AMITY UNIVERSITY

— UTTAR PRADESH —

Outcome Assessment Plan

Domain: Faculty of Hospitality and Tourism

Date: 11/08/2018

SECTION I:

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 programmes goals and objectives needs to be assessed on an annual basis.
4) All programme and general education goals shall be evaluated annually

The outcome assessment plan includes:

1. Mission - The Mission is defined for the domain which flows down to the Institution level and finally to the programme level. The mission at the institution and programme level is aligned with the domain mission

2. Broad Based Goals: - The broad based are defined under the following categories:

2.1 Educational Goals: The Educational Goals are defined at Domain, Institution and Programme level. The Educational Goals at the institution and programme level are aligned with the domain mission.

2.2 Operational Goals: The Operational Goals are defined at Domain, Institution and Programme level. The Operational Goals at the institution and programme level are aligned with the domain mission.

3. **Outcomes:** The Outcomes are defined under the following categories:

3.1 Operational Outcomes: The operational outcomes are defined for the domain and assessed at the domain level

3.2 Educational Goals - The Learning outcomes are defined for each programme and each learning outcome is assessed to identify that the established learning objectives are achieved.

4. **Mapping of PEOs and PLOs –** The relationship of PEOs and PLOs are clearly indicated through the mapping of learning outcomes with the established Objective. Each outcome addresses some objective and achievement of outcome indicates the attainment of Objective

5. **Assessment of Learning and Operational Outcomes** – Each learning outcome is assessed by at least one direct and one indirect method. Similarly Operational outcomes are also assessed using the operational assessment tools. It also ensures that outcomes achieved are consistent with the mission. The results of the annual assessments and other data are used to determine the effectiveness of the programme during the programme review process.

6. **Programme Review:** Through the review of our programmes 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 college mission

   - The **curriculum** is coherent, current and consistent

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

   - The **resources** are adequate for the production of student learning.

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

1.1 Introduction – Faculty of Hospitality & Tourism

According to Ministry of Tourism Government of India Tourism and Hospitality is the third largest foreign exchange earner in India. The industry provides culture, heritage, sports, health and other leisure & business tourism. The growth of this sector is expected to rise with a fast pace in the coming years. 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.

SECTION II:

MISSION AND BROAD-BASED GOALS /OBJECTIVES
FACULTY OF HOSPITALITY AND TOURISM

2. MISSION AND BROAD-BASED GOALS /OBJECTIVES of FACULTY OF HOSPITALITY AND TOURISM

2.1 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.

2.2 Broad-Based Goals / Objectives at Faculty Level

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 & Tourism Industry.
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.

2.3 Broad-Based Operational Goals (Resources Required) At Faculty Level

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.
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	**Continually** 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 governance **while discharging** various responsibilities to its stakeholders.
8	**Provide opportunities for** international exposure for its students and faculty.

SECTION III:

INSTITUTION MISSION AND BROAD-BASED GOALS /OBJECTIVES

3.   INSTITUTION MISSION AND BROAD-BASED GOALS /OBJECTIVES

Name of the Institution: Amity Institute of Travel and Tourism

3.1 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.

3.2 Broad-Based Goals / Objectives at Institution Level

S.No	Educational Goals - Students shall be able to
1	**Demonstrate** systematic knowledge and understanding of Tourism and Travel concepts.
2	**To comprehend**, analyze and formulate new products & solutions for real life problems in Travel, Tourism & allied areas.
3	**Explore** information and use digital literacy in capturing information from various sources and leveraging it for promoting Tourism Industry and its allied sector.
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 relates to tourism industry & its allied sector .

6	**Demonstrate** customer care, service orientation and amicable relationship with all stakeholders in Tourism Industry & its allied sector .
7	**Examine** and assess the cross cultural requirements to customize the offerings for diverse customer base in Travel and Tourism 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.

3.3 Broad-Based Operational Goals (Resources Required) At Institution level

S.No	Operational Goals - AITT will
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** strive **to build** strong 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 to **provide** support to the students for campus recruitment, higher education or starting their own ventures.
7	**Ensure** transparency and good governance **while discharging** various responsibilities to its stakeholders.
8	**Provide opportunities for** international exposure for its students and faculty.

Name of the Institution: AMITY SCHOOL OF HOSPITALITY

3.4 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.

