



# AMITY UNIVERSITY

— UTAR PRADESH —

## Outcome Assessment Plan

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**Domain:** Faculty of Hospitality and Tourism

**Date:** November, 2022 (2022-23)

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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 be expected to be efficient future leaders and successful managers who are able to tackle complex situations and relationships with clients in various areas of Hospitality and Tourism industry. Domain of Faculty of Hospitality & Tourism consists of two institutions i.e. Amity Institute of Travel and Tourism which is accredited by UNWTO TedQual for its qualitative programme i.e. Bachelor of Arts (Tourism Administration) and Master of Travel and Tourism Management (MTTM) since 2013 and Amity School of Hospitality which is a top ranked hospitality institution in the country imparting quality education in the field of Hospitality Management.



## 2. Introduction of Outcome Assessment Plan

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

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

The outcome assessment plan includes:

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

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

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

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

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



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

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

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

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

**6. Programme Review:** Through the review of our programme we seek to demonstrate that:

Students are **learning** the knowledge, skills, and habits necessary to achieve the programme/discipline goals and objectives The **programme/discipline goals** are derived from and support the institution's mission

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

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

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

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



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

#### 3.1 Mission Statement

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

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

#### 3.2 Broad-Based Educational Goals

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



9	<b>Convert</b> available opportunities in the Industry into higher learning, employment or creating new ventures
10	<b>Engage</b> themselves for continual learning to match ever changing demand of the profession

### 3.3 Broad-Based Operational Goals

S.No	Operational Goals - Faculty of Hospitality and Tourism will
1	<b>Provide</b> appropriate resources, infrastructure and conducive environment for excellence in teaching, learning, research and professional development in line with the requirement as per the industry 4.0.
2	<b>Upgrade</b> the knowledge and skills of the faculty through various professional development programs.
3	<b>Be sensitive</b> to the diverse needs of students and accordingly develop facilities and services.
4	<b>Build</b> strong industry interaction, alumni networks and empanelment of expertise from industry.
5	<b>Continually</b> improve the quality of facilities, services, resources and processes through national and international accreditations and institutional ranking.
6	<b>Provide</b> support to the students for campus recruitment, higher education or starting their own ventures.
7	<b>Ensures</b> transparency and good governance while discharging various responsibilities to its stakeholders.
8	<b>Provide opportunities for</b> international exposure for its students and faculty.





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

**Name of the Institution: AMITY INSTITUTE OF TRAVEL AND TOURISM**

##### 4.1 Mission Statement

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

##### 4.2 Broad-Based Educational Goals

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



6	<b>Demonstrate</b> customer care, service orientation and amicable relationship with all stakeholders in Tourism Industry & its allied sector
7	<b>Examine</b> and assess the cross cultural requirements to customize the offerings for diverse customer base in Travel and Tourism Industry globally
8	<b>Demonstrate</b> the highest standards of ethical, social ,professional and personal conduct in Tourism services
9	<b>Convert</b> available opportunities in the tourism industry in to higher learning, employment or creating new ventures.
10	<b>Engage</b> themselves for continual learning to match ever changing demand of travel and tourism.

#### 4.3 Broad-Based Operational Goals

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



8 | **Provide opportunities for international exposure for its students and faculty.**

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

#### 4.4 Mission Statement

##### **Mission of Institution**

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

#### 4.5 Broad-Based Goals / Objectives at Institution Level

S.No	Educational Goals
1	Students shall be able to demonstrate systematic knowledge and understanding of Hospitality concepts.
2	Students shall be able to create innovative ideas through industry 4.0 and gear them for flexible advance technologies existing in Hospitality Industry.
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 <b>provide</b> 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 <b>to build</b> 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 <b>national</b> and international accreditations and institutional ranking.
6	Amity School of Hospitality will <b>provide</b> support to the students for campus recruitment, higher education or starting their own ventures.
7	Amity School of Hospitality <b>ensures</b> transparency and good governance <b>while discharging</b> various



	responsibilities to its stakeholders.
8	Amity School of Hospitality will <b>provide opportunities for</b> international exposure for its students and faculty.

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

### 5.1 Bachelor of Arts (Tourism Administration)

#### 5.1.1 Mission Statement

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

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

<b>1. Acquire</b> & demonstrate knowledge & ability to recite the systematic knowledge of Travel and Tourism Industry
<b>2. Comprehend</b> , analyze & formulate new products & solutions for real life problems in Travel, Tourism & allied areas.
<b>3. Explore</b> 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
<b>4. Critically</b> analyze various issues/problems to develop solutions to improve processes, in tourism services.
<b>5. Communicate</b> proficiently in all dealings related tourism.
<b>6. Demonstrate</b> the highest standards of ethical behavior in their professional and personal life



**7. Appraise** with learning environment for engaging themselves to update with new knowledge in Tourism

**8. Investigate** global issues related to Travel industry



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

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



### 5.1.4 Programme Learning Outcomes - The Students will

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

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

1. <b>Provide</b> 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. <b>Earn</b> achievements in inter-university Extra Curricular activities
3. <b>Be engaged</b> in scholarly and professional activities in order to enhance their competencies and to contribute to the existing body of Knowledge
4. <b>Integrate</b> ethics and values in teaching, theory and practice, develop and retain excellent students, faculty and staff.
5. <b>Facilitate</b> 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



Graduate Attributes and its Indicators at Faculty / Domain Level (mapped with LOCF)

#	AUUP Revised Graduate Attribute	Domain Graduate Attributes	AUUP - Indicators/Goals	Domain (E&T) - Indicators / Goals (Revised)
1	Discipline Knowledge & Expertise	Knowledge and Expertise of Hospitality & Tourism	<p>Graduates of the University will have the ability</p> <ul style="list-style-type: none"> <li>· To apply Discipline Specific Knowledge and expertise in the core areas.</li> <li>· To Demonstrate the ability to produce indented outcomes.</li> <li>· To convert theory into practical functioning.</li> <li>· To apply content Knowledge to real life situation.</li> </ul>	The student shall be able to develop knowledge and skills to integrate principles of Hospitality & Tourism to achieve academic excellence
2	Self-Directed and Active Learning	Self-directed and Active learning	<p>Graduates of the University will have the ability</p> <ul style="list-style-type: none"> <li>· To maximize their potential by utilizing their abilities, &amp; academic excellence.</li> <li>· To take personal responsibility and grasp opportunities for self-development.</li> <li>· To demonstrate perseverance and willingness to learn.</li> <li>· To Think independently, analytically and creatively through self-directed learning</li> </ul>	The student shall be able to choose self-directed and active learning through strong intellectual engagement in independent work relevant to Hospitality & Tourism discipline



3	Research and Enquiry	Research and Enquiry	<p>Graduates of the University will have the ability</p> <ul style="list-style-type: none"> <li>• To create new knowledge and opportunities for learning through the process of research and enquiry.</li> <li>• To formulate research designs through qualitative, quantitative and mixed methods</li> <li>• To formulate research designs through qualitative, quantitative and mixed methods.</li> <li>• To exercise critical judgment and critical thinking to create new modes of understanding</li> </ul>	<p>The student shall demonstrate scientific enquiry and research aptitude to conduct innovative research in thrust areas of Hospitality &amp; Tourism, benefitting society, which will enhance the intellectual capital of the domain.</p>
4	Information & Communication Technology Skills	Information & Communication Technology Skills	<p>Graduates of the University will have the ability</p> <ul style="list-style-type: none"> <li>· To develop self-paced learning through various tools and techniques of ICT</li> <li>· To locate, analyse, evaluate, and synthesise information from a wide variety of sources in a planned and timely manner</li> <li>· To Use and apply appropriate media, tools and methodologies to locate, access and use information for critical and creative thinking</li> <li>· To critically evaluate the sources, values, validity and currency of information, through ICT</li> </ul>	<p>The student shall be able to efficiently use and apply information and communication technologies and participate in collaborative networks for developing requisite skills of Industry 4.0</p>
5	Critical Thinking & Problem-Solving Abilities	Critical thinking and Problem-Solving Abilities	<p>Graduates of the University will have the ability</p> <ul style="list-style-type: none"> <li>· To identify &amp; conceptualize problems</li> <li>· To demonstrate research skills for effective problems-solving</li> <li>· To apply critical, creative and evidence-based thinking to conceive innovative responses to future challenges.</li> </ul>	<p>The student shall formulate critical thinking, interpret and comprehend research-based knowledge to design and synthesize solutions to scientific problems in Hospitality &amp; Tourism</p>



6	Communication Skills	Communication Skills	<p>Graduates of the University will have the ability</p> <ul style="list-style-type: none"> <li>· To possess a high standard of verbal, visual and written communication skills relevant to their fields of study.</li> <li>· To effectively use appropriate communication technologies.</li> <li>· To present information precisely and accurately by utilizing various information technology skills.</li> </ul>	The student shall be able to employ effective listening and communication skills to enhance interpersonal relationship.
7	Creativity, Innovation & Reflective Thinking	Creativity, Innovation & Reflective Thinking	<p>Graduates of the University will have the ability</p> <ul style="list-style-type: none"> <li>· To demonstrate the capacity for independent, conceptual and creative thinking;</li> <li>· To develop creative and effective responses to intellectual, professional and social challenges</li> </ul>	The student shall be able to combine scientific creativity and thinking to critically evaluate innovative ideas in Hospitality & Tourism for developing processes and products relevant to industry/societal needs.
8	Analytical & Decision-Making Ability	Analytical & Decision-Making Ability	<p>Graduates of the University will have the ability</p> <ul style="list-style-type: none"> <li>· To determine relevant data and evaluate information in order to understand complex situations and make effective decisions</li> <li>· To demonstrate independent thinking and openness to new ideas in decision making</li> <li>· To exhibit proficiency in choosing between two or more alternatives for problem solving</li> <li>· To demonstrate analytical skills in making best choices among alternatives to make effective decisions</li> </ul>	The student shall be able to compare, contrast and analyse data in order to take appropriate and effective decisions.
9	Leadership & Teamwork	Leadership & Teamwork	Graduates of the University will have the ability	The student shall be able to attain leadership skills and perform responsibly as an



			<ul style="list-style-type: none"> <li>• To Demonstrate initiativeness and leadership skills working in VUCA world</li> <li>• To display team working skills by engaging with trust, encouraging autonomy &amp; participation and building collaborative culture</li> <li>• To influence the people in networks for making the organization resourceful</li> <li>· To deliver organizational goals and team goals over personal gains</li> </ul>	individual as well as in a team while being accountable and result oriented.
10	Multicultural Understanding & Global Outlook	Multicultural Understanding & Global Outlook	<p>Graduates of the University will have the ability</p> <ul style="list-style-type: none"> <li>• To appreciate diversity (caste, ethnicity, gender and marginalization), values and beliefs of multiple cultures in a global perspective</li> <li>· To demonstrate sensibility, adaptability, valuing human diversity in resolving complex management situations</li> <li>· To explore organizational issues from different cultural perspectives and recognising the opportunities in decision making process</li> </ul>	The student shall demonstrate competencies to work in a cross-cultural environment and evolve as a responsible global citizen.
11	Integrity and Ethics	Integrity and Ethics	<p>Graduates of the University will have the ability</p> <ul style="list-style-type: none"> <li>• To display integrity at work and be responsible global citizens with moral values</li> <li>• To demonstrate ethical practices consistent with the job roles as members of society</li> <li>• To practice the highest standards of ethical behaviour associated with their discipline or profession</li> <li>· To appreciate concerns on environment sustainability</li> </ul>	The student shall practice ethical behaviour and demonstrate professional integrity in their conduct.



