



Outcome Assessment Plan

**Domain:** Faculty of Hospitality and Tourism

**Date:** November, 2020

Faculty of Hospitality & Tourism Outcome Assessment Plan 2019-2020

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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. Themission 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 theinstitution 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 theinstitution and programme level are aligned with the domain mission.

1. **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 identifythat the established learning objectives are achieved.

1. **Mapping of PEOs and PLOs –** The relationship of PEOs and PLOs are clearly indicated through the mapping of learningoutcomes with the established Objective. Each outcome addresses some objective and achievement of outcome indicates the attainment of Objective
2. **Assessment of Learning and Operational Outcomes** –Each learning outcome is assessed by at least one direct and one indirectmethod. 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.
3. **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 | **Demonstrate** systematic knowledge of Hospitality & Tourism concepts |
| 2 | **Design** innovative ideas through research in Hospitality & Tourism Industry |
| 3 | **Explore** 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 | **Critically** analyze various issues/problems to develop solutions to improve processes, products and services. |
| 5 | **Communicate** proficiently in all dealings related to profession |
| 6 | **Demonstrate** customer care, service orientation and amicable relationship with all stakeholders. |
| 7 | **Examine** and assess the cross-cultural requirements to customize the offerings for diverse customer base globally in travel industry. |
| 8 | **Demonstrate** highest standards of ethical, social, professional and personal conduct**.** |
| 9 | **Convert** available opportunities in the Industry into higher learning, employment or creating new ventures |
| 10 | **Engage** themselves for continual learning to match ever changing demand of the profession |

**3.3 Broad-Based Operational Goals**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **S.No** |  |  | **Operational Goals - Faculty of Hospitality and Tourism will** |  |
|  |  |  |  |
|  |  |  |  |  |  |
| 1 | |  |  | **Provide** 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 | |  |  | **Upgrade** 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 | |  |  | **Build** strong industry interaction, alumni networks and empanelment of expertise from industry. | |
|  | |  |  |  | |
| 5 | |  |  | C**ontinually** improve the quality of facilities, services, resources and processes through national and international accreditations and institutional ranking. | |
|  |  |  |  |  | |
| 6 | |  |  | **Provide** support to the students for campus recruitment, higher education or starting their own ventures. | |
|  | |  |  |  | |
| 7 | |  |  | **Ensures** transparency and good governancewhile dischargingvarious responsibilities to its stakeholders. | |
|  | |  |  |  | |
| 8 | |  |  | **Provide opportunities for** international exposure for its students and faculty. | |
|  |  |  |  |  |  |

1. **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. No** | **Educational Goals - Students shall be able to** |
| 1 | **Demonstrate** systematic knowledge and understanding of Tourism and Travel concept |
| 2 | **To comprehend**, analyze and formulate new products & solutions for real life problems in Travel, Tourism & alliedareas |
| 3 | **Explore** information and use digital literacy in capturing information from various sources and leveraging it forpromoting Tourism Industry and its allied sector in line with the requirement as per the industry 4.0 |
| 4 | Critically **analyze** 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 | **Demonstrate** customer care, service orientation and amicable relationship with all stakeholders inTourism Industry &its allied sector |
| 7 | **Examine** and assess the cross cultural requirements to customize the offerings for diverse customer base in Travel andTourism Industry globally |
| 8 | **Demonstrate** the highest standards of ethical, social ,professional and personal conduct in Tourism services |
| 9 | **Convert** available opportunities in the tourism industry in to higher learning, employment or creating new ventures. |
| 10 | **Engage** themselves for continual learning to match ever changing demand of travel and tourism. |