3.5 Broad-Based Goals / Objectives at Institution Level

S.No	Educational Goals - Students shall be able to
1	**Students shall be able to** demonstrate systematic knowledge and understanding of Hospitality concepts.
2	**Create** innovative ideas through research in Hospitality Industry.
3	**Explore** information and use digital literacy in capturing information from various sources and leveraging it for promoting Hospitality Industry.
4	**Critically** analyze various issues/problems to develop solutions to improve processes products and services in Hospitality Industry .
5	**Communicate** proficiently in all dealings relates to Hospitality industry.
6	**Demonstrate** customer care, service orientation and amicable relationship with all stakeholders in Hospitality industry.
7	**Examine** and assess the cross cultural requirements to customize the offerings for diverse customer base in Hotel Industry globally.
8	**Demonstrate** the highest standards of ethical, social ,professional and personal conduct in Hospitality 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 Hospitality.

3.6 Broad-Based Operational Goals (Resources Required) At Institution level

S.No	Operational Goals - Amity School of Hospitality will
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 the faculty through various professional development programs.
3	**Sensitive** to the diverse needs of students and accordingly develop facilities and services.
4	**Continuously** strive **to build** strong industry interaction, alumni networks and empanelment of expertise from industry.
5	**Continually** improve the quality of facilities, services, resources and processes through **national** and international accreditations and institutional ranking.
6	**Provide** support to the students for campus recruitment, higher education or starting their own ventures.
7	**Ensures** transparency and good governance **while discharging** various responsibilities to its stakeholders.
8	**Provide opportunities for** international exposure for its students and faculty.

Section IV:

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

Domain	Institutes	Programme
Faculty of Hospitality & Tourism	**Amity Institute of Travel & Tourism**	BA (TA)
		MTTM
	Amity School of Hospitality	BHM
		MBA (Hospitality)

4. STUDENT LEARNING ASSESSMENT

4.1 BACHELOR'S-Level Programme – Bachelor of Arts (Tourism Administration)

4.1.1 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.

4.1.2 Programme Educational Objectives (PEOs) - **Students shall be able to**

1. **Acquire** & demonstrate knowledge & ability to recite the systematic knowledge of Travel and Tourism Industry.
2. **Comprehend**, analyze & formulate new products & solutions for real life problems in Travel, Tourism

& allied areas.
3. **Explore** use of digital systems in capturing information and utilizing it for customer services.
4. **Critically** analyze various issues/problems to develop solutions to improve processes, in tourism services.
5. **Communicate** proficiently in all dealings related tourism.
6. **Demonstrate** the highest standards of ethical behavior in their professional and personal life.
7. **Appraise** with learning environment for engaging themselves to update with new knowledge in Tourism.
8. **Investigate** global issues related to Travel industry.

4.1.3 Programme Operational Objectives - BA(Tourism Administration) shall

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

4.1.4 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 hospitality technology application to get access various sources to endorse the decision making in travel related services.
4. **Recognize** travel industry related problem, review and apply relevant problem solving methodology to formulate effective solutions.
5. **Demonstrate** problem identification skills for conducting research in tourism, travel & allied sectors.
6. **Respond** and solve all problems and queries with confidence and positive attitude as a team member or leader in travel industry.
7. **Demonstrates** sensitivity to diverse cultural issue related to Travel and Tourism industry.
8.**Recognize** travel & tourism industry related ethical and social practices, standard norms in their dealings with internal & external stakeholders.
9. **Apply** the acquired knowledge & skills for getting in to employment, higher education or setting up own venture.
10.**Their interest** in continual learning and update their knowledge in the dynamic travel sector.

4.1.5 Programme Operational Outcomes- BA(Tourism Administration) will

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

4.1.6BACHELOR'S-Level Programme – BACHELOR OF HOTEL MANAGEMENT

4.1.7 Mission Statement

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.

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

Educational Goals
1. **Demonstrate**   systematic knowledge of Hospitality and culinary concepts.
2. **Explore** information and ideas related to hospitality.
3. **Explore** use of digital systems in capturing information and utilizing it for guest satisfaction.
4. **Critically** analyze various issues/problems to develop solutions to improve processes, products and services in hospitality.
5. **Communicate** proficiently in all dealings related to hospitality.
6. **Demonstrate** the highest standards of ethical behavior in their professional and personal life.
7. **Appraise** with learning environment for engaging themselves to update with new knowledge in Hospitality
8. **Investigate** global issues related to hospitality industry.