12	Social & Emotional Skills	Social & Emotional Skills	<p>Graduates of the University will have the ability</p> <ul style="list-style-type: none"> <li>• To demonstrate adaptability and resilience skills in during uncertain situations</li> <li>• To be self-aware and have the capacity to accept and give constructive feedback</li> <li>• To establish support to others with empathy and build interpersonal relationships</li> </ul>	<p>The students shall be able to acquire social and emotional skills to work effectively with diverse group of people in multi-cultural environment and situations.</p>
13	Employability, Enterprise & Entrepreneurship	Employability, Enterprise & Entrepreneurship	<p>Graduates of the University will have the ability –</p> <ul style="list-style-type: none"> <li>· To develop knowledge and skills to gain employment opportunities</li> <li>· To improve on functional, technological and behavioural competencies to develop professionalism</li> <li>· To possess enterprising skills to bring new business ideas and start a new venture</li> <li>· To think creatively and innovate new products and services with a social impact</li> <li>· To generate new ideas, design products, adopt disruptive technologies and gain patents &amp; commercialization</li> </ul>	<p>The student shall be able to define their career aspirations and work towards achieving the same by engaging in developing appropriate skills and competencies in their chosen profession (corporate career, student start up, family business, higher education etc.).</p>
14	Lifelong Learning	Lifelong Learning	<p>Graduates of the University will have the ability-</p> <ul style="list-style-type: none"> <li>· To demonstrate an attitude for continuous learning and reflection furthering their understanding of the world</li> <li>· To appreciate change and be responsive to the scenarios</li> <li>· To maintain intellectual curiosity and inquiring mind throughout life for gaining knowledge</li> <li>· To explore new ideas and learning opportunities for self-directed learning.</li> </ul>	<p>The student shall be able to evaluate and reflect the virtue of lifelong learning.</p>



15	Environment & Sustainability	Environment and sustainability	The Graduates of the University will have the ability – . To analyse and implement the initiative to conserve natural resources and develop sustainable technologies by using knowledge and experience of their discipline.	The student shall be able to analyse and implement the initiative to conserve natural resources and develop sustainable technologies by using knowledge and experience of their discipline.
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### 1.1 BROAD-BASED OPERATIONAL GOALS (Resources required) AT FACULTY / DOMAIN LEVEL

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



1.3.4 Doctoral Level

**Section II:**  
**Student Learning Assessment**





## 2. STUDENT LEARNING ASSESSMENT

### 2.1 Bachelor's-Level Programs

#### Student Learning Assessment for BA(TA)

2.1.1. Programme Learning Outcomes – The Student will
The students will be able to display a high level of knowledge of Tourism products and services.
The students will demonstrate the ability to work independently on problems related to the industry.
The students will be able to prepare research survey based on scientific research methods and be able to generate reports.
The students will be able to use effectively use different Tourism management software related to MIS and operations.
The students will demonstrate critical thinking skills to offer solutions related to the Tourism industry.
The students will demonstrate excellent communication skills- written, oral, and various ICT tools.
The students shall create the innovation for Tourism industry.
The students shall demonstrate the highest analytical abilities to offer workable solutions to problems.
The students shall demonstrate the leadership skills and team spirit necessary for the industry.
The students will develop a confident, positive attitude and shall display the ability to work with team members of diverse multicultural backgrounds.
Students should be able to demonstrate personal and professional standards for ethical decision-making and social behavior.



The students will be able to apply social and emotional intelligence skills to create a lasting impression.
The student shall be able to establish entrepreneurial projects in the Tourism industry.
Students shall demonstrate an interest in continual learning and update their knowledge in the Tourism sector.
Students shall develop the knowledge of clean environment and sustainability practices adopted by the industry.

2.1.2. Assessment Tools for Programme Learning Outcomes— Direct Measures of Student Learning:	Criteria for Direct Measures:
Comprehensive Exam Summer Internship	UG/PLO/D/CE/ Summer Internship Framework
Comprehensive Exam/ Behavioural Science	UG/PLO2/D/ Comprehensive Exam Behavioural Science
Comprehensive Exam/ Summer Internship	UG/PLO/D/CE/ Comprehensive Exam/ Summer Internship
Comprehensive Exam / Summer Internship	UG/PLO/D/ CE / Summer Internship
Comprehensive Exam/ Dissertation	UG/PLO/D/ CE / Dissertation
Comprehensive Exam/ Summer internship	UG/PLO6/D/CE/ Comprehensive Exam/ Summer Internship
Comprehensive Exam/ Summer Internship	UG/PLO7/D/CE/ Comprehensive Exam/ Summer Internship
Comprehensive Exam / Summer Internship	UG/PLO/D/CE Framework/ Summer Internship



Comprehensive Exam/ Dissertation	UG/PLO9/D/EMP
Comprehensive Exam/ Summer Internship	UG/PLO10/D/ Course- embedded assignments
<b>2.1.3. Assessment Tools for Programme Learning Outcomes— Indirect Measures of Student Learning:</b>	<b>Criteria for Indirect Measures:</b>
Feedback from industry	UG/PLO/ID/Exit Survey/Feedback from industry
Feedback of industry internship guide	UG/PLO2/ID/ Employer surveys
Student Exit Survey/Industry internship feedback	UG/PLO/ID/Exit Survey/ feedback from industry
Student Exit Survey/Industry Interaction	UG/PLO/ID/Exit Survey/ feedback from industry
Industry internship feedback	UG/PLO2/ID/ Employer surveys
Industry internship feedback	UG/PLO/ID/Exit Survey
Industry internship feedback	UG/PLO/ID/Exit Survey
Feedback of Industry	UG/PLO2/ID/Employer surveys



Student Exit Survey/ Feedback of Industry Internship	UG/PLO/ID/Exit Survey/ feedback from industry
Student Exit Survey/Industry Feedback	UG/PLO/ID/Exit Survey

## 2.4 Mapping of Programme Learning Outcomes to Broad-Based Student Learning Goal

The broad-based student learning goals identified in Section I above encompass the Programme 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: Put an “x” in a given cell of the table if the intended learning outcome in that row is associated with the learning goal in that column.**):

Broad-Based Student Learning Goals (PEOs) Programme Learning Outcomes (SLOs)	PEO1	PEO2	PEO3	PEO4	PEO5	PEO6	PEO7	PEO8	PEO9	PEO10	PEO11	PEO12	PEO13	PEO14	PEO15
<b>BACHELOR'S LEVEL PROGRAMS</b>															



Broad-Based Student Learning Goals (PEOs) Programme Learning Outcomes (SLOs)	PEO1	PEO2	PEO3	PEO4	PEO5	PEO6	PEO7	PEO8	PEO9	PEO10	PEO11	PEO12	PEO13	PEO14	PEO15
<i>Name of the programme</i>															
The student shall be able to develop knowledge and skills to integrate principles of Tourism to achieve academic excellence			√		√		√		√				√		√
The student shall be able to choose self-directed and active learning through strong intellectual engagement in independent work relevant to Tourism discipline	√			√			√			√			√		



Broad-Based Student Learning Goals (PEOs) Programme Learning Outcomes (SLOs)	PEO1	PEO2	PEO3	PEO4	PEO5	PEO6	PEO7	PEO8	PEO9	PEO10	PEO11	PEO12	PEO13	PEO14	PEO15
The student shall demonstrate scientific enquiry and research aptitude to conduct innovative research in thrust areas of Tourism, benefitting society, which will enhance the intellectual capital of the domain.					√	√				√					
The student shall be able to efficiently use and apply information and communication technologies and participate in collaborative				√	√									√	



Broad-Based Student Learning Goals (PEOs) Programme Learning Outcomes (SLOs)	PEO1	PEO2	PEO3	PEO4	PEO5	PEO6	PEO7	PEO8	PEO9	PEO10	PEO11	PEO12	PEO13	PEO14	PEO15
networks for developing requisite skills of Industry 4.0															
The student shall formulate critical thinking, interpret and comprehend research-based knowledge to design and synthesize solutions to scientific problems in Tourism				√			√		√		√			√	
The student shall be able to employ effective listening and communication skills to enhance	√			√				√				√		√	√



Broad-Based Student Learning Goals (PEOs) Programme Learning Outcomes (SLOs)	PEO1	PEO2	PEO3	PEO4	PEO5	PEO6	PEO7	PEO8	PEO9	PEO10	PEO11	PEO12	PEO13	PEO14	PEO15
interpersonal relationship.															
The student shall be able to combine scientific creativity and thinking to critically evaluate innovative ideas in Tourism for developing processes and products relevant to industry/societal needs.		√	√					√			√			√	
The student shall be able to compare, contrast and analyse data in order to take		√	√					√				√			√





Broad-Based Student Learning Goals (PEOs) Programme Learning Outcomes (SLOs)	PEO1	PEO2	PEO3	PEO4	PEO5	PEO6	PEO7	PEO8	PEO9	PEO10	PEO11	PEO12	PEO13	PEO14	PEO15
appropriate and effective decisions															
The student shall be able to attain leadership skills and perform responsibly as an individual as well as in a team while being accountable and result oriented.			√						√			√			
The student shall demonstrate competencies to work in a cross-cultural environment and evolve as a responsible global citizen. The student shall practice ethical behaviour and			√			√		√		√				√	



Broad-Based Student Learning Goals (PEOs) Programme Learning Outcomes (SLOs)	PEO1	PEO2	PEO3	PEO4	PEO5	PEO6	PEO7	PEO8	PEO9	PEO10	PEO11	PEO12	PEO13	PEO14	PEO15
demonstrate professional integrity in their conduct															
The students shall be able to acquire social and emotional skills to work effectively with diverse group of people in multi-cultural environment and situations.	√		√					√					√		
The student shall be able to define their career aspirations and work towards achieving the same by engaging in developing appropriate		√		√		√		√			√			√	√



Broad-Based Student Learning Goals (PEOs) Programme Learning Outcomes (SLOs)	PEO1	PEO2	PEO3	PEO4	PEO5	PEO6	PEO7	PEO8	PEO9	PEO10	PEO11	PEO12	PEO13	PEO14	PEO15
skills and competencies in their chosen profession (corporate career, student start up, family business, higher education etc.).															
The student shall be able to evaluate and reflect the virtue of lifelong learning.		√			√		√				√			√	
The student shall be able to analyse and implement the initiative to conserve natural resources and develop sustainable			√			√	√				√		√		√



Broad-Based Student Learning Goals (PEOs) Programme Learning Outcomes (SLOs)	PEO1	PEO2	PEO3	PEO4	PEO5	PEO6	PEO7	PEO8	PEO9	PEO10	PEO11	PEO12	PEO13	PEO14	PEO15
technologies by using knowledge and experience of their discipline															



## 2.5 A Framework for linking Program Learning Outcomes and Course Learning Outcomes using Bloom's taxonomy semesterwise:

### 2.5.1 Semester wise Course Alignment of Programme Learning Outcomes (PLOs)

Semester wise course learning outcomes are mapped with programme learning outcomes and its indicators

(Include the Course Coherence Matrix in the format given below for your programmes)

BA (TA)		Course Coherence Matrix: PLO/CLO Mapping														
Domain:-Faculty of Hospitality and Tourism-----; Institution -----AITT-----		Programme :														
		PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9	PLO10	PLO11	PLO12	PLO13	PLO14	PLO15
Semester I																
Courses	CLOs															
	CLO1	√	√	√		√							√	√	√	
Tourism Geography(UG	CLO2	√	√	√		√					√	√	√		√	
	CLO3	√	√	√		√				√	√				√	
	CLO1	√	√	√		√								√		
Tourism Principles and Concepts(UG)	CLO2	√	√	√					√			√			√	
	CLO3	√	√	√						√			√			
	CLO1	√	√	√		√				√	√	√	√	√		
	CLO2	√	√	√							√	√	√			√



Transport Operation and Logistics Management(UG)	CLO3	√	√	√							√	√	√			
Culture and Heritage Management(UG)	CLO1	√	√	√		√					√	√	√		√	
	CLO2	√	√	√		√					√	√	√		√	
	CL 03	√	√	√		√					√	√	√		√	
Introduction to Aviation(UG) Syllabus	CLO1	√	√	√		√					√	√	√		√	
	CLO2	√	√	√		√					√	√	√		√	
	CL 03	√	√	√		√					√	√	√		√	
SEM 2																
Courses	CLO															
	CLO1	√	√	√		√					√	√	√		√	
Environmental Studies(UG)	CLO2	√	√	√		√					√	√	√		√	
	CLO3	√	√	√		√		√		√			√	√	√	
Managing Tourism Resources(UG)	CLO1	√	√	√		√										
	CLO2	√	√	√		√		√	√	√			√			
	CLO3	√	√	√		√										
	CLO1	√	√	√		√			√	√	√			√		
Travel Agency and Tour Operation Management(UG)	CLO2	√	√	√		√								√		
	CLO3	√	√	√		√					√		√			
	CLO1	√	√	√		√							√	√		
Tour Guiding and Operations(UG)	CLO2	√	√	√		√			√	√	√			√		
	CLO3	√	√	√		√		√	√	√			√			



International Tourism and Leisure Management(UG)	CLO1	√	√	√		√					√	√	√		√	
	CLO2	√	√	√		√		√		√		√	√	√		
	CLO3	√	√	√		√				√	√	√	√			
Medical & Health Tourism(UG) Syllabus	CLO1	√	√	√		√			√	√	√		√			
	CLO2	√	√	√		√							√			
	CLO3	√	√	√		√				√		√				
SEM 3																
	CLO															
Term Paper(UG)	CLO1	√	√	√		√					√	√	√			
	CLO2	√	√	√		√			√		√	√	√		√	
	CLO3	√	√	√		√					√	√	√			
Destination Planning and Development(UG)	CLO1	√	√	√		√		√				√	√	√		
	CLO2	√	√	√		√				√	√	√		√		
	CLO3	√	√	√		√		√		√	√	√				
	CLO1	√	√	√		√		√		√	√	√	√	√	√	
Experiential Tourism Management(UG)	CLO2	√	√	√		√				√	√	√				
	CLO3	√	√	√		√				√	√	√				
	CLO1	√	√	√		√				√	√	√				
Itinerary Design and Tour Packaging(UG)	CLO2	√	√	√		√				√	√	√				
	CLO3	√	√	√		√						√	√	√		
Tourism Technology and Automation(UG)	CLO1	√	√	√		√							√	√	√	
	CLO2	√	√	√		√							√	√	√	
	CLO3	√	√	√		√						√	√	√		



