT OF FOREIGN BUSINESS LANGUAGE FOR MASTERS PROGRAMME

### **Assessment Parameters:**

- v. Language
- o. Culture
- $\pi$ . Vocabulary

### **SCORING:**

- If the student's performance is **unsatisfactory** on a criteria then he scores 0
- If the student's performance is needs improvement on a criteria then he scores 1
- If the student's performance is **satisfactory** on a criteria then he scores 2
- If the student's performance is **proficient** on a criteria then he scores 3
- If the student's performance is distinguished on a criteria then he scores 4

### **TOOLS USED FOR ASSESSMENT:**

- Role play
- Exercises in class
- Class performance
- Assignments

### **COMPOSITION OF ASSESSMENT BOARD**

- Foreign Business Language Faculty
- Program coordinator
- Senior Core Course Faculty

# ☐ SCORE SHEET: INDIVIDUAL

If the student scores between	Outcome Attainment Levels
<10	Needs improvement
10-13	Satisfactory
14-16	Partly Achieved
17-20	Fully Achieved

# SCORE SHEET: PROGRAMME/ BATCH

Outcome Attainment Levels	Percentage of Students
Needs improvement	
Satisfactory	
Partly Achieved	
Fully Achieved	

### Assessment Tool-UG/PLO 06/D/BS



### RUBRICS FOR ASSESMENT OF FOREIGN BUSINESS LANGUAGE FOR UNDERGRADUATE PROGRAMME

### **Assessment Parameters:**

- $\theta$ . Language
- ρ. Culture
- σ. *Vocabulary*

### SCORING:

- If the student's performance is **unsatisfactory** on a criteria then he scores 0
- If the student's performance is **needs improvement** on a criteria then he scores 1
- If the student's performance is **satisfactory** on a criteria then he scores 2
- If the student's performance is **proficient** on a criteria then he scores 3
- If the student's performance is distinguished on a criteria then he scores 4

### TOOLS USED FOR ASSESSMENT:

- Role play
- Exercises in class
- Class performance
- Assignments

### COMPOSITION OF ASSESSMENT BOARD

- Foreign Business Language Faculty
- Program coordinator
- Senior Core Course Faculty

# ☐ SCORE SHEET: INDIVIDUAL

If the student scores between	Outcome Attainment Levels
<10	Needs improvement
10-13	Satisfactory
14-16	Partly Achieved
17-20	Fully Achieved



# **FACULTY OF HOSPITALITY & TOURISM**

### RUBRICS FOR ASSESMENT OF DISSERTATION MASTERS PROGRAMME

### **Assessment Parameters:**

- τ. Analyze
- υ. Conceptualize
- σ. Applied
- ω. *Demonstrate*
- ξ. Innovation

### SCORING:

- If the student's performance is unsatisfactory on a criteria, he scores 0
- If the student's performance is **needs improvement** on a criteria, he scores 1
- If the student's performance is **satisfactory** on a criteria, he scores 2
- If the student's performance is **proficient** on a criteria, he scores 3
- If the student's performance is **distinguished** on a criteria, he scores 4

### **TOOLS USED FOR ASSESSMENT:**

- Report writing
- Presentations
- Viva-Voce

# **COMPOSITION OF ASSESSMENT BOARD**

- External Expert (Industry/ Academia)
- Dissertation Guide
- Faculty member

# **SCORE SHEET: INDIVIDUAL**

If the student scores between	Outcome Attainment Levels
<36	Needs improvement
36-47	Satisfactory
48-59	Partly Achieved
60-72	Fully Achieved