4.1.9 Programme Operational Objectives

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

4.1.10 Programme Learning Outcomes

Intended Learning Outcomes - The Students will
1. **Rrecognize** the knowledge of hospitality products, culinary & design the services levels.
2. **Express** information precisely and accordingly students can react appropriately in guest handling.
3**. Develop** and demonstrate skills on hospitality technology application to get access various sources to endorse the decision making.
4. **Recognize** hospitality industry related problem, review and apply relevant problem solving methodology to formulate effective solutions.
5**. Demonstrate** problem identification skills on conducting hospitality research and improving skills.
6. **Apply** confidence, positive attitude and can be a team member in hospitality industry..
7**. Demonstrates** sensitivity to diverse cultural issue and apply them in to hospitality industry

8. **Recognize** ethical and social practices, demonstrate high standard norms and moral path for themselves and peer group.
9. **Communication** and culinary skills and competencies to attract the hospitality employers
10.**Express** their interest in continual learning and update their knowledge in hospitality sector.

4.1.11 Programme Operational Outcomes

Operational Outcomes- Bachelor of Hospitality Management will
Provide appropriate methodology and pedagogical tools for teaching, learning and development.
Earn achievements in inter-university Extra Curricular activities
Be engaged in scholarly and professional activities in order to enhance their competencies and to contribute to the existing Body of Knowledge.
Integrate ethics and values in teaching, theory and practice, develop and retain excellent students, faculty and staff.
Facilitate cultivation of cross cultural humanitarian values.
Facilitate joint research collaborations, invite international delegates and speakers for seminars and conferences and various other opportunities for global exposure.
Be continuously engaged in developing/ reviewing processes, policies and systems to achieve prestigious accreditations from various national, international bodies and ranking bodies.
Strong relationship with industry will be incorporated
Support all the students for quality placements or join family business or start their own venture.
Establish an internal quality cell for operational quality and process improvement.

4.1.12 Student Learning Assessment for Bachelor of Arts (Tourism Administration)

#	Graduate Attributes	PLO's	Direct	Tool No for Direct Assessment	Target Performance	Indirect	Tool_No for Indirect Assessment	Target Performance
1	Knowledge of tourism product & destination	The Students will be able to recognize the knowledge of travel products & 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	80% students' response range between 4-5 on the Likert Scale in the Student Exit Survey.
2	Basic Research aptitude to understand changing travel market dynamics	The Students will be able to classify and interpret information precisely and accordingly react appropriately in customer 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	To create awareness about travel 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 in travel related services	Comprehensive Exam	UG/PLO/D/CE Framework	100% students shall able to leverage IT in order to complete their Assignments and Projects	Student Exit Survey	UG/PLO/ID/Exit Survey	80% students' response range between 4-5 on the Likert Scale in the Student Exit Survey.
4	Developing analytical abilities as per the distinctive nature of Travel Trade	The Students will be able to recognize travel 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	85% students' response range between 4-5 on the Likert Scale in the Student Exit Survey.

5	Prepared to communicate 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.	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.	Business Communication Course Result analysis of all semesters
6.	Develop the Competency to gain maximum results through team work in travel trade units.	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	FBL 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	80% students' response range between 4-5 on the Likert Scale in the Student Exit Survey
7	Apply the concept of the Global Code of Ethics for Tourism to develop mutual understanding and respect between peoples and	The Students will demonstrates sensitivity to diverse cultural issue related to Travel and Tourism industry.	FBL 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.	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.

	societies				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.			
8	Practice ethical path in their personal and professional life for sustained growth and progress in travel trade.	The Student will be able to recognize travel & tourism industry related ethical and social practices, standard norms in their dealings with internal & external stakeholders.	Dissertation (Plagiarism Checking) Comprehensive Exam	UG/PLO/D/CE Framework		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	Organize training on competencies required for quality employment within the travel	Students will be able to apply the acquired knowledge & skills for getting in to employment, higher education or setting	Employability & Entrepreneurship (Rubrics)	UG/PLO9/D/EMP	Utilizing a five (5)-point scale rubric with the Intended Student Learning Outcomes, at least	Student Exit Survey	UG/PLO/ID/Exit Survey	80% students' response range between 4-5 on the Likert Scale in the Student Exit Survey

	trade.	up own venture.			80% of randomly sampled students will achieve proficient or distinguished (score 3 or 4).			
10	Develop understanding about experiential learning and its applicability in Travel Trade	Students will be able to extend their interest in continual learning and update their knowledge in the dynamic travel 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	80% students' response range between 4-5 on the Likert Scale in the Student Exit Survey.