World Tourism Destination-I (Europe and Americas)(UG)	CLO1	√	√	√		√			√	√	√					
	CLO2	√	√	√		√			√	√	√				√	
	CLO3	√	√	√		√				√		√		√	√	
<b>SEM 4</b>																
COURSES	CLO															
	CLO1	√	√	√		√			√	√	√					
Airline Ticketing and CRS(UG)	CLO2	√	√	√		√						√	√	√		
	CLO3	√	√	√		√						√	√	√		
Customer Care and Interpersonal Skills in Tourism(UG)	CLO1	√	√	√		√										
	CLO2	√	√	√		√					√	√	√			
	CLO3	√	√	√		√					√	√	√			
Advertising Tourism Products(UG)	CLO1	√	√	√		√								√	√	√
	CLO2	√	√	√		√							√	√	√	
	CLO3	√	√	√		√							√	√	√	
	CLO1	√	√	√		√			√	√	√		√			
Fundamentals of Accounting in Tourism(UG)	CLO2	√	√	√		√				√						
	CLO3	√	√	√		√						√	√	√		
World Tourism Destination-II (Asia, Africa and Australia)(UG)	CLO1	√	√	√		√							√	√	√	
	CLO2	√	√	√		√							√	√	√	
	CLO3	√	√	√		√							√	√	√	
Tourist Behaviour and Environment(UG)	CLO1	√	√	√		√				√						
	CLO2	√	√	√		√					√	√	√			
	CLO3	√	√	√		√						√				





SEM 5																	
	CLO																
Summer Internship(UG)	CLO1	√	√	√		√											
	CLO2	√	√	√		√						√	√	√			
	CLO3	√	√	√		√						√	√	√			
	CLO1	√	√	√		√			√	√	√						
Economics of Tourism(UG)	CLO2	√	√	√		√								√			
	CLO3	√	√	√	√	√						√	√	√			
	CLO1	√	√	√	√	√	√	√	√			√	√	√			
Ethical and Legal Aspects of Tourism Business(UG)	CLO2	√	√	√	√	√	√	√	√								
	CLO3	√	√	√		√		√	√	√	√	√	√				
	CLO1	√	√	√		√		√	√	√		√	√	√			
Entrepreneurship Development in Tourism(UG)	CLO2	√	√	√		√				√	√	√	√	√	√		
	CLO3	√	√	√		√							√	√	√		
	CLO1	√	√	√		√				√	√	√		√	√	√	
Introduction to Cargo Management(UG)	CLO2	√	√	√		√							√	√	√		
	CLO3	√	√	√		√							√	√	√		
	CLO1	√	√	√		√							√	√	√		
MICE Management(UG)	CLO2	√	√	√		√							√	√	√		
	CLO3	√	√	√		√			√				√	√	√		
	CLO1	√	√	√		√					√	√	√				
Ecology, Environment & Sustainable Tourism(UG)	CLO1	√	√	√		√					√	√	√				



	CLO2	√	√	√		√						√	√	√		
	CLO3	√	√	√		√						√	√	√		
Tourism Research Methods(UG)	CLO1	√	√	√	√	√	√	√	√		√	√	√			
	CLO2	√	√	√	√	√	√	√	√							
	CLO3	√	√	√		√		√	√	√	√	√	√			
SEM 6	CLO															
Dissertation(UG)	CLO1	√	√	√		√						√	√	√		
	CLO2	√	√	√		√						√	√	√		
	CLO3	√	√	√		√						√	√	√		
	CLO1	√	√	√		√						√				
Accommodation Management(UG)	CLO2	√	√	√	√	√						√	√	√		
	CLO3	√	√	√		√										
Managing People in Tourism.(UG)	CLO1	√	√	√		√						√	√	√		
	CLO2	√	√	√		√						√	√	√		
	CLO3	√	√	√		√						√	√	√		
Travel Journalism and Media Operations(UG)	CLO1	√	√	√		√				√	√	√				
	CLO2	√	√	√		√						√	√	√		
	CLO3	√	√	√		√						√	√	√		
	CLO1	√	√	√		√						√				
E-Business in Tourism(UG)	CLO2	√	√	√		√					√	√	√		√	
	CLO3	√	√	√		√					√	√	√		√	
	CLO1	√	√	√		√					√	√	√		√	
Tourism and Hospitality Marketing(UG)	CLO2	√	√	√		√			√	√	√		√			
	CLO3	√	√	√		√			√	√	√		√			



Tourism Planning, Policy and Framework(UG) Syllabu s	CLO1	√	√	√		√			√	√	√		√			
	CLO2	√	√	√		√					√	√	√		√	
	CLO3	√	√	√		√							√	√	√	

BBA																
Course Coherence Matrix: PLO/CLO Mapping																
Domain:-Faculty of Hospitality and Tourism-----; Institution -----AITT-----																
Programme :																
Semester /Subject/ PLO		PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9	PLO10	PLO11	PLO12	PLO13	PLO14	PLO15



Semester I																
Courses	CLOs															
Fundamental of Tourism	CLO1	√	√	√		√					√	√	√		√	
	CLO2	√	√	√		√	√	√	√	√	√				√	
	CLO3	√	√	√		√	√	√	√					√		
Destination Geography (India)	CLO1	√	√	√		√	√	√	√			√			√	
	CLO2			√		√				√			√			
	CLO3	√	√							√	√	√	√	√		
Indian Tourism Resources	CLO1	√	√	√		√					√	√	√			√
	CLO2	√	√	√		√	√	√	√		√	√	√			
	CLO3	√	√	√		√	√	√	√		√	√	√		√	
Tourism Industry Orientation	CLO1	√	√	√		√	√	√	√		√	√	√		√	
	CLO2	√	√	√		√					√	√	√		√	
	CLO3	√	√	√		√		√	√	√	√	√	√		√	
Heritage Tourism	CLO1	√	√	√				√	√	√	√	√	√		√	
	CLO2	√	√	√		√		√	√	√	√	√	√		√	



	CLO3	√	√	√							√	√	√		√	
Principles of Management and Organization Behaviour	CLO1	√	√	√		√					√	√	√		√	
	CLO2			√		√		√		√			√	√	√	
	CLO3	√	√				√	√	√							
Introduction to Adventure Tourism	CLO1	√	√	√		√	√	√	√	√	√		√			
	CLO2	√	√	√		√	√	√	√							
	CLO3	√	√	√		√				√	√	√		√		
														√		
Semester 2																
Destination geography (World)	CLO1	√	√	√		√		√	√	√			√	√		
	CLO2	√	√	√		√		√			√		√	√	√	
	CLO3	√	√	√		√					√	√	√	√		
Tourism Destination Planning	CLO1	√	√	√						√	√	√		√		
	CLO2			√		√		√	√	√	√	√	√		√	
	CLO3	√	√					√	√	√	√	√	√			
Computer Applications	CLO1	√	√	√		√		√			√	√	√	√	√	√



	CLO2	√	√	√					√	√	√	√	√			
	CLO3	√	√	√		√			√	√	√	√	√			
Marketing Theory & Practices	CLO1	√	√	√					√	√	√	√	√			
	CLO2			√		√					√	√	√			
	CLO3	√	√										√	√	√	
Fundamental of Accounting in Tourism	CLO1	√	√	√		√		√	√	√				√	√	√
	CLO2			√		√		√	√	√				√	√	√
	CLO3	√	√					√	√	√			√	√	√	
Travel Agency & Tour Operations Management	CLO1	√	√	√					√	√	√					
	CLO2	√	√	√		√			√	√	√				√	
	CLO3	√	√	√						√		√		√	√	
Analytical Ability & Digital Awareness	CLO1	√	√	√		√										
	CLO2	√	√	√		√										
	CLO3	√	√	√		√			√	√	√					
Ground Handling Operations	CLO1	√	√	√		√						√	√	√		
	CLO2			√		√		√	√	√		√	√	√		



	CLO3	√	√					√	√	√						
Basics of Sustainable Tourism(UG)	CLO1	√	√	√		√		√	√	√	√	√				
	CLO2	√	√	√		√					√	√	√			
	CLO3	√	√	√		√								√	√	√
SEM 3																
Food, Nutrition and Hygiene(UG)	CLO1	√	√	√		√		√	√	√			√	√	√	
	CLO2	√	√	√		√		√	√	√	√		√			
	CLO3	√	√	√				√	√	√						
Understanding Organizational Behavior(UG)	CLO1	√		√		√		√	√	√		√	√	√		
	CLO2	√	√	√	√	√	√	√	√	√			√	√	√	
	CLO3	√	√	√	√	√	√						√	√	√	
Term Paper(UG)	CLO1	√	√	√	√	√	√						√	√	√	
	CLO2	√	√	√		√		√	√	√						
	CLO3	√	√	√		√		√	√	√	√	√	√			
Itinerary Design and Tour Packaging(UG)	CLO1	√	√	√		√		√	√	√		√				
	CLO2	√	√	√		√										



	CLO3	√	√	√							√	√	√		
Tourism in Uttar Pradesh(UG)	CLO1	√	√	√		√			√		√	√	√		√
	CLO2	√	√	√							√	√	√		
	CLO3	√	√	√		√		√				√	√	√	
Hotel Management-I(UG) Syllabus	CLO1	√	√	√		√				√	√	√		√	
	CLO2	√	√	√		√		√		√	√	√			
	CLO3	√	√	√				√		√	√	√	√	√	√
Cultural Tourism(UG)	CLO1	√	√	√		√	√	√	√		√	√	√		
	CLO2	√	√	√			√	√	√		√	√	√		
	CLO3	√	√	√			√	√	√		√	√	√		
Religious Tourism(UG)	CLO1	√	√	√		√					√	√	√		
	CLO2			√		√							√	√	√
	CLO3	√	√	√			√	√	√				√	√	√
Personality Development and Presentation Skills(UG) Syllabus	CLO1	√	√	√		√	√	√	√				√	√	√
	CLO2	√	√	√			√	√	√				√	√	√
	CLO3	√	√	√					√	√	√				





SEM 4																	
Hotel Management-2	CLO1	√	√	√						√		√		√	√		
	CLO2	√	√	√		√	√	√	√								
	CLO3	√	√	√		√	√	√	√								
Airlines Operations Ticketing & GDS	CLO1	√	√	√		√	√	√	√	√	√						
	CLO2	√	√	√		√						√	√	√			
	CLO3	√	√	√								√	√	√			
Event Management in Tourism	CLO1	√	√	√		√											
	CLO2	√	√	√		√					√	√	√				
	CLO3			√		√	√	√	√		√	√	√				
Travel Writing	CLO1	√	√				√	√	√					√	√	√	
	CLO2	√	√	√		√	√	√	√				√	√	√		
	CLO3			√		√							√	√	√		
Human Resource Management	CLO1	√	√						√	√	√		√				
	CLO2	√	√	√		√				√							
	CLO3	√	√	√		√						√	√	√			



Consumer Behaviour	CLO1	√	√	√			√	√	√				√	√	√	
	CLO2	√	√	√			√	√	√				√	√	√	
	CLO3	√	√	√		√				√						
Customer Care and Interpersonal Skills in Tourism	CLO1	√	√	√				√	√	√	√	√	√			
	CLO2	√	√	√				√	√	√		√				
	CLO3			√		√		√	√	√						
SEM 5																
Cargo Operations & Management	CLO1	√	√	√		√				√		√	√	√		√
	CLO2			√		√						√	√	√		
	CLO3	√	√						√				√	√	√	
Surface Transport Operation	CLO1	√	√	√							√	√	√		√	
	CLO2	√	√	√		√			√		√	√	√			
	CLO3	√	√	√				√			√	√	√	√	√	√
Wellness & medical Tourism	CLO1	√	√	√		√					√	√	√			
	CLO2	√	√	√		√					√	√	√			
	CLO3	√	√	√		√		√	√	√	√	√	√			