**4.3 Broad-Based Operational Goals**

|  |  |
| --- | --- |
| **S.No** | **Operational Goals** |
|  |  |
| 1 | **Provide** appropriate resources, infrastructure and conducive environment for excellence in teaching, learning, |
|  | research and professional development. |
| 2 | **Develop** 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 | **Continuously** striveto buildstrong industry interaction, alumni networks and empanelment of expertise from |
|  | Industry. |
| 5 | **Involved** in continual improvement of process & systems with the aim to attain national and international |
|  | Accreditations and institutional rankings. |
| 6 | **Identify** opportunities for extending relations and networking toprovidesupport to the students for campus |
|  | Recruitment, higher education or starting their own ventures. |
| 7 | **Ensure** transparency and good governancewhile dischargingvarious 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. |
| 3 | Students shall be able to explore information and use digital literacy in capturing information from various sources and leveraging it for promoting Hospitality Industry. |
| 4 | 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. |
| 6 | Students shall be able to demonstrate customer care, service orientation and amicable relationship with all stakeholders in Hospitality industry. |
| 7 | Student shall be able to examine and assess the cross cultural requirements to customize the offerings for diverse customer base in Hotel Industry globally. |
| 8 | Student shall be able to demonstrate the highest standards of ethical, social ,professional and personal conduct in Hospitality services. |
| 9 | 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** |
| 1 | Amity School of Hospitality will **provide** appropriate resources, infrastructure and conducive environment for excellence in teaching, learning, research and professional development. |
| 2 | 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. |
| 3 | Amity School of Hospitality is sensitive to the diverse needs of students and accordingly develop facilities and services. |
| 4 | Amity School of Hospitality continuously strive **to build** strong industry interaction, alumni networks and empanelment of expertise from industry. |
| 5 | Amity School of Hospitality will continually improve the quality of facilities, services, resources and processes through **national** and international accreditations and institutional ranking. |
| 6 | Amity School of Hospitality will **provide** support to the students for campus recruitment, higher education or starting their own ventures. |
| 7 | Amity School of Hospitality **ensures** transparency and good governance **while discharging** various responsibilities to its stakeholders. |
| 8 | Amity School of Hospitality will **provide opportunities for** 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 TourismIndustry |
| **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 tourismservices. |
| **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 inTourism |
| **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, researchand 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 internationalaccreditations 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 thedecision 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 formulateeffective 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 travelindustry. |
| **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 theexisting 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 andvarious other opportunities for global exposure |

**5.1.6 Programme Educational Outcome Assessment Plan**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **#** | **Graduate** | **PLO’s** | **Direct** | **Tool No for Direct** | **Target** | **Indirect** | **Tool No. for Indirect**  **Assessment** | **Target** |
| **Attributes** | **Assessment** | **Performance** | **Performance** |
| **1** | 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/Exit Survey/Feedback 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/PLO2/D/ Comprehensive Exam  Behavioural Science | 90% students  shall pass the exam.  80% students should clear  Behavioural. Science Result analysis. | 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** | 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  services | 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/Exit Survey/ feedback from industry | 88% students’ response ranged between 4-5 on the Likert Scale  in the Student  Exit Survey/ Feedback from industry |
| **4** | Developing analytical abilities  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/Exit Survey/ feedback from industry | 100% students’ response 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 | Industry internship feedback | UG/PLO2/ID/ 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 | Comprehensive Exam/ Summer Internship | UG/PLO7/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/ Exit Survey |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 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 | Comprehensive Exam  / Summer Internship | UG/PLO/D/CE  Framework/ Summer Internship | 90% students shall pass the exam.  100% students shall  complete the Summer Project | Feedback of  Industry Internship | UG/PLO2/ID/Employer  surveys | 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 | Comprehensive 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 | 100% students’  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 | Comprehensive 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 | UG/PLO/ID/Exit Survey | 89% students’  response ranged between 4-5 on the Likert Scale in the Student  Exit Survey. |

**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:** √ **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 (Tourism Administration)** | | | | | |  | |  | |  | |  |  |
|  | PLO 1 | | X |  | X |  | |  | |  | |  |  |
|  | PLO 2 | |  | X |  | X | |  | |  | |  |  |
|  | PLO 3 | |  |  | X |  | |  | |  | |  |  |
|  | PLO 4 | |  | X |  | X | |  | |  | |  |  |
|  | PLO 5 | |  |  | X |  | | X | |  | |  |  |
|  | 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**

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| **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 lifeproblems 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 inTourism |
| **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 developmentprograms 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 nationaland international accreditations and institutional rankings. |
| **6. Provide** support to the students for campus recruitment, higher education or starting their ownventures |
| **7. Ensures** transparencies and good governance while discharging various responsibilities to thestakeholders |
| **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 andenquiry. 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 toendorse 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 toformulate 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 memberor 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 theirdealings with internal & external stakeholders |
| **9. Apply the acquired** knowledge & skills for getting in to employment, higher education or setting upown 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 theexisting 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 andvarious other opportunities for global exposure. |