4.1.13 Student Learning Assessment for BACHELOR OF HOTEL MANAGEMENT

#	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	80% 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	Comprehensive Exam	UG/PLO/D/CE Framework	100% students shall able to leverage IT in order to complete their Assignments and Projects	Student Exit Survey	UG/PLO/ID/Exit Survey	80% 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	85% 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.	BC Rubrics & Comprehensive Exam	UG/PLO6/D/BC	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.	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	BS Rubrics &	UG/PLO6/D/ Course-embedded assignments	80% students should secure a grade of 5.5 and above on a 10-point scale in the BS Result analysis.	Student Exit Survey	UG/PLO/ID/Exit Survey	80% students' response range between 4-5 on the Likert Scale in the Student Exit Survey

		team member in hospitality industry..	Comprehensive Exam	UG/PLO7/D/CE	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.			
7	Global citizen	The Students will demonstrates sensitivity to diverse cultural issue and apply them in to hospitality industry	FBL Rubrics	UG/PLO8/D/FBL Framework UG/PLO7/D/FBL Framework	80% students should secure a grade of 6 and above on a 10-point scale in the FBL Result.	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.
			Comprehensive Exam	UG/PLO/D/CE Framework	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.			
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.	Dissertatio n (Plagiarism Checking) Comprehen sive 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 communicati on and culinary skills and competencie s to attract	Employabil ity & Entreprene urship (Rubrics) Comprehen sive Exam	UG/PLO9/D/EMP UG/PLO/D/CE Framework	Utilizing a five (5)-point scale rubric with the Intended Student Learning Outcomes, at least 80% of randomly	Student Exit Survey Alumni Survey	UG/PLO/ID/Exit Survey UG/PLO/ID/Alumni Survey	80% students' response range between 4-5 on the Likert Scale in the Student Exit Survey

		the hospitality employers			sampled students will achieve proficient or distinguished (score 3 or 4). 80% students shall pass the exam.			
10	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	80% students' response range between 4-5 on the Likert Scale in the Student Exit Survey.
			Comprehen sive Exam	UG/PLO/D/CE Framework	80% students shall pass the exam			

4.2 Master's-Level Programme – Master of Travel and Tourism Management

4.2.1 Mission Statement

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

4.2.2 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**,analyse,develop,manipulate and experiment novel products and solutions for real life problems in Management of the Travel, Tourism & allied areas.
3. **Enumerate** and translate the understanding of software and utilize it for customer services.
4. **Develop** and sustain skills to improve processes, in tourism services.
5. **Communicate** proficiently in all dealings related tourism.
6. **Demonstrate** the highest standards of ethical behavior in their professional and personal life.
7. **Appraise** with learning environment for engaging themselves to update with new knowledge in Tourism.
8. **Demonstrate** progressive understanding of the global issues related to Travel industry.

4.2.3 Programme Operational Objectives

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

4.2.4 Programme Learning Outcomes

2.1.1. Intended Learning Outcomes - The Students will
1. **recognize** the advanced knowledge of travel products & design the services levels.
2. **Exhibit** the ability to create new knowledge and understanding through the process of research and inquiry. The students shall be able to acquire and express new acquaintance through independent research in tourism Management
3. **Develop** and demonstrate skills on hospitality technology application to get access various sources to endorse the decision making in travel related services.
4. **Recognize** travel industry related problem, review and apply relevant problem solving methodology to formulate effective solutions.

5. **Demonstrate** problem identification skills for conducting research in tourism, travel & allied sectors.	
6. **Respond** and solve all problems and queries with confidence and positive attitude as a team member or leader in travel industry.	
7. **Demonstrates** sensitivity to diverse cultural issue related to Travel and Tourism industry.	
8. **Recognize** travel & tourism industry related ethical and social practices, standard norms in their dealings with internal & external stakeholders.	
9. **Apply the acquired** knowledge & skills for getting in to employment, higher education or setting up own venture.	
10. **Extend** their interest in continual learning and update their knowledge in the dynamic travel sector.	