Tourism Trends & Issues (Domestic and International)	CLO1	√	√	√		√		√	√	√	√	√	√			
	CLO2			√		√		√	√	√			√	√	√	
	CLO3	√	√										√	√	√	
New Age Tourism	CLO1	√	√	√		√							√	√	√	
	CLO2	√	√	√		√		√	√	√			√	√	√	
	CLO3	√	√	√		√		√	√	√	√					
Advanced Digital Marketing	CLO1							√	√	√	√				√	
	CLO2	√	√	√		√				√		√		√	√	
	CLO3	√	√	√		√										
Advertising Management	CLO1	√	√	√												
	CLO2	√		√		√			√	√	√					
	CLO3	√	√	√		√						√	√	√		
Managerial Competencies and career Development	CLO1	√	√	√				√	√	√		√	√	√		
	CLO2	√	√	√		√		√	√	√						
	CLO3	√	√	√		√		√	√	√	√	√	√			
	CLO1	√	√	√		√					√	√	√			



Introduction to business Intelligence	CLO2	√	√	√		√								√	√	√
	CLO3	√	√	√		√		√	√	√			√	√	√	
Understanding Organization Change and Development	CLO1	√	√	√				√	√	√			√	√	√	
	CLO2	√	√	√		√		√	√	√	√		√			
	CLO3	√	√	√						√						
SEM 6																
Tourism Developments & Govt. Policy	CLO1	√	√	√		√		√	√	√			√	√	√	
	CLO2	√	√	√		√		√	√	√			√	√	√	
	CLO3	√	√	√									√	√	√	
Tourism Entrepreneurship	CLO1	√	√	√				√	√	√	√	√	√			
	CLO2	√	√	√				√	√	√		√				
	CLO3	√	√	√		√		√	√	√						
Ethical & Legal Dimension of Tourism & Hospitality	CLO1			√		√						√	√	√		
	CLO2	√	√	√					√			√	√	√		√
	CLO3	√	√	√								√	√	√		
Eco-Tourism	CLO1			√		√		√				√	√	√		



	CLO2	√	√								√	√	√		√	
	CLO3	√	√	√		√			√		√	√	√			
Tour Operations and Product Development Management	CLO1			√		√		√			√	√	√	√	√	√
	CLO2	√	√				√	√	√		√	√	√			
	CLO3	√	√	√			√	√	√		√	√	√			
Business Environment in Tourism	CLO1	√	√	√		√	√	√	√		√	√	√			
	CLO2	√	√	√							√	√	√			
	CLO3	√	√	√		√							√	√	√	
Cross Cultural Management	CLO1	√	√	√		√	√	√	√					√	√	√
	CLO2	√	√	√		√	√	√	√					√	√	√
	CLO3	√	√	√		√	√	√	√				√	√	√	
Business Innovation Through New Technologies	CLO1			√		√			√	√	√					
	CLO2	√	√						√	√	√				√	
	CLO3	√	√	√		√		√	√	√		√		√	√	
Web & Social Media Analytics	CLO1	√	√	√		√		√	√	√						
	CLO2	√	√	√		√		√	√	√						



	CLO3								√	√	√					
Brand Management	CLO1	√	√	√		√						√	√	√		
	CLO2	√	√	√		√						√	√	√		
	CLO3	√	√	√				√	√	√						
Business Sustainability and Green Operations Management	CLO1	√		√		√		√	√	√	√	√	√			
	CLO2	√	√	√		√		√	√	√	√	√	√			
	CLO3	√	√	√										√	√	√
Advanced Personal Branding and Grooming	CLO1	√	√	√		√							√	√	√	
	CLO2	√	√	√		√		√	√	√			√	√	√	
	CLO3	√	√	√		√		√	√	√	√		√			
Professional Ethics	CLO1	√	√	√		√		√	√	√						
	CLO2	√	√	√		√						√	√	√		
	CLO3	√	√	√				√	√	√			√	√	√	
Dissertation	CLO1	√	√	√		√		√	√	√			√	√	√	
	CLO2	√	√	√				√	√	√			√	√	√	
	CLO3	√	√	√		√			√							



## 2.6 A Framework for linking Program Learning Outcomes and Course Learning Outcomes using Bloom’s taxonomy semester wise:

For each UG/PG or Doctorate-level program identified above, the assessment strategy is required to be developed to link programme learning outcomes and is mapped with indicators of Programme Learning Outcomes through Blooms Taxonomy. These relationships are summarized in the measures-to-key outcomes mapping below (**Note: Put an “x” in a given cell of the table if the assessment instrument in that column measures the key learning outcome in that row.**):

### 2.6.1 Assessment strategy of each Program Indicator based on Revised Bloom’s taxonomy

#### UG

PLO-1 The students will be able to display a high level of knowledge of Tourism products and services.				Assessment Based on revised Blooms Taxonomy					
C.S. No	Competency	I.S. No	Indicators	Rememberin	Understandi	Applying	Analyzing	Evaluating	Creating
2.6.1	Able to use tourism knowledge	1	The student shall be able to develop knowledge and skills to integrate principles of Hospitality & Tourism to	√	√	√	√		



			achieve academic excellence							
<b>PLO-2</b> The students will demonstrate the ability to work independently on problems related to the industry				<b>Assessment Based on revised Blooms Taxonomy</b>						
<b>C.S. No</b>	<b>Competency</b>	<b>I.S. No</b>	<b>Indicators</b>	<b>Rememberin</b>	<b>Understandi</b>	<b>Applying</b>	<b>Analyzing</b>	<b>Evaluating</b>	<b>Creating</b>	
2.6.2	Able to assess and handle environment related issue	1	The student shall be able to choose self-directed and active learning through strong intellectual engagement in independent work relevant to Hospitality & Tourism discipline	√	√	√				
<b>PLO-3</b> The students will be able to prepare research survey based on scientific research methods and be able to generate reports.				<b>Assessment Based on revised Blooms Taxonomy</b>						





C.S. No	Competency	I.S. No	Indicators	Rememberin	Understandi	Applying	Analyzing	Evaluating	Creating
2.6.3	Able to prepare research surveys and generate report	1	The student shall demonstrate scientific enquiry and research aptitude to conduct innovative research in thrust areas of Hospitality & Tourism, benefitting society, which will enhance the intellectual capital of the domain..	√	√		√		√

PLO-4 The students will be able to use effectively use different Tourism management software related to MIS and operations				Assessment Based on revised Blooms Taxonomy					
C.S. No	Competency	I.S. No	Indicators	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
2.6.4	Able to use tourism management software for operations	1	The student shall be able to efficiently use and apply information and communication technologies and participate in collaborative networks for developing requisite skills of Industry 4.0		√	√		√	



<b>PLO-5</b> The students will demonstrate critical thinking skills to offersolutions related to the Tourism industry				<b>Assessment Based on revisedBlooms Taxonomy</b>					
<b>C.S No</b>	<b>Competency</b>	<b>I. S. No</b>	<b>Indicators</b>	<b>Remembering</b>	<b>Understanding</b>	<b>Applying</b>	<b>Analyzing</b>	<b>Evaluating</b>	<b>Creating</b>
2.6. 5	Able to assess and provide solutions	1	The student shall formulate critical thinking, interpret and comprehend research-based knowledge to design and synthesize solutions to scientific problems in Hospitality & Tourism.		√		√		√
<b>PLO-6</b> The students will demonstrate excellent communication skills-written, oral, and various ICT tools.				<b>Assessment Based on revisedBlooms Taxonomy</b>					



C.S. No	Competency	I.S.No	Indicators	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
2.6.6	Able to communicate effectively	1	The student shall formulate critical thinking, interpret and comprehend research-based knowledge to design and synthesize solutions to scientific problems in Hospitality & Tourism		√			√	√
<b>PLO-7</b> The students shall create the innovation for Tourism industry.				<b>Assessment Based on revised Blooms Taxonomy</b>					
C.S. No	Competency	I.S.No	Indicators	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
2.6.7	Able to create innovative tourism	1	The student shall be able to combine scientific creativity and thinking to critically evaluate innovative ideas in Hospitality & Tourism for developing processes and products relevant to industry/societal needs.		√		√		√
<b>PLO-8</b> The students shall demonstrate the highest analytical abilities to offer workable solutions to problems				<b>Assessment Based on revised Blooms Taxonomy</b>					



C.S. No	Competency	I.S.No	Indicators	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
2.6.8	Able to analyze & Resolve issues	1	The student shall be able to compare, contrast and analyse data in order to take appropriate and effective decisions.			√	√		√
<b>PLO-9</b> The students shall demonstrate the leadership skills and team spirit necessary for the industry.				<b>Assessment Based on revised Blooms Taxonomy</b>					
C.S. No	Competency	I.S.No	Indicators	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
2.6.9	Able to use leadership and team skills	1	The student shall be able to attain leadership skills and perform responsibly as an individual as well as in a team while being accountable and result oriented.		√	√		√	
<b>PLO-10</b> The students will develop a confident, positive attitude and shall display the ability to work with team members of diverse multicultural backgrounds.				<b>Assessment Based on revised Blooms Taxonomy</b>					



C.S. No	Competency	I.S.No	Indicators	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
2.6.10	Able to work Globally	1	The student shall demonstrate competencies to work in a cross-cultural environment and evolve as a responsible global citizen.	√		√	√		
<b>PLO-11</b> Students should be able to demonstrate personal and professional standards for ethical decision-making and social behavior.				<b>Assessment Based on revised Blooms Taxonomy</b>					
C.S. No	Competency	I.S.No	Indicators	Rememberin	Understandi	Applying	Analyzing	Evaluating	Creating
2.6.11	Able to take ethical decisions	1	The student shall practice ethical behaviour and demonstrate professional integrity in their conduct.	√		√	√		
<b>PLO-12</b> The students will be able to apply social and emotional intelligence skills to create a lasting impression.				<b>Assessment Based on revised Blooms Taxonomy</b>					



C.S. No	Competency	I.S.No	Indicators	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
2.6.12	Able to apply emotional skills to create impression	1	The students shall be able to acquire social and emotional skills to work effectively with diverse group of people in multi-cultural environment and situations		√		√	√	
<b>PLO-13</b> The student shall be able to establish entrepreneurial projects in the Tourism industry.				<b>Assessment Based on revised Blooms Taxonomy</b>					
C.S. No	Competency	I.S.No	Indicators	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
2.6.13	Able to establish entrepreneurial projects	1	The students shall be able to acquire social and emotional skills to work effectively with diverse group of people in multi-cultural environment and situations		√		√		√
<b>PLO-14</b> Students shall demonstrate an interest in continual learning and update their knowledge in the Tourism sector.				<b>Assessment Based on revised Blooms Taxonomy</b>					



C.S. No	Competency	I.S. No	Indicators	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
2.6.14	Develop Learning of Continuous learning to update knowledge	1	The student shall be able to evaluate and reflect the virtue of lifelong learning.	√			√	√	

PLO-15 Students shall develop the knowledge of clean environment and sustainability practices adopted by the industry.				Assessment Based on revised Blooms Taxonomy					
C.S. No	Competency	I.S. No	Indicators	Remembering	Understanding	Applying	Analyzing	Evaluating	Creating
2.6.15	Able to Asses & Handle Environment Related Issues	1	The student shall be able to analyse and implement the initiative to conserve natural resources and develop sustainable technologies by using knowledge and experience of their discipline.		√		√		√



**2.6.2** For each UG/PG or Doctorate-level program identified above, the direct measures of course learning outcomes for student is mapped with indicators of Programme Learning Outcomes through Blooms Taxonomy. These relationships are summarized in the measures-to-key outcomes mapping below (**Note: Put an “x” in a given cell of the table if the assessment instrument in that column measures the key learning outcome in that row.**):

Program Learning Outcomes	Competency Developed based on Graduate Attribute	Program Indicator	Assessment based on revised Blooms Taxonomy	Course -1					
				Course Objectives					
				CLO 1	CLO2	CLO3	CLO4	CLO 5	
				Indicator					
PLO 1: students will be able to display a high level of knowledge of Tourism products and services.	The	1.1	The student shall be able to develop knowledge and skills to integrate principles of Hospitality & Tourism to achieve academic excellence	Remembering					
				Understanding	X				
				Applying			X		
				Analysis		X			
				Evaluation					
				Create					
PLO 2:									





The students will demonstrate the ability to work independently on problems related to the industry

**PLO 3:**

The students will be able to prepare research survey based on scientific research methods and be able to generate reports.

The student shall be able to choose self-directed and active learning through strong intellectual engagement in independent work relevant to Hospitality & Tourism discipline

The student shall demonstrate scientific enquiry and research aptitude to conduct innovative research in thrust areas of Hospitality & Tourism, benefitting society, which will enhance the intellectual capital of the domain.

Remembering	X		
Understanding		X	
Applying			X
Analysis		X	
Evaluation			
Create	X		
Remembering			X
Understanding		X	
Applying	X		
Analysis	X		
Evaluation		X	
Create			X



PLO 4:  
The students will be able to use effectively use different Tourism management software related to MIS and operations.

PLO 5:  
The students will demonstrate critical thinking skills to offer solutions related to the Tourism industry.