**5.2.6 Programme Educational Outcome Assessment Plan**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **#** | **Graduate** | **PLO’s** | **Direct** | **Tool No for** | **Target** | **Indirect** | **Tool No for** | **Target** |
| **Attributes** | **Direct Assessment** | **Performance** | **Indirect Assessment** | **Performance** |
| Student Exit Survey/ Feedback of  Industry Internship Guide |
| **1** | Knowledge of tourism industry functionality | The Students will be able to  recognize the advanced knowledge of travel products & design the services levels. | Comprehensive  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 | 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 | 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. |
| PG/PLO/D/ CE |
| Framework |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **#** | **Graduate** | **PLO’s** | **Direct** | **Tool No. for** | **Target** | **Indirect** | **Tool No. for** | **Target** |
| **Attributes** | **Direct Assessment** | **Performance** | **Indirect Assessment** | **Performance** |
| **3** | Understanding about relevance 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 | PG/PLO/D/ CE | 80% students Shall pass the exam./95% students will undertake and complete the Field Trip | Student  Exit Survey | PG/PLO/I | 85% students |
| Framework/ Field  Trip | D/Exit Survey | 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. | The Students will be able to recognize travel industry related problem, review and apply relevant problem solving methodology to formulate effective  solutions. | Comprehensi ve Exam/ Summer Internship | PG/PLO/D/C E | 80% students  Shall pass the exam./95% students will undertake and complete the Summer Internship |  | PG/PLO/ID/Exit Survey |  |
| Framework/ Summer  Internship | Exit | 100% students  response ranged |
|  | Survey | between 4-5 on |
|  |  | the Likert Scale in |
|  |  | the Student Exit |
|  |  | Survey. |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **#** | **Graduate** | **PLO’s** | **Direct** | **Tool No. for** | **Target** | **Indirect** | **Tool No. for** | **Target** |
| **Attributes** | **Direct Assessment** | **Performance** | **Indirect Assessment** | **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/  /PLO/D/CE Framework/  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 |

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| **#** | **Graduate** | **PLO’s** | **Direct** | **Tool No. for** | **Target** | **Indirect** | **Tool No. for** | **Target** |
| **Attributes** | **Direct Assessment** | **Performance** | **Indirect**  **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. | Comprehensive 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 Indiscipline 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 |

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

**5.2.7 PEOs – PLOs Mapping**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | (PEOs) |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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|  | PLOs |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  | PEO 1 |  |  | PEO 2 |  |  | PEO 3 |  |  |  | PEO 4 | PEO 5 | PEO 6 | PEO 7 |  | PEO 8 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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|  | **MASTER’S LEVEL PROGRAMS** | | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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|  | *Master of Travel and Tourism Management* | | | | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  | 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**

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| **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. |
|  | 1. Students shall be able to explore information and ideas related to hospitality. |
|  | 1. 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. |
|  | 1. Students shall be able to critically analyze various issues/problems to develop solutions to improve processes, products and services in hospitality. |
|  | 1. Students shall be able to communicate proficiently in all dealings related to hospitality. |
|  | 1. Students shall be able to demonstrate the highest standards of ethical behavior in their professional and personal life. |
|  | 1. Students shall be able to appraise with learning environment for engaging themselves to update with new knowledge in Hospitality |
|  | 1. Students shall be able to investigate global issues related to hospitality industry. |

**5.3.3 Programme Operational Objectives**

|  |  |
| --- | --- |
| **Operational Goals** | |
|  | 1. BHM shall provide appropriate resources, infrastructure and conducive environment for excellence in teaching, learning, research and professional development. |
|  | 1. 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. |
|  | 1. BHM is sensitive to the diverse needs of the students and accordingly develop facilities and services. |
|  | 1. BHM shall continuously strive to build strong industry interface, alumni networks. |
|  | 1. BHM shall continuously improve the quality of facilities, services, resources and processes through national and international accreditations and institutional rankings. |
|  | 1. BHM shall provide support to the students for campus recruitment, higher education or starting their own ventures. |
|  | 1. BHM ensures transparencies and good governance while discharging various responsibilities to the stakeholders. |
|  | 1. BHM shall provide opportunities for international exposure for its students and faculty. |