4.2.5 Programme Operational Outcomes

S No.	Operational Outcomes- MTTM will
1	**Provide** appropriate methodology and pedagogical tools for teaching, learning and development.
2	**Earn** achievements in inter-university Extra Curricular activities
3	**Be engaged** in scholarly and professional activities in order to enhance their competencies and to contribute to the existing Body of Knowledge.
4	**Integrate** ethics and values in teaching, theory and practice, develop and retain excellent students, faculty and staff.
5	**Facilitate** cultivation of cross cultural humanitarian values.
6	**Facilitate** joint research collaborations, invite international delegates and speakers for seminars and conferences and various other opportunities for global exposure.

4.2.6 Master's-Level Programme – <u>MBA (HOSPITALITY MANAGEMENT)</u>

4.2.7 Mission Statement

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.

4.2.8 Programme Educational Objectives (PEOs)

Educational Goals- Students shall be able to
1. **Demonstrate** systematic knowledge of Hospitality Management Concepts.
2**. Identify**, define and investigate information and ideas related to issues and opportunities in Hospitality.
3. **Explore** information and use digital literacy in capturing information from various sources and developing innovative solutions.
4. **Think c**reatively, to discover new product offering and services to satisfy the customer needs.
5. **Communicate** proficiently, clearly & affectively while presenting the Hospitality product offerings and services
6. **Demonstrate** customer care , amicable relationship with all stakeholders.
7. **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

4.2.9 Programme Operational Objectives

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

4.2.10 Programme Learning Outcomes

2.1.1. Intended Learning Outcomes - Student will
1. **Define** concepts in Hospitality Management and apply it in multi-disciplinary context.
2. **Formulate** knowledge through Hospitality research methods.
3. **Select** and apply appropriate IT Tools for data processing in Hospitality industry
4. **Examine** strategies for situation handling and decision making.
5. **Demonstrate** effective communicate skills , including both oral and written.
6. **Demonstrate** effective interpersonal skills, including the ability to lead in Hospitality Industry.
7. **Demonstrate** the ability to understand cultural diversity and practice managerial skills in global hospitality context

8. **Judge** ethical problems and apply standards of ethical behavior in hospitality business.
9. **Develop** and demonstrate entrepreneurial and business acumen skills to support employability in the area of specialization.
10.**Use various** information sources through newspapers/databases to acquire knowledge on one's own for life-long learning.

4.2.11 Programme Operational Outcomes

Operational Outcomes- The Student of MBA(Hotel Management) will
1. **Provide** appropriate methodology and pedagogical tools for teaching, learning and development.
2. **Earn** achievements in inter-university Extra Curricular activities
3. **Be** engaged in scholarly and professional activities in order to enhance their competencies and to contribute to the existing Body of Knowledge.
4. **Integrate** ethics and values in teaching, theory and practice, develop and retain excellent students, faculty and staff.
5. **Facilitate** cultivation of cross cultural humanitarian values.
6. **Facilitate** joint research collaborations, invite international delegates and speakers for seminars and conferences and various other opportunities for global exposure.
7. **Be c**ontinuously 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. **Suppor**t all the students for quality placements or join family business or start their own venture.
10. **Establish** an internal quality cell for operational quality and process improvement.

4.2.12 Student Learning Assessment for Master of Travel and Tourism Management

#	Graduate Attributes	PLO's	Direct	Tool_No for Direct Assessment	Target Performance	Indirect	Tool_No for Indirect Assessment	Target Performance
1	Knowledge of tourism product & destination	The Students will be able to recognize the advanced knowledge of travel products & design the services levels.	Comprehensive Exam/Viva on annual basis/ End term Exam	PG/PLO/D/C E Framework/End term exam	80% students shall pass the exam.	Student Exit Survey	PG/PLO/I D/Exit Survey	80% students response range between 4-5 on the Likert Scale in the Student Exit Survey.
2	Basic Research aptitude to understand 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	Term Paper, Seminar, Internship, Dissertation (Rubrics) Comprehensive Exam	PG/PLO2/D/ Dissertation PG/PLO/D/ CE Framework	100% students will undertake and complete the dissertation	Feedback of Industry Internship Guide		The Industry Internship Guide rates the students between 4-5 range on the Likert Scale in the feedback.