The student shall be able to efficiently use and apply information and communication technologies and participate in collaborative networks for developing requisite skills of Industry 4.0

The student shall be able to efficiently use and apply information and communication technologies and participate in collaborative networks for developing requisite skills of Industry 4.0

Remembering		X	
Understanding		X	
Applying			X
Analysis	X		
Evaluation		X	
Create			
Remembering		X	
Understanding	X		
Applying	X		X
Analysis			
Evaluation		X	
Create			X



PLO-6  
The students will demonstrate excellent communication skills- written, oral, and various ICT tools.

The student shall be able to employ effective listening and communication skills to enhance interpersonal relationship.

PLO-7  
The students shall create the innovation for Tourism industry.

The student shall be able to combine scientific creativity and thinking to critically evaluate innovative ideas in Hospitality & Tourism for developing processes and products relevant to industry/societal needs.

PLO-8  
The students shall demonstrate the highest

The student shall be able to compare,

Remembering		X	
Understanding	X		
Applying			X
Analysis			X
Evaluation			
Create			
Remembering	X		
Understanding	X		
Applying		X	
Analysis			X
Evaluation			
Create			
Remembering			X



analytical abilities to offer workable solutions to problems.

PLO-9

The students shall demonstrate the highest analytical abilities to offer workable solutions to problems.

PLO-10

contrast and analyse data in order to take appropriate and effective decisions.

The student shall be able to attain leadership skills and perform responsibly as an individual as well as in a team while being accountable and result oriented

Understanding		X	
Applying	X		
Analysis			X
Evaluation			
Create			
Remembering	X		
Understanding		X	
Applying			X
Analysis			X
Evaluation			
Create			
Remembering	X		



The students will develop a confident, positive attitude and shall display the ability to work with team members of diverse multicultural backgrounds

PLO-11  
Students should be able to demonstrate personal and professional standards for ethical decision-making and social behavior.

PLO-12

The student shall demonstrate competencies to work in a cross-cultural environment and evolve as a responsible global citizen.

The student shall practice ethical behaviour and demonstrate professional integrity in their conduct.

Understanding	X		
Applying		X	
Analysis			X
Evaluation			
Create			
Remembering	X		
Understanding	X		
Applying		X	
Analysis			X
Evaluation			
Create			
Remembering			X



The students will be able to apply social and emotional intelligence skills to create a lasting impression.

PLO-13  
The student shall be able to establish entrepreneurial projects in the Tourism industry.

PLO-14  
Students shall demonstrate an interest in continual learning and

The students shall be able to acquire social and emotional skills to work effectively with diverse group of people in multi-cultural environment and situations

The students shall be able to acquire social and emotional skills to work effectively with diverse group of people in multi-cultural environment and situations

The student shall be able to evaluate and

Understanding	X		
Applying		X	
Analysis		X	
Evaluation			
Create			
Remembering	X		
Understanding	X	X	
Applying			X
Analysis		X	
Evaluation			
Create			
Remembering	X		



update their knowledge in the Tourism sector.

PLO-15  
Students shall develop the knowledge of clean environment and sustainability practices adopted by the industry.

reflect the virtue of lifelong learning.

The student shall be able to analyse and implement the initiative to conserve natural resources and develop sustainable technologies by using knowledge and experience of their discipline.

Understanding		X	
Applying	X		
Analysis			X
Evaluation			
Create			
Remembering		X	
Understanding	X		
Applying	X	X	
Analysis			X
Evaluation			
Create			

## 2.7 Mapping of Direct Assessment Measures to Key Learning Outcomes:

For each bachelor's-level program identified above, the direct measures of student learning provide for the assessment of the "Key Learning Outcomes for Programs". For Each Programme Learning Outcomes, Direct measures, Tool is identified and Target Performance is ascertained.



S.No	Attributes	PLO's	Direct Measure	Target Performance	Indirect Measure	Target Performance
1	Discipline Knowledge & Expertise	The student shall be able to develop knowledge and skills to integrate principles of Hospitality & Tourism to achieve academic excellence	End- Term Examination, Comprehensive Examination Major Project Rubrics	At least 30% of the students shall obtain grade 'A' (>=75-100%)	Student Exit Survey Industry Internship	At least 30% of the students shall obtain grade 'A' (>=75-100%)
				At least 50% of the students shall obtain grade 'B' (>=50-74%)		At least 50% of the students shall obtain grade 'B' (>=50-74%)
				At least 20% of the students shall obtain grade 'A' (>=30-50%)		At least 20% of the students shall obtain grade 'A' (>=30-50%)





	Self-Directed and Active Learning	The student shall be able to choose self-directed and active learning through strong intellectual engagement in independent work relevant to Hospitality & Tourism discipline	Comprehensive Exam/  Behavioural Science	90% students shall pass the exam.  80% students should clear Behavioural. Science Result analysis.	Feedback of industry internship guide	The Industry Internship Guide rates the students between 4-5 range on the Likert scale in the employer feedback
	Research and Enquiry	The student shall demonstrate scientific enquiry and research aptitude to conduct innovative research in thrust areas of Hospitality & Tourism, benefitting society, which will enhance the intellectual capital of the				



		domain.				
	Information & Communication Technology Skills	The student shall be able to efficiently use and apply information and communication technologies and participate in collaborative networks for developing requisite skills of Industry 4.0	Comprehensive Exam/ Summer Internship	90% students shall pass the exam.  100% students shall complete the Summer Project	Student Exit Survey/Industry internship feedback	88% students' response ranged between 4-5 on the Likert Scale in the Student Exit Survey/ Feedback from industry
	Critical Thinking & Problem-Solving Abilities	The student shall formulate critical thinking, interpret and comprehend research-based knowledge to design and synthesize solutions to	Comprehensive Exam / Summer Internship	90% students shall pass the exam.  100% students shall complete the Summer Project	Student Exit Survey/ Industry Interaction	100% students' response ranged between 4-5 on the Likert Scale in the Student Exit Survey/ Feedback from industry



		scientific problems in Hospitality & Tourism				
	Communication Skills	The student shall be able to employ effective listening and communication skills to enhance interpersonal relationship.	Comprehensive Exam/ Dissertation	90% students shall pass the exam.  100% students shall complete the dissertation	Industry internship feedback	The Industry Internship Guide rates the students between 4-5 range on the Likert scale in the Industry internship feedback
	Creativity, Innovation & Reflective Thinking	The student shall be able to combine scientific creativity and thinking to critically evaluate innovative ideas in Hospitality & Tourism for developing processes and	Comprehensive Exam/ Summer internship	90% students shall pass the exam.  100% students shall complete the Summer Project	Industry internship feedback	100% students' response ranged between 4-5 on the Likert Scale in the Industry internship feedback



		products relevant to industry/societal needs.				
	Analytical & Decision-Making Ability	The student shall be able to compare, contrast and analyse data in order to take appropriate and effective decisions.	Comprehensive Exam/ Summer internship	90% students shall pass the exam.  100% students shall complete the Summer Project	Industry internship feedback	100% students' response ranged between 4-5 on the Likert Scale in the Industry internship feedback
	Leadership & Teamwork	The student shall be able to attain leadership skills and perform responsibly as an individual as well as in a team while being accountable and result oriented.	Comprehensive Exam/ Summer internship	90% students shall pass the exam.  100% students shall complete the Summer Project	Industry internship feedback	100% students' response ranged between 4-5 on the Likert Scale in the Industry internship feedback



	Multicultural Understanding & Global Outlook	The student shall demonstrate competencies to work in a cross-cultural environment and evolve as a responsible global citizen.	Comprehensive Exam/ Summer Internship	90% students shall pass the exam.  100% students shall complete the Summer Project	Industry internship feedback	100% students' response ranged between 4-5 on the Likert Scale in the Industry internship feedback/ Exit Survey
	Integrity and Ethics	The student shall practice ethical behaviour and demonstrate professional integrity in their conduct.	Comprehensive Exam / Summer Internship	90% students shall pass the exam.  100% students shall complete the Summer Project	Feedback of Industry Internship	80 % Industry Internship Guide rates the students between 4-5 range on the Likert Scale in the feedback.
	Social & Emotional Skills	The students shall be able to acquire social and emotional skills to work effectively with diverse group of people in multi-cultural environment and situations.	Comprehensive Exam/ Summer Internship	90% students shall pass the exam.  100% students shall complete the Summer Project	Industry internship feedback	100% students' response ranged between 4-5 on the Likert Scale in the Industry internship feedback/ Exit Survey



	Employability, Enterprise & Entrepreneurship	The student shall be able to define their career aspirations and work towards achieving the same by engaging in developing appropriate skills and competencies in their chosen profession (corporate career, student start up, family business, higher education etc.).	Comprehensive Exam/ Dissertation	90% students shall pass the exam.  100% students shall complete the Dissertation	Student Exit Survey/ Feedback of Industry Internship	100% students' response ranged between 4-5 on the Likert Scale in the Student Exit Survey/ Feedback
	Lifelong Learning	The student shall be able to evaluate and reflect the virtue of lifelong learning.	Comprehensive Exam / Summer Internship	90% students shall pass the exam.  100% students shall complete the Summer Project	Student Exit Survey/Industry Feedback	89% students' response ranged between 4-5 on the Likert Scale in the Student Exit Survey.



	<p>Environment &amp; Sustainability</p>	<p>The student shall be able to analyse and implement the initiative to conserve natural resources and develop sustainable technologies by using knowledge and experience of their discipline.</p>	<p>Comprehensive Exam / Summer Internship</p>	<p>90% students shall pass the exam.  100% students shall complete the Summer Project</p>	<p>Student Exit Survey/Industry Feedback</p>	<p>89% students' response ranged between 4-5 on the Likert Scale in the Student Exit Survey.</p>
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**Section III:**  
**OPERATIONAL ASSESSMENT**





### 3. Operational Assessment

<p>FHT intends to provide educational excellence in Teaching/Academic Delivery and research.</p>	<p>FHT will encourage faculty to use appropriate methodology and pedagogical tools for teaching, learning and development of students. The students of DET will graduate in timely manner.</p>	<ul style="list-style-type: none"> <li>• Student feedback of course faculty.</li> <li>• Faculty qualification and experience files.</li> <li>• Graduation rate in convocation report. - on completion of Registration period (N) during extended period (N+1+1 for PG</li> </ul>	<ul style="list-style-type: none"> <li>• All faculty shall have a minimum criteria of greater than 70% overall score in student feedback.</li> <li>• All faculty to be PhD or have industry experience.</li> <li>• At least 90% students shall graduate on completion of Registration period (N)</li> <li>• 80% of remaining students shall pass during extended period (N+1+1) for PG</li> </ul>
<p>FHT will facilitate an academically conducive environment for holistic development of students, Self-Directed and Active Learning and lifelong learning.</p>	<p>The students of FHT will participate in Co-Curricular and Extra Curricular activities</p>	<ul style="list-style-type: none"> <li>• Functional and area specific club, Committees, Sports Events, co-curricular and extracurricular activities and student's participation in inter institutional competition.</li> <li>• List of Award winners</li> </ul>	<ul style="list-style-type: none"> <li>• Every student shall be a part of at least one Club or Committee.</li> </ul>
<p>FHT will facilitate environment for innovation and research excellence for the intellectual growth of faculty and students.</p>	<p>FHT shall maintain appropriate academic facilities and technological Resources for teaching and learning.</p>	<ul style="list-style-type: none"> <li>¶ Faculty data about Research work and other Scholar activities.</li> <li>¶ Professional activities: Routine consulting, conference, workshop, professional meeting attendance, professional membership.</li> </ul>	<ul style="list-style-type: none"> <li>• Student Skill and knowledge in the chosen field</li> </ul>
<p>FHT will facilitate cultivation of core values of the university and ethical conduct amongst students, faculty, and staff.</p>	<p>The FHT will integrate ethics and values in teaching, theory and practice, develop and retain excellent students, faculty and staff.</p>	<ul style="list-style-type: none"> <li>• Attrition Rate</li> <li>• Courses embedded in curriculum such as Behavioral Science Courses, Human</li> </ul>	<ul style="list-style-type: none"> <li>• Attrition rate shall be below 10% annually.</li> <li>• Similarity Index of NTCC Reports should be below 15%</li> </ul>