**5.3.4 Programme Learning Outcomes**

|  |  |
| --- | --- |
| Intended 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**

|  |  |
| --- | --- |
| **Operational Outcomes** | |
| 1 | BHM will provide appropriate methodology and pedagogical tools for teaching, learning and innovation and also applying the latest technology as per the requirement and development in the industry 4.0 |
| 2 | 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. | Comprehensive 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 technology application to get access various sources to endorse the decision making. | Comprehensive Exam | UG/PLO/D/CE Framework | 80% students shall able to leverage IT in order to complete their Assignments and Projects | Student Exit Survey | UG/PLO/ID/Exit Survey | 31% students’ response range between 4-5 on the Likert Scale in 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. | Comprehensive 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** | Communication for hospitality trade | The Students will be able to demonstrate problem identification skills on conducting hospitality research and improving skills. | Rubrics & Comprehensive Exam |  | 85 % student should secure a Grade of 5.5 and above on 10 point scale in the presentation component of business communication course | Communication 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 & Comprehensive Exam | UG/PLO6/D/ Course-embedded assignments  UG/PLO7/D/FBL framework  UG/PLO7/D/CE | 80% students should secure a grade of 5.5 and above on a 10-point scale in the BS Result analysis.  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. | Student Exit Survey | UG/PLO/ID/Exit Survey | 25% students’ response range between 4-5 on the Likert Scale in the Student Exit Survey |
| **7** | Global citizen | The Students will demonstrates sensitivity to diverse cultural issue and apply them in to hospitality industry | Rubrics  Comprehensive Exam | UG/PLO8/D/FBL Framework  UG/PLO7/D/FBL Framework  UG/PLO/D/CE Framework | 80% students should secure a grade of 6 and above on a 10-point scale in the FBL Result.  Utilizing a five (5)-point scale rubric with the Intended Student Learning Outcomes, at least 80% of randomly sampled from the FBLcourse will achieve proficient or distinguished (score 3 or 4).  80% students shall pass the exam. | Feedback of Industry Internship Guide | UG/PLO/ID/Exit Survey | 80% students’ response range between 4-5 on the Likert Scale in the Student Exit Survey. |
| **8** | Ethics and social responsibility | The Student willl be able to recognize ethical and social practices, demonstrate high standard norms and moral path for themselves and peer group. | Dissertation (Plagiarism Checking )  Comprehensive Exam | UG/PLO/D/CE Framework | 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 communication and culinary skills and competencies to attract the hospitality employers | Employability & Entrepreneurship ( 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** |  |  | Comprehensive Exam | UG/PLO/D/CE Framework | 80% students shall pass the exam. | Alumni Survey | UG/PLO/ID/Alumni Survey | 80% alumni response range between 4-5 on 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. |
|  |  |  | Comprehensive Exam | UG/PLO/D/CE Framework | 80% students shall pass the exam |  |  |  |

**5.3.7 PEOs- PLOs Mapping**

**BACHELOR OF HOTEL MANAGEMENT**

| (PEOs)  PLOs | | PEO 1 | | PEO 2 | PEO 3 | PEO 4 | | PEO5 | | PEO6 | | PEO7 | PEO 8 |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Bachelor of Hotel Management** | | | | | |  | |  | |  | |  |  |
|  | 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 ManaGEMENT** | | | | |  |  |  |  |  |  |  |
|  | 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** | |
| 1 | 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** | |
| 1 | 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 | |
| 1 | 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. |
| 7 | 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. |
| 10 | 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**

|  |  |
| --- | --- |
| **Operational 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**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **#** | **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. | \*Comprehensive 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/Dissertation | 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. |
|  |  |  | Comprehensive 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 | \*Comprehensive 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. |
|  |  |  | \*Comprehensive Exam | PG/PLO/D/CE Framework |  |  |  |  |
| **5** | Business Communication Skills | Student will be able to demonstrate effective communicate skills, including both oral and written. |  |  | 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. |
|  |  |  | \*Rubrics | PG/PLO5/D/ BC |  |  |  |  |
|  |  |  | \*Comprehensive 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 |  |  |  |  |
|  |  |  | \* Comprehensive 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 |  |  |  |  |
|  |  |  | \* Comprehensive Exam | PG/PLO/D/CE Framework |  |  |  |  |
| **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 viva-voce 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. |
|  |  |  | \* Comprehensive Exam | PG/PLO/D/CE Framework |  | Indiscipline Cases |  | The University will adhere to zero tolerance towards use of unfair means |
| **9** | Entrepreneurship 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. |
|  |  |  | \*Comprehensive 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/databases 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. |
|  |  |  | \*Comprehensive Exam | PG/PLO/D/CE Framework |  |  |  |  |