#	Graduate Attributes	PLO's	Direct	Tool_No for Direct Assessment	Target Performance	Indirect	Tool_No for Indirect Assessment	Target Performance
3	To create awareness about travel 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 in travel related services.	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/I D/Exit Survey	80% students response range between 4-5 on the Likert Scale in the Student Exit Survey.
4	Developing analytical abilities as per the distinctive nature of Travel Trade	The Students will be able to recognize travel industry related problem, review and apply relevant problem solving methodology to formulate effective solutions.	Comprehensive Exam	PG/PLO/D/C E Framework	80% students shall able to demonstrate Problem Solving and Decision Making Skill	Student Exit Survey	PG/PLO/I D/Exit Survey	80% students response range between 4-5 on the Likert Scale in the Student Exit Survey.

#	Graduate Attributes	PLO's	Direct	Tool_No for Direct Assessment	Target Performance	Indirect	Tool_No for Indirect Assessment	Target Performance
5	Prepared to communicate 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.	BC Rubrics Comprehensive Exam	PG/PLO5/D/ BC PG/PLO/D CE Framework	80% students should secure a grade of 6 and above on a 10-point scale in the presentation component of Business communication course.	Student Exit Survey	PG/PLO/I D/Exit Survey	80% students response range between 4-5 on the Likert Scale in the Student Exit Survey.
6	Develop the competency to gain maximum results through team work in travel trade units.	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.	BS Rubrics Comprehensive Exam	PG/PLO6/D/ BS PG/PLO/D/ CE Framework	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/I D/Exit Survey	80% students response range between 4-5 on the Likert Scale in the Student Exit Survey.

#	Graduate Attributes	PLO's	Direct	Tool_No for Direct Assessment	Target Performance	Indirect	Tool_No for Indirect Assessment	Target Performance
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 demonstrates sensitivity to diverse cultural issue related to Travel and Tourism industry.	FBL Rubrics Comprehensive Exam	PG/PLO7/D/ FBL PG/PLO/D/ CE Framework	100% students' participation in case studies pertaining to global issues.	Student Exit Survey	PG/PLO/I D/Exit Survey	80% students shall able to demonstrate Global Outlook Perspective.
8	Practice ethical path in their personal and professional life for sustained growth and progress in travel trade.	The Student will be able to recognize travel & tourism industry related ethical and social practices, standard norms in their dealings with internal & external stakeholders.	Plagiarism Checking of Dissertation Comprehensive Exam	PG/PLO/D/C E Framework	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 Indiscipline Cases		The Industry Internship Guide rates the students between 4-5 range on the Likert Scale in the feedback. The University will adhere to zero tolerance towards use of unfair means

#	Graduate Attributes	PLO's	Direct	Tool_No for Direct Assessment	Target Performance	Indirect	Tool_No for Indirect Assessment	Target Performance
9	Organize training on competencies required for quality employment within the travel trade.	Students will be able to apply the acquired knowledge & skills for getting in to employment, higher education or setting up own venture.	Scoring Rubrics Compre hensive Exam	PG/PLO9/D/ EMP PG/PLO/D/C E Framework	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 Alumni Survey	PG/PLO/I D/Exit Survey PG/PLO/I D/Alumni Survey	80% students response range between 4-5 on the Likert Scale in the Student Exit Survey. 80% alumni response range between 4-5 on the Likert Scale in the Alumni Survey.
10	Develop understanding about experiential learning and its applicability in Travel Trade.	Students will be able to extend their interest in continual learning and update their knowledge in the dynamic travel sector.	Quiz(Ru brics) Compre hensive Exam	PG/PLO/D/C E Framework	Mentors will asses the Learning curve of 100% students.	Student Exit Survey	PG/PLO/I D/Exit Survey	80% students response range between 4-5 on the Likert Scale in the Alumni Survey.