		<p>Values and Community Outreach, etc.</p> <ul style="list-style-type: none"> <li>● Plagiarism check.</li> <li>● Feedback system.</li> </ul>	<ul style="list-style-type: none"> <li>● Student feedback about teaching faculty member should be greater than 80%.</li> </ul>
FHT will encourage cultural diversity and asense of social and environmental responsibility.	FHT will facilitate research collaborations.invite international delegates and speakers for seminars and conferences and provide various other opportunities for global exposure.	<ul style="list-style-type: none"> <li>● List of community/ extension activities/engagements.</li> <li>● Organizing Cultural programmes.</li> <li>● Celebration of Day of Belongingness.</li> <li>● Celebration of festivals for culturally diverse group of students.</li> </ul>	<ul style="list-style-type: none"> <li>● Atleast 80% of students should be engaged in organizing/ participating the various events and activities.</li> </ul>
FHT will provide ample opportunities for international exposure to faculty and students.		<ul style="list-style-type: none"> <li>● Study Abroad Programme</li> <li>● National and international speakers and delegates in Conferences/ Seminars</li> </ul>	<ul style="list-style-type: none"> <li>● 100% students and faculty of DBMFC shall be offered an opportunity for international exposure through various programs designed for the purpose.</li> </ul>
FHT will be involved in continual improvement of processes and systems and aim to attain national and international accreditations and university rankings.	<ul style="list-style-type: none"> <li>● The curriculum is contemporary, developed in collaborative consultation with all the stakeholders, benchmarked with global standards and relevant to the industry requirements.</li> <li>● FHT will be continuously engaged in developing/ reviewing processes, policies and systems to achieve prestigious accreditations from various national, international bodies and ranking bodies</li> </ul>	<ul style="list-style-type: none"> <li>● Ranking in national and international ranking agencies.</li> <li>● Accreditation at institutions and programme levels.</li> </ul>	<ul style="list-style-type: none"> <li>● Continuous review and enhancement of all the required systems and processes to upgrade/ maintain high standards.</li> </ul>
FHT will build a strong industry interaction by	FHT will develop and maintain strong relationship with	<ul style="list-style-type: none"> <li>● Organizing Guest lectures by industry/alumni experts.</li> </ul>	<ul style="list-style-type: none"> <li>● Minimum 10 Guest Lectures by industry/alumni experts.</li> </ul>



way of alumni networks and empanelment of expertise from industry.	corporate and support all the students for quality placements or join family business or start their own venture.	<ul style="list-style-type: none"> <li>Organizing seminars and conferences.</li> </ul>	<ul style="list-style-type: none"> <li>Conduct minimum two conferences annually.</li> </ul>
FHT will facilitate employment opportunities and support students to start their own ventures.		<ul style="list-style-type: none"> <li>Organizing Industry Mentor-Mentee meet.</li> <li>Inviting Industry for campus placement.</li> </ul>	<ul style="list-style-type: none"> <li>100% students of DET shall be offered an opportunity for placement.</li> <li>100% students will be assigned an industry and alumni mentors for guidance.</li> </ul>
FHT will facilitate good governance in discharge of responsibilities and execution of policies and programs.	FHT will be continuously engaged in developing/ reviewing processes, policies and systems to achieve prestigious accreditations from various national, international bodies and ranking bodies.	Involvement of all stake holders Students, faculty, alumni, Industry, academia and research organization to review processes, policies and systems.	<ul style="list-style-type: none"> <li>Yearly review of processes, policies and systems to be conducted.</li> </ul>

### 3.4 Mapping of Intended Operational Outcomes to Broad-Based Operational Goals

The broad-based operational goals identified in Section I above encompass the intended operational 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: Put an “x” in a given cell of the table if the intended operational outcome in that row is associated with the operational goal in that column.**):



## Faculty of Hospitality & Tourism

### 3.4.1 Bachelors Level

Broad Based Operational Goals	Goal 1	Goal 2	Goal 3	Goal 4	Goal 5	Goal 6	Goal 7	Goal 8	Goal 9	Goal 10
Intended Operational Outcomes										
Use appropriate methodology and pedagogical tools for teaching, learning and development. Curriculum will be designed as per requirement of	X		X	X						



Broad Based Operational Goals  Intended Operational Outcomes	Goal 1	Goal 2	Goal 3	Goal 4	Goal 5	Goal 6	Goal 7	Goal 8	Goal 9	Goal 10
industry & bench marked on global standard by the international accreditation										
<b>Students</b> will earn laurels at institutional Inter University and National level.	X			X						
<b>Sensitize</b> the students towards cultural heritage and environment by organizing trips to eco fragile areas and	X	X								



Broad Based Operational Goals Intended Operational Outcomes	Goal 1	Goal 2	Goal 3	Goal 4	Goal 5	Goal 6	Goal 7	Goal 8	Goal 9	Goal 10
create awareness about Global Code of Ethics of UNWTO										
<b>Develop</b> and maintain strong credentials with the corporate. Also maintain lifelong alumni network and nominate them as mentors for present students.		X	X							
<b>Be</b> continuously engaged in developing/ reviewing	X			X						



Broad Based Operational Goals  Intended Operational Outcomes	Goal 1	Goal 2	Goal 3	Goal 4	Goal 5	Goal 6	Goal 7	Goal 8	Goal 9	Goal 10
processes, policies and systems to achieve prestigious accreditations from various national, international bodies and ranking bodies.								X		
<b>Provide</b> quality placement to all eligible students and guide them in entrepreneur ventures.			X			X	X			



Broad Based Operational Goals Intended Operational Outcomes	Goal 1	Goal 2	Goal 3	Goal 4	Goal 5	Goal 6	Goal 7	Goal 8	Goal 9	Goal 10
<b>Establish</b> an intern quality cell for operational quality and process improvement.	X		X		X					X
<b>International</b> delegates and speakers as resource person for workshop		X	X	X	X	X				
<b>Provide</b> international exposure to students		X		X		X		X		





### 3.4.2 Masters Level

Broad Based Operational Goals  Intended Operational Outcomes	Goal 1	Goal 2	Goal 3	Goal 4	Goal 5	Goal 6	Goal 7	Goal 8	Goal 9	Goal 10
Use appropriate methodology and pedagogical tools for teaching, learning	X		X	X						



Broad Based Operational Goals  Intended Operational Outcomes	Goal 1	Goal 2	Goal 3	Goal 4	Goal 5	Goal 6	Goal 7	Goal 8	Goal 9	Goal 10
and development. Curriculum will be designed as per requirement of industry & bench marked on global standard by the international accreditation										
<b>Students</b> will earn laurels at institutional Inter University and National level.	X			X						
<b>Sensitize</b> the students towards cultural heritage	X	X								



Broad Based Operational Goals  Intended Operational Outcomes	Goal 1	Goal 2	Goal 3	Goal 4	Goal 5	Goal 6	Goal 7	Goal 8	Goal 9	Goal 10
and environment by organizing trips to eco fragile areas and create awareness about Global Code of Ethics of UNWTO										
<b>Develop</b> and maintain strong credentials with the corporate. Also maintain lifelong alumni network and nominate them as mentors for present students.		X	X							



Broad Based Operational Goals Intended Operational Outcomes	Goal 1	Goal 2	Goal 3	Goal 4	Goal 5	Goal 6	Goal 7	Goal 8	Goal 9	Goal 10
<b>Be</b> continuously engaged in developing/ reviewing processes, policies and systems to achieve prestigious accreditations from various national, international bodies and ranking bodies.	X		X						X	X
<b>Provide</b> quality placement to all	X	X			X	X			X	



Broad Based Operational Goals Intended Operational Outcomes	Goal 1	Goal 2	Goal 3	Goal 4	Goal 5	Goal 6	Goal 7	Goal 8	Goal 9	Goal 10
eligible students and guide them in entrepreneur ventures.										
<b>Establish</b> an intern quality cell for operational quality and process improvement.			X		X			X		
<b>International</b> delegates and speakers as resource person for workshop		X				X				X
<b>Provide</b> international	X			X			X		X	



Broad Based Operational Goals  Intended Operational Outcomes	Goal 1	Goal 2	Goal 3	Goal 4	Goal 5	Goal 6	Goal 7	Goal 8	Goal 9	Goal 10
	exposure to students									

### 3.4.3 Doctoral Level

Broad-Based Operational Goals Intended Operational Outcomes	Goal 1	Goal n...
	X	X
	X	



### 3.5 Mapping of Operational Assessment Measures to Intended Operational Outcomes

The operational assessment measures identified above provide for the assessment of all of the intended operational outcomes. These relationships are summarized in the measures-to-outcomes mapping below (**Note: Put an “x” in a given cell of the table if the assessment instrument in that column measures the intended operational outcome in that row.**):

#### Faculty of Hospitality & Tourism

##### 3.5.1 Bachelors Level

Broad Based Operational Goals	Goal 1	Goal 2	Goal 3	Goal 4	Goal 5	Goal 6	Goal 7	Goal 8	Goal 9	Goal 10
Intended Operational Outcomes										
Use appropriate methodology and pedagogical tools for teaching, learning	X		X	X						



Broad Based Operational Goals  Intended Operational Outcomes	Goal 1	Goal 2	Goal 3	Goal 4	Goal 5	Goal 6	Goal 7	Goal 8	Goal 9	Goal 10
and development. Curriculum will be designed as per requirement of industry & bench marked on global standard by the international accreditation										
<b>Students</b> will earn laurels at institutional Inter University and National level.	X			X						
<b>Sensitize</b> the students towards cultural heritage	X	X								





Broad Based Operational Goals  Intended Operational Outcomes	Goal 1	Goal 2	Goal 3	Goal 4	Goal 5	Goal 6	Goal 7	Goal 8	Goal 9	Goal 10
and environment by organizing trips to eco fragile areas and create awareness about Global Code of Ethics of UNWTO										
<b>Develop</b> and maintain strong credentials with the corporate. Also maintain lifelong alumni network and nominate them as mentors for present students.		X	X							



Broad Based Operational Goals Intended Operational Outcomes	Goal 1	Goal 2	Goal 3	Goal 4	Goal 5	Goal 6	Goal 7	Goal 8	Goal 9	Goal 10
<b>Be</b> continuously engaged in developing/ reviewing processes, policies and systems to achieve prestigious accreditations from various national, international bodies and ranking bodies.	X		X						X	X
<b>Provide</b> quality placement to all	X	X			X	X			X	



Broad Based Operational Goals Intended Operational Outcomes	Goal 1	Goal 2	Goal 3	Goal 4	Goal 5	Goal 6	Goal 7	Goal 8	Goal 9	Goal 10
eligible students and guide them in entrepreneur ventures.										
<b>Establish</b> an intern quality cell for operational quality and process improvement.			X		X			X		
<b>International</b> delegates and speakers as resource person for workshop		X				X				X
<b>Provide</b> international	X			X			X		X	



Broad Based Operational Goals	Goal 1	Goal 2	Goal 3	Goal 4	Goal 5	Goal 6	Goal 7	Goal 8	Goal 9	Goal 10
Intended Operational Outcomes										
exposure to students										

### 3.5.2 Masters Level

Operational Assessment Measure Intended Operational Outcomes	Annual Placement Report	Alumni Survey	Convocation Data	Faculty Dossier	Annual Performance Evaluation and Review	Student feedback/exit Interview
<b>Sensitize</b> the students towards cultural heritage and environment by organizing trips to eco fragile areas and	X	X				



Operational Assessment Measure Intended Operational Outcomes	Annual Placement Report	Alumni Survey	Convocation Data	Faculty Dossier	Annual Performance Evaluation and Review	Student feedback/exit Interview
create awareness about Global Code of Ethics of UNWTO						

### 3.5.3 Doctoral Level



Operational Assessment Measure Intended Operational Outcomes	Research Reports	Faculty Dossier	Annual Performance Evaluation and Review	Convocation Data
mentors for present students	X	X	X	X
<b>Develop</b> and maintain strong credentials with the corporate. Also maintain lifelong alumni network and nominate them as mentors for present students.	X			
<b>Be</b> continuously engaged in developing/ reviewing processes, policies and systems to achieve prestigious accreditations from various national, international bodies and ranking bodies.				
<b>Provide</b> quality placement to all eligible				



students and guide them in entrepreneur ventures				
<b>Establish</b> an internal quality cell for operational quality and process improvement.				
<b>International</b> delegates and speakers as resource person for workshop				



## 2. STUDENT LEARNING ASSESSMENT

### 2.1 Bachelor's-Level Programs

#### Student Learning Assessment for Amity School of Hospitality (Bachelor's in Hotel Management (BHM))

2.1.1. Intended Student Programme Learning Outcomes	
1	The students will be able to display a high level of knowledge of hospitality products and services.
2	The students will demonstrate the ability to work independently on problems related to the industry.
3	The students will be able to prepare research survey based on scientific research methods and be able to generate reports.
4	The students will be able to use effectively use different hospitality management software related to MIS and operations.
5	The students will demonstrate critical thinking skills to offer solutions related to the hospitality industry.
6	The students will demonstrate excellent communication skills- written, oral, and various ICT tools.
7	The students shall create the innovation for hospitality industry.
8	The students shall demonstrate the highest analytical abilities to offer workable solutions to problems.
9	The students shall demonstrate the leadership skills and team spirit necessary for the industry.
10	The students will develop a confident, positive attitude and shall display the ability to work with team members of diverse multicultural backgrounds.
11	Students should be able to demonstrate personal and professional standards for ethical decision-making and social behavior.
12	The students will be able to apply social and emotional intelligence skills to create a lasting impression.
13	The student shall be able to establish entrepreneurial projects in the hospitality industry.