**5.4.7 PEOs-PLOs Mapping**

**MAPPING OF MBA(HOSPITALITY MANAGEMENT )**

| (PEOs)  PLOs | | PEO 1 | | PEO 2 | PEO 3 | PEO 4 | PEO5 | PEO6 | PEO7 |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **MBA(HOSPITALITY MANAGEMENT)** | | | | | |  |  |  |  |
|  | 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 |
|  | 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** |  | **Performance Objectives** |
|  |  | **Measures/Methods for Intended** | | **(Targets/Criteria)** |
|  |  | **For Operational** | **Outcomes** |  |
|  |  |  |  |  |
|  |  |  |  |  |
| 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 extra-curricular 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. | UNWTO Self study  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 | FHT will establish  an internal quality  cell for operational  quality and process  Improvement. | Reports of various:  Statutory bodies,  Accreditation bodies,  External evaluators  Report.  BSI Report.  Quality Audit Report  by QAE. | | 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:**

1. 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**

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

**Appendices –B**

Appendices -B



U T T A R P R A D E S H

**Student Exit Survey**

**Domain : Faculty of Hospitality and Tourism**

**Programme Group : BA (TA)**

*Dear Student, the objective of this Survey is to seek your candid assessment 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 in 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 : 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** | | | | | | |
| 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 : 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 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 | 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 |  |  |  |  |  |
| **Experience 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. |  |  |  |  |  |

**Appendices –C**

**Appendices -C**



U T T A R P R A D E S H

**Student Exit Survey**

**Domain : Faculty of *Hospitality and Tourism***

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

*Dear Student, the objective of this Survey is to seek your candid assessment 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, summarize concepts in Tourism | |  | |  | |  | |  | |  |
| 2 | | I am able to apply Tourism concepts in multi-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: Research 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 : Application 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 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. | |  | |  | |  | |  | |  |
| 4 | | I have ability to develop creative, innovative and practical solution. | |  | |  | |  | |  | |  |
| 5 | | I have ability to implement and test solutions. | |  | |  | |  | |  | |  |
| **PLO 5 : Communication Skills in Tourism** | | | | | | | | | | | | |
| 1 | | I have ability to speak proficiently. | |  | |  | |  | |  | |  |
| 2 | | I am competent to convey information in writing, 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.** | | | | | | | | | | | | |
| 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, national and international contexts from tourism perspective. | |  | |  | |  | |  | |  | |
| 4 | I know to communicate in multi-cultural context with international tourist. | |  | |  | |  | |  | |  | |
| **PLO 8 : 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, and integrity in all my personal and professional pursuits | |  | |  | |  | |  | |  | |
| 4 | I contribute to mutual understanding and respect between people and society. | |  | |  | |  | |  | |  | |
| **PLO 9 : 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 | 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. | |  | |  | |  | |  | |  | |
| **Experience 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. | |  | |  | |  | |  | |  | |

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 |

**Appendices –E**

**Assessment Tool-UG/PLO 05/D/BC**

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**FACULTY OF HOSPITALITY & TOURISM**

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

**Assessment Parameters:**

1. *Verbal communication*
2. *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

**Appendices –F**

**Assessment Tool-PG/PLO 06**



**FACULTY OF HOSPITALITY & TOURISM**

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

**Assessment Parameters:**

1. *Leadership skills*
2. *Interpersonal skills*
3. *Team spirit*
4. *Conflict management*
5. *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

**Appendices –G**

**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*
2. *Interpersonal skills*
3. *Team spirit*
4. *Conflict management*
5. *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

**Appendices - H**

**Assessment Tool-PG/PLO 07/D/FBL**



**FACULTY OF HOSPITALITY & TOURISM**

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

**Assessment Parameters:**

1. *Language*
2. *Culture*
3. *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

**Appendices- I**

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



**FACULTY OF HOSPITALITY & TOURISM**

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

**Assessment Parameters:**

1. *Language*
2. *Culture*
3. *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 |

**Appendices- J**

**Assessment Tool-PG/PLO 02/D/Dissertation**



**FACULTY OF HOSPITALITY &TOURISM**

**RUBRICS FOR ASSESMENT OF DISSERTATION MASTERS PROGRAMME**

**Assessment Parameters:**

1. *Analyze*
2. *Conceptualize*
3. *Applied*
4. *Demonstrate*
5. *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 |