4.2.13 Student Outcome Assessment Plan MBA (HOSPITALITY MANAGEMENT)

#	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	80% 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) Comprehensive Exam	PG/PLO2/D/Dissertation PG/PLO/D/CE Framework	100% students will undertake and complete the dissertation	Feedback of Industry Internship Guide		The Industry Internship Guide rates the students between 4-5 range on the Likert Scale in the feedback.
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 inorder to complete their Assignements and Projects	Student Exit Survey	PG/PLO/ID/Exit Survey	80% 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) *Comprehensive Exam	PG/PLO4/D/Simulation PG/PLO/D/CE Framework	80% students shall able to demonstrate Problem Solving and Decision Making Skill	Student Exit Survey	PG/PLO/ID/Exit Survey	80% students response range between 4-5 on the Likert Scale in the Student Exit Survey.
5	Business Communication Skills	Student will be able to demonstrate effective communicate skills , including both oral and written.	*BC Rubrics *Comprehensive Exam	PG/PLO5/D/ BC PG/PLO/D/CE Framework	80% students should secure a grade of 6 and above on a 10-point scale .	Student Exit Survey	PG/PLO/ID/Exit Survey	80% students response range between 4-5 on the Likert Scale in the Student Exit Survey.
6	Team work Leadership and Behavioural Skills	Student will be able to demonstrate effective interpersonal skills, including the ability to lead in Hospitality Industry.	* BS Rubrics * Comprehensive Exam	PG/PLO6/D/BS PG/PLO/D/CE Framework	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	80% students response range between 4-5 on the Likert Scale in the Student Exit Survey.

7	International Exposure	Student will be able to demonstrate the ability to understand cultural diversity and practice managerial skills in global hospitality context	FBL Rubrics Comprehensive Exam	PG/PLO7/D/FBL PG/PLO/D/CE Framework	100% students' participation in case studies pertaining to global issues.	Student Exit Survey	PG/PLO/ID/Exit Survey	80% students shall able to demonstrate Global Outlook and practices.
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 * Comprehensive Exam	PG/PLO/D/CE Framework	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 Indiscipline Cases		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
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	80% 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 asses 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.
			*Comprehe nsive Exam	PG/PLO/D/CE Framework				

4.2.14 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	PEO 5	PEO 6	PEO 7	PEO 8
BA (TOURISM ADMINISTRATION)								
BA(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	

4.2.15 Mapping of BACHELOR OF HOTEL MANAGEMENT

PLOs　　　(PEOs)	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	

(PEOs) PLOs	PEO 1	PEO 2	PEO 3	PEO 4	PEO 5	PEO 6	PEO 7	PEO 8
MASTER'S LEVEL PROGRAMS								
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	

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				

Section V:

Domain Operational Outcomes & Operational Outcome Assessment Plan

Operational Assessment

Intended Operational Outcomes for the (*Faculty of Hospitality and Tourism*): The Faculty of Faculty of Hospitality & Tourism 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.
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.
Develop and maintain strong credentials with the corporate. Also maintain lifelong alumni network and nominate them as mentors for present students.
Be continuously engaged in developing/ reviewing processes, policies and systems to achieve prestigious accreditations from various national, international bodies and ranking bodies.
Provide quality placement to all eligible students and guide them in entrepreneur ventures.
Establish an internal quality cell for operational quality and process improvement.
International delegates and speakers as resource person for workshop
Provide international exposure to students

Operational Outcomes

<u>**Section VI**</u>

Linkages of outcome Assessment with Strategic Planning

#	Broad-Based Operational Goals	Intended Operational Outcomes for the Domain	Assessment Measures/Methods for Intended Operational Outcomes	Performance Objectives (Targets/Criteria)
1	Faculty of Hospitality and Tourism intends to provide educational excellence in teaching / academic delivery & research.	The Faculty of FHT will use appropriate methodology and pedagogical tools for teaching, learning and development. Curriculum will be designed as per requirement of industry & bench marked on global standard by the	Student feedback of course faculty. Faculty Qualifications and Experience Files.	80% student will be able to graduate timely manner

		international accreditation		
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 Bandhavgarh and Camp Sparrow Trip	100% student will follow the Global Code of Ethics Guideline
4	Faculty of Hospitality and Tourism continuously extend efforts to	FHT shall develop and maintain strong credentials with the corporate.	Area Advisory Board Board of studies List of Placement companies	10-15 guest speakers will be invited.

	build strong industry interaction, alumni networks and empanelment of expertise from industry	Also maintain lifelong alumni network and nominate them as mentors for present students.	Guest lectures Alumni network Feedback system.	
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 Quel certification ISO certification
6	Faculty of Hospitality and Tourism will facilitate employment opportunities for students and support activities for students to	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.	100% placement will be provided.

	start their own ventures.		List of industries visiting campus, Entrepreneurship: Students joining family business, Students starting their own ventures.	
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.	
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

Section VII: Appendices

Appendices - A

Assessment Tools-UG/PLO 09/D/EMP

AMITY UNIVERSITY
──── UTTAR PRADESH ────

FACULTY OF HOSPITALITY & TOURISM

RUBRICS FOR COMPREHENSIVE EXAMINATION ASSESSMENT

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

Scale:

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

Scoring:

   a. Cumulative Scoring:

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

Premises:

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

Tools used for assessment:

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

- **Basic Skills:**
  - Numeracy
  - General Knowledge

COMPOSITION OF ASSESSMENT BOARD

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

SCORE SHEET: INDIVIDUAL

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

SCORE SHEET: PROGRAMME/ BATCH

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

Appendices –B

AMITY UNIVERSITY
—— UTTAR PRADESH ——

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.					