14	Students shall demonstrate an interest in continual learning and update their knowledge in the hospitality sector.
15	Students shall develop the knowledge of clean environment and sustainability practices adopted by the industry.

2.1.2. Assessment Tools for <del>Intended Student Programme</del> Learning Outcomes— Direct Measures of Student Learning:		Criteria for Direct Measures:
1	Direct Measure1 – Comprehensive Exam/ Viva on annual basis	Objective (Target/ Criteria) for Direct Measure – 1
1.1	List of Outcome assessed by this Measure	80% students shall pass the examination.
I	PLO 1 The students will be able to display a high level of knowledge of hospitality products and services.	
i	PLO 2 The students will demonstrate the ability to work independently on problems related to the industry.	
ii	PLO 3 The students will be able to prepare research survey based on scientific research methods and be able to generate reports.	
iv	PLO 4 The students will be able to use effectively use different hospitality management software related to MIS and operations.	
v	PLO 5 The students will demonstrate critical thinking skills to offer solutions related to the hospitality industry.	
vi	PLO 6 The students will demonstrate excellent communication skills- written, oral, and various ICT tools.	



vii	PLO 7 The students shall create the innovation for hospitality industry.	
viii	PLO 8 The students shall demonstrate the highest analytical abilities to offer workable solutions to problems.	
ix	PLO 9 The students shall demonstrate the leadership skills and team spirit necessary for the industry.	
x	PLO 10 The students will develop a confident, positive attitude and shall display the ability to work with team members of diverse multicultural backgrounds.	
xi	PLO 11 Students should be able to demonstrate personal and professional standards for ethical decision-making and social behavior.	
xii	PLO 12 The students will be able to apply social and emotional intelligence skills to create a lasting impression.	
xiii	PLO 13 The student shall be able to establish entrepreneurial projects in the hospitality industry.	
xiv	PLO 14 Students shall demonstrate an interest in continual learning and update their knowledge in the hospitality sector.	
xv	PLO 15 Students shall develop the knowledge of clean environment and sustainability practices adopted by the industry.	
2.1.3. Assessment Tools for <del>Intended Student</del> <b>Programme</b> Learning Outcomes— Indirect Measures of Student Learning:		Criteria for Indirect Measures:
2	<b>Direct Measure 2 NTCC (Seminar-I, Minor Project, Dissertation, Minor Project-II, Term Paper)</b>	<b>Objective (Target/Criterion) for Direct Measure 2</b>



2.1	<b>List of Outcomes assessed by this Measure:</b>	80% students shall pass the examination
i	<b>PLO 1</b> The students will be able to display a high level of knowledge of hospitality products and services.	Objective (Target/Criterion) for Direct Measure 3
3	<b>Direct Measure 3 - Term Paper, Seminar, Dissertation, Minor Project.</b>	
2.2	<b>List of Outcomes assessed by this Measure:</b>	80% students shall pass the examination.
i	<b>PLO 2</b> The students will demonstrate the ability to work independently on problems related to the industry.	
ii	<b>PLO 8</b> The students shall demonstrate the highest analytical abilities to offer workable solutions to problems.	
4	<b>Direct Measure 4: Scoring Rubric BS</b>	Objective (Target/Criterion) for Direct Measure 4
2.3	<b>List of Outcomes assessed by this Measure:</b>	80% students shall pass the examination.
i	<b>PLO 6</b> The students will demonstrate excellent communication skills- written, oral, and various ICT tools.	
5	<b>Direct Measure 5: Scoring Rubrics (HVCO) (Employability &amp; Entrepreneurship)</b>	Objective (Target/Criterion) for Direct Measure 5
2.4	<b>List of Outcomes assessed by this Measure:</b>	80% students shall pass the examination.
i	<b>PLO 7</b> The students shall create the innovation for hospitality industry.	
6	<b>Direct Measure 6: Scoring Rubric – EAC (Employability &amp; Entrepreneurship)</b>	Objective (Target/Criterion) for Direct Measure 6
2.5	<b>List of Outcomes assessed by this Measure:</b>	80% students shall pass the examination.
i	<b>PLO 9</b> The students shall demonstrate the leadership skills and team spirit necessary for the industry.	
ii	<b>PLO 10</b> The students will develop a confident, positive attitude and shall display the ability to work with team members of diverse multicultural backgrounds.	
<b>2.1.3. Assessment Tools for Intended Student</b>		<b>Criteria for Indirect Measures:</b>



Programme Learning Outcomes—		
Indirect Measures of Student Learning:		
	<b>Indirect Measure:</b>	
1	<b>Indirect Measure 1 Student Exit Survey</b>	Objective (Target/Criterion) for Indirect Measure 1
1.1	<b>List of Outcomes assessed by this Measure:</b>	
	<b>PLO 1</b> The students will be able to display a high level of knowledge of hospitality products and services.	
	<b>PLO 2</b> The students will demonstrate the ability to work independently on problems related to the industry.	
	<b>PLO 3</b> The students will be able to prepare research survey based on scientific research methods and be able to generate reports.	
	<b>PLO 4</b> The students will be able to use effectively use different hospitality management software related to MIS and operations.	
	<b>PLO 5</b> The students will demonstrate critical thinking skills to offer solutions related to the hospitality industry.	
	<b>PLO 6</b> The students will demonstrate excellent communication skills- written, oral, and various ICT tools.	
	<b>PLO 7</b> The students shall create the innovation for hospitality industry.	
	<b>PLO 8</b> The students shall demonstrate the highest analytical abilities to offer workable solutions to problems.	
	<b>PLO 9</b> The students shall demonstrate the leadership skills and team spirit necessary for the industry.	
	<b>PLO 10</b> The students will develop a confident, positive attitude and shall display the ability to work with team members of diverse multicultural backgrounds.	
	<b>PLO 11</b> Students should be able to demonstrate personal and professional standards for ethical decision-making and social behavior.	
	<b>PLO 12</b> The students will be able to apply social and	



	emotional intelligence skills to create a lasting impression.	
	<b>PLO 13</b> The student shall be able to establish entrepreneurial projects in the hospitality industry.	
	<b>PLO 14</b> Students shall demonstrate an interest in continual learning and update their knowledge in the hospitality sector.	
	<b>PLO 15</b> Students shall develop the knowledge of clean environment and sustainability practices adopted by the industry.	
	<b>Indirect Measure</b>	
2	<b>Indirect Measure 2 (Assessment of Industry Internship Guide/External Examiners)</b>	<b>Objective (Target/Criterion) for indirect Measure 2</b>
1.2	<b>List of Outcomes assessed by this measure</b>	The Industry Internship Guide/external examiner rates the 80 % students between grade point 6-10.
	PLO 2 The students will demonstrate the ability to work independently on problems related to the industry.	
3	<b>Indirect Measure 3 Alumni Survey</b>	
1.3	<b>List of Outcomes assessed by this measure</b>	80% students' response range between 3.75 – 5 on the Likert Scale in the student Exit Survey/ Alumni Survey
	PLO 1 The students will be able to display a high level of knowledge of hospitality products and services.	
	PLO 2 The students will demonstrate the ability to work independently on problems related to the industry.	
	PLO 3 The students will be able to prepare research survey based on scientific research methods and be able to generate reports.	
	PLO 4 The students will be able to use effectively use different hospitality management software related to MIS and operations.	
	PLO 5 The students will demonstrate critical thinking skills to offer solutions related to the hospitality industry.	



	PLO 6 The students will demonstrate excellent communication skills- written, oral, and various ICT tools.	
	PLO 7 The students shall create the innovation for hospitality industry.	
	PLO 8 The students shall demonstrate the highest analytical abilities to offer workable solutions to problems.	
	PLO 9 The students shall demonstrate the leadership skills and team spirit necessary for the industry.	
	PLO 10 The students will develop a confident, positive attitude and shall display the ability to work with team members of diverse multicultural backgrounds.	
	PLO 11 Students should be able to demonstrate personal and professional standards for ethical decision-making and social behavior.	
	PLO 12 The students will be able to apply social and emotional intelligence skills to create a lasting impression.	
	PLO 13 The student shall be able to establish entrepreneurial projects in the hospitality industry.	
	PLO 14 Students shall demonstrate an interest in continual learning and update their knowledge in the hospitality sector.	
	PLO 15 Students shall develop the knowledge of clean environment and sustainability practices adopted by the industry.	



## 2.2. Masters-Level Programs

### Student Learning Assessment MBA (Hospitality Management)

2.2.1 Intended Student Programme Learning Outcomes <b>Programme</b> for Master of MBA (Hospitality Management)	
1	The students shall demonstrate in-depth knowledge of hospitality operations to exceed guest satisfaction.
2	Students shall display an attitude of Independent learning
3	The students shall be able to adopt different research methods to present the solutions to the challenges of the hospitality Industry.
4	The students shall practice various Information Technology related tools and software that are a part of the curriculum
5	The students shall adopt the critical thinking principles to understand the complex issues of the Industry and come up with innovative solutions.
6	The students shall be able to instill persuasion & negotiation skills as a part of effective communication.
7	The students shall demonstrate creativity and innovation in the projects and practical assignments.
8	The students shall be able to use analytical skills for better decision-making.
9	The students shall demonstrate Leadership qualities apart from being good team members.
10	The students shall demonstrate an understanding of Global cultures and respect for the multicultural workforce.
11	The students shall display the highest degree of ethical behavior and integrity.
12	The students shall demonstrate the use of emotional and social skills.
13	The students shall be able to establish the proper professional competencies required to become an entrepreneur.
14	The students shall be able to demonstrate the qualities of being employable and possess an entrepreneurial spirit.
15	The students shall display a pro sustainability approach to problems.



2.2.2 Assessment Tools for <del>Intended Student Programme</del> Learning Outcomes — Direct Measures of Student Learning:		Criteria for Direct Measures:
	<b>Direct Measure:</b>	
1	Direct Measure 1 Comprehensive Exam /Viva on Annual basis	Objective (Target/Criterion) for Direct Measure 1
1.1	<b>List of Outcomes assessed by this Measure:</b>	<b>80% of the students shall pass the examination</b>
i	PLO 1 Student will define concepts in Hospitality Management and apply it in multi-disciplinary context.	
ii	PLO 2 Student will formulate knowledge through Hospitality research methods	
iii	PLO 3 Student will select and apply appropriate IT Tools for data processing in Hospitality industry	
iv	PLO 4 Student will examine strategies for situation handling and decision making	
v	PLO 5 Student will demonstrate effective communicate skills , including both oral and written.	
vi	PLO 6 Student will demonstrate effective interpersonal skills, including the ability to lead in Hospitality Industry.	
vii	PLO 7 Student will demonstrate the ability to understand cultural diversity and practice managerial skills in global hospitality context	
viii	PLO 8 Student will judge ethical problems and apply standards of ethical behavior in hospitality business.	





ix	PLO 9 Student will develop and demonstrate entrepreneurial and business acumen skills to support employability in the area of specialization.	
x	PLO 10 Student will use various information sources through newspapers/databases to acquire knowledge on one's own for life-long learning.	
<b>2</b>	<b>Direct Measure 2 End Term Examination</b>	
2.1	<b>List of Outcomes assessed by this Measure:</b>	<b>Objective (Target/Criterion) for Direct Measure 2 80%</b>
i	PLO 1 Student will define concepts in Hospitality Management and apply it in multi-disciplinary context.	
<b>3</b>	<b>Direct Measure 3 NTCC</b>	
	<b>List of Outcomes assessed by this Measure:</b>	<b>Objective (Target/Criterion) for Direct Measure 3 80%</b>
i	PLO 1 Student will define concepts in Hospitality Management and apply it in multi-disciplinary context.	
ii	PLO 9 Student will develop and demonstrate entrepreneurial and business acumen skills to support employability in the area of specialization.	
<b>4</b>	<b>Direct Measure 4 Business Communication</b>	
2.3	<b>List of Outcomes assessed by this Measure:</b>	<b>Objective (Target/Criterion) for Direct Measure 4 80%</b>
i	PLO 5 Student will demonstrate effective communicate skills , including both oral and written.	
<b>5</b>	<b>Direct Measure 5 Beh. Science</b>	
2.4	<b>List of Outcomes assessed by this Measure:</b>	<b>Objective (Target/Criterion) for Direct Measure 5 80%</b>
i	PLO 6 Student will demonstrate effective interpersonal skills, including the ability to lead in Hospitality Industry.	