Thank you for taking the time to complete this survey.

Faculty of Hospitality & Tourism Outcome Assessment Plan 2016-17

Appendices –C

AMITY UNIVERSITY
— UTTAR PRADESH —

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.					

Thank you for taking the time to complete this survey.

Appendices –D

AMITY UNIVERSITY
—— UTTAR PRADESH ——

FACULTY OF HOSPITALITY & TOURISM

RUBRICS FOR ASSESMENT OF BUSSINESS COMMUNICATION FOR MASTERS PROGRAMME

Assessment Parameters:

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

SCORING:

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

TOOLS USED FOR ASSESSMENT:

- Report writing
- Presentations
- Viva-Voce

COMPOSITION OF ASSESSMENT BOARD

- Business Communication Faculty
- Program Leader/ Program Co-coordinator
- 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	
Partly Achieved	
Fully Achieved	

Assessment Tool-UG/PLO 05/D/BC

Appendices -E

FACULTY OF HOSPITALITY & TOURISM

RUBRICS FOR ASSESMENT OF BUSSINESS COMMUNICATION FOR UNDER GRADATE PROGRAMME

Assessment Parameters:

δ. *Verbal communication*

ε. *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

Faculty of Hospitality & Tourism Outcome Assessment Plan 2016-17

SCORE SHEET : PROGRAMME/ BATCH

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

<u>**Appendices –F**</u>

Assessment Tool-PG/PLO 06

AMITY UNIVERSITY
—— UTTAR PRADESH ——

FACULTY OF HOSPITALITY & TOURISM

RUBRICS FOR ASSESMENT OF BEHAVIOURAL SCIENCE FOR MASTERS PROGRAMME

Assessment Parameters:

ϕ. *Leadership skills*
γ. *Interpersonal skills*
η. *Team spirit*
ι. *Conflict management*
φ. *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	
Partly Achieved	
Fully Achieved	

<u>**Appendices –G**</u>

Assessment Tool-PG/PLO 06/D/BS

FACULTY OF HOSPITALITY & TOURISM

RUBRICS FOR ASSESMENT OF BEHAVIOURAL SCIENCE FOR UNDER GRADUATE PROGRAMME

Assessment Parameters:

κ. *Leadership skills*
λ. *Interpersonal skills*
μ. *Team spirit*
ν. *Conflict management*
ο. *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	
Partly Achieved	
Fully Achieved	

Assessment Tool-PG/PLO 07/D/FBL

FACULTY OF HOSPITALITY & TOURISM

RUBRICS FOR ASSESMENT OF FOREIGN BUSINESS LANGUAGE FOR MASTERS PROGRAMME

Assessment Parameters:

π. *Language*
θ. *Culture*
ρ. *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

AMITY UNIVERSITY
—— UTTAR PRADESH ——

FACULTY OF HOSPITALITY & TOURISM

RUBRICS FOR ASSESMENT OF FOREIGN BUSINESS LANGUAGE FOR UNDERGRADUATE PROGRAMME

Assessment Parameters:

σ. *Language*
τ. *Culture*
υ. *Vocabulary*

SCORING:

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

TOOLS USED FOR ASSESSMENT:

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

COMPOSITION OF ASSESSMENT BOARD

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

SCORE SHEET: INDIVIDUAL

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

SCORE SHEET: PROGRAMME/ BATCH

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

Assessment Tool-PG/PLO 02/D/Dissertation

AMITY UNIVERSITY
— UTTAR PRADESH —

FACULTY OF HOSPITALITY &TOURISM

RUBRICS FOR ASSESMENT OF DISSERTATION MASTERS PROGRAMME

Assessment Parameters:

ϖ. *Analyze*
ω. *Conceptualize*
ξ. *Applied*
ψ. *Demonstrate*
ζ. *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

SCORE SHEET : PROGRAMME/ BATCH

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