<b>6</b>	<b>Direct Measure 6 Foreign Language</b>	
<b>2.5</b>	<b>List of Outcomes assessed by this Measure:</b>	<b>Objective (Target/Criterion) for Direct Measure 6 80%</b>
<b>i</b>	PLO 6 Student will demonstrate effective interpersonal skills, including the ability to lead in Hospitality Industry.	
<b>ii</b>	PLO 7 Student will demonstrate the ability to understand cultural diversity and practice managerial skills in global hospitality context	
<b>7</b>	<b>Direct Measure 7 Scoring Rubrics</b>	
<b>2.6</b>	<b>List of Outcomes assessed by this Measure:</b>	<b>Objective (Target/Criterion) for Direct Measure 7 80%</b>
<b>i</b>	PLO 9 Student will develop and demonstrate entrepreneurial and business acumen skills to support employability in the area of specialization.	
<b>ii</b>	PLO 10 Student will use various information sources through newspapers/databases to acquire knowledge on one's own for life-long learning.	
2.2.3 Assessment Tools for <del>Intended Student</del> Programme Learning Outcomes — Indirect Measures of Student Learning:		Criteria for Indirect Measures:
<b>1</b>	Indirect Measure 1 Student Exit Survey	<b>Objective (Target/Criterion) for Direct Measure 1</b>
<b>1.1</b>	List of Outcomes assessed by this Measure:	<b>80%</b> students' response range between 3.75-5 on the Likert Scale in the Student Exit Survey
<b>i</b>	PLO 1 The students shall demonstrate in-depth knowledge of hospitality operations to exceed guest satisfaction.	
<b>ii</b>	PLO 2 The students shall display an attitude of Independent learning	
<b>iii</b>	PLO 3 The students shall be able to adopt different research methods to present the solutions to the challenges of the hospitality	



	Industry	
iv	PLO 4 The students shall practice various Information Technology related tools and software that are a part of the curriculum	
v	PLO 5 The students shall adopt the critical thinking principles to understand the complex issues of the Industry and come up with innovative solutions.	
vi	PLO 6 The students shall be able to instill persuasion & negotiation skills as a part of effective communication.	
vii	PLO 7 The students shall demonstrate creativity and innovation in the projects and practical assignments.	
viii	PLO 8 The students shall be able to use analytical skills for better decision-making.	
ix	PLO 9 The students shall demonstrate Leadership qualities apart from being good team members.	
x	PLO 10 The students shall demonstrate an understanding of Global cultures and respect for the multicultural workforce.	
xi	PLO 11 The students shall display the highest degree of ethical behavior and integrity.	
xii	PLO 12 The students shall demonstrate the use of emotional and social skills.	
xiii	PLO 13 The students shall be able to establish the proper professional competencies required to become an entrepreneur.	
xiv	PLO 14 The students shall be able to demonstrate the qualities of being employable and possess an entrepreneurial spirit.	
xv	PLO 15 The students shall display a pro sustainability approach to problems.	
2	<b>Indirect Measure 2 (Assessment of Industry Internship Guide/External Examiners)</b>	<b>Objective (Target/Criterion) for Indirect Measure 2</b>
1.2	<b>List of Outcomes assessed by this Measure:</b>	<b>The Industry Internship Guide/external examiner rates the 80 % students between grade point 6-10.</b>
i	PLO 2 The students shall display an attitude of Independent learning	



3	Indirect Measure 3 Alumni Survey	Objective (Target/Criterion) for Indirect Measure 3
1.3	List of Outcomes assessed by this Measure:	80% students response range between 3.75-5 on the Likert Scale in the Student Exit Survey/Alumni Survey.
i	PLO 1 The students shall demonstrate in-depth knowledge of hospitality operations to exceed guest satisfaction.	
ii	PLO 2 The students shall display an attitude of Independent learning	
iii	PLO 3 The students shall be able to adopt different research methods to present the solutions to the challenges of the hospitality Industry	
iv	PLO 4 The students shall practice various Information Technology related tools and software that are a part of the curriculum.	
v	PLO 5 The students shall adopt the critical thinking principles to understand the complex issues of the Industry and come up with innovative solutions.	
vi	PLO 6 The students shall be able to instill persuasion & negotiation skills as a part of effective communication.	
vii	PLO 7 The students shall demonstrate creativity and innovation in the projects and practical assignments.	
viii	PLO 8 The students shall be able to use analytical skills for better decision-making.	
ix	PLO 9 The students shall demonstrate Leadership qualities apart from being good team members.	
x	PLO 10 The students shall demonstrate an understanding of Global cultures and respect for the multicultural workforce.	
xi	PLO 11 The students shall display the highest degree of ethical behavior and integrity.	
xii	PLO 12 The students shall demonstrate the use of emotional and social skills.	
xiii	PLO 13 The students shall be able to establish the proper professional competencies required to become an entrepreneur.	



xiv	PLO 14 The students shall be able to demonstrate the qualities of being employable and possess an entrepreneurial spirit.	
xv	PLO 15 The students shall display a pro sustainability approach to problems.	

## 2.3 Doctoral-Level Programs

Student Learning Assessment for (PhD in.....)

2.3.1 <del>Intended Student</del> Programme Learning Outcomes

2.3.2 Assessment Tools for <del>Intended Student</del> Programme Learning Outcomes—Direct	Criteria for Direct Measures:
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Measures of Student Learning:	
2.3.3 Assessment Tools for <del>Intended Student</del> Programme Learning Outcomes— Indirect Measures of Student Learning:	Criteria for Indirect Measures:



## 2.4 Mapping of Intended Student Programme Learning Outcomes to Broad-Based Student Learning Goal

Broad-Based Student Learning Goals (PEOs) Intended Student Programme Learning Outcomes (SLOs)	PEO 1	PEO 2	PEO 3	PEO 4	PEO 5	PEO 6	PEO 7	PEO 8	PEO 9	PEO 10	PEO 11	PEO 12	PEO 13	PEO 14	PEO 15
	<b>BHM BACHELOR'S/ MASTER'S LEVEL PROGRAMS</b>														
<i>Name of the programme</i>															
Programme Learning Outcome 1: Disciplinary Knowledge & Expertise	X						X								
Programme Learning Outcome 2: Self-Directed and Active Learning		X													
Programme Learning Outcome 3: Research and Enquiry			X					X							



Programme Learning Outcome 4: Information & Communication Technology Skills							X								
Programme Learning Outcome 5: Critical Thinking & Problem-Solving Abilities				X	X										
Programme Learning Outcome 6: Communication Skills				X			X								
Programme Learning Outcome 7: Creativity, Innovation & Refeective Thinking								X							
Programme Learning Outcome 8: Analytical Decision-Making Ability						X									
Programme Learning Outcome 9: Leadership Teamwork					X		X								
Programme Learning Outcome 10: Multicultural Understanding & Global Outlook							X								





Programme Learning Goals (PEOs) Intended- Student Programme Learning Outcomes (SLOs)	PEO 1	PEO 2	PEO 3	PEO 4	PEO 5	PEO 6	PEO 7	PEO 8	PEO 9	PEO 10	PEO 11	PEO 12	PEO 13	PEO 14	PEO 15
<b>Programme Learning</b>						X									
<b>Broad-Based Student Learning Goals (PEOs)</b>															
<b>Intended- Student Programme Learning Outcomes (SLOs)</b>															
<b>MASTER LEVEL PROGRAM MS MBA (HM)</b>															
<i>Name of the programme</i>															
<b>Programme Learning Outcome 1: Disciplinary Knowledge &amp; Expertise</b>	X				X		X						X		
<b>Programme Learning Outcome 2: Self-Directed and Active Learning</b>		X										X			
<b>Programme Learning Outcome 3: Research and Enquiry</b>			X					X						X	
<b>Programme Learning Outcome 4: Information &amp; Communication Technology Skills</b>							X				X				



Programme Learning Outcome 5: Critical Thinking & Problem-Solving Abilities				X	X				X						X
Programme Learning Outcome 6: Communication Skills				X			X								
Programme Learning Outcome 7: Creativity, Innovation & Refeective Thinking								X			X				
Programme Learning Outcome 8: Analytical Decision-Making Ability						X							X		
Programme Learning Outcome 9: Leadership Teamwork					X		X								
Programme Learning Outcome 10: Multicultural Understanding & Global Outlook							X			X					X
Programme Learning Outcome 11: Integrity and Ethics						X									
Programme Learning	X	X				X	X					X		X	



Outcome 12: Social & Emotional Skills																
Programme Learning Outcome 13: Employability Enterprise & Entrepreneurship		X						X		X	X		X			X
Programme Learning Outcome 14: : Lifelong Learning	X					X			X	X		X				
Programme Learning Outcome 15 Environment	X				X				X		X				X	

The broad-based student

learning goals identified in Section I above encompass the ~~intended student~~ Programme 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: Put an “x” in a given cell of the table if the intended learning outcome in that row is associated with the learning goal in that column.**):



**2.5 A Framework for linking Program Learning Outcomes and Course Learning Outcomes using Bloom’s taxonomy semesterwise:**

**2.5.1 Semester wise Course Alignment of Programme Learning Outcomes (PLOs)**

Semester wise course learning outcomes are mapped with programme learning outcomes and its indicators

**(Include the Course Coherence Matrix in the format given below for your programmes)**

Course Coherence Matrix: PLO/CLO Mapping																				PL O
Domain:-FHT-; Institution BHM (ASH)																				
Programme :																				
Semester /Subject/PLO																				
	PLO1	PLO2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12	PLO 13	PLO 14	PLO 15					
Semester I																				
Courses	CL Os	CLOs																		
Environmental Studies	CL O1	CLO 1 Descr iption	√	√	√		√						√	√	√					



	CL O2	CLO 2 Description	√	√	√		√				√	√	√		√	
	CL O3	CLO 3 Description	√	√	√		√					√			√	
<b>Food Production and Culinary Art - I</b>	CL O1	CLO 1 Description	√	√	√		√									
Fundamentals of Food & Beverage Service	CL O1	CLO 1 Description	√	√	√		√			√	√	√		√		
Basics of Front Office - I	CL O1	CLO 1 Description	√	√	√		√				√	√	√		√	



Fundamentals of Housekeeping	CL O2	CLO 2 Description	√	√	√		√					√	√	√		√	
<b>Semester 2</b>																	
Courses	CL O	CLO															
Food Production and Culinary Art - II	CL O1	CLO 1 Description	√	√	√		√					√	√	√		√	
	CL O2	CLO 2 Description	√	√	√		√					√	√	√		√	
	CL O3	CLO 3 Description	√	√	√		√						√	√	√	√	√
<b>Applied Nutrition .</b>	CL O1	CLO 1 Description	√	√	√		√										



	CL O2	CLO 2 Description	√	√	√		√			√	√	√		√			
	CL O3	CLO 3 Description	√	√	√		√										
Food & Beverage Service Operations	CL O1	CLO 1 Description	√	√	√		√			√	√	√		√			
	CL O2	CLO 1 Description	√	√	√		√							√			
	CL O3	CLO 1 Description	√	√	√		√				√		√				
Basics of Front Office - II	CL O1	CLO 1 Description	√	√	√		√						√	√			
	CL O2	CLO 1 Description	√	√	√		√			√	√	√		√			



	CL O3	CLO 1 Description	√	√	√		√			√	√	√		√			
Housekeeping Operations	CL O1	CLO 1 Description	√	√	√		√						√	√	√		√
	CL O2	CLO 1 Description	√	√	√		√				√		√	√	√	√	
	CL O3	CLO 1 Description	√	√	√		√					√	√	√			√
<b>Semester 3</b>																	
Courses	CL O	CLO															
Hospitality Leadership	CL O1	CLO 1 Description	√	√	√		√					√	√	√			
	CL O2	CLO 2 Description	√	√	√		√					√	√	√		√	√





		ption																	
	CL O3	CLO 3 Description	√	√	√		√					√	√	√					
Guest Retaining Strategy	CL O1	CLO 1 Description	√	√	√		√					√	√	√	√	√	√	√	√
	CL O2	CLO 2 Description	√	√	√		√					√	√	√		√			
	CL O3	CLO 3 Description	√	√	√		√					√	√	√		√			
Front Office Operation & Management	CL O1	CLO 1 Description	√	√	√		√					√	√	√		√	√	√	√
	CL O2	CLO 1 Description	√	√	√		√					√	√	√					



	CL O3	CLO 1 Description	√	√	√		√					√	√	√			
Advanced Housekeeping Operations	CL O1	CLO 1 Description	√	√	√		√					√	√	√			
	CL O2	CLO 1 Description	√	√	√		√					√	√	√			
	CL O3	CLO 1 Description	√	√	√		√							√	√	√	
Quantity Food Production	CL O1	CLO 1 Description	√	√	√		√								√	√	√
	CL O2	CLO 1 Description	√	√	√		√								√	√	√
	CL O3	CLO 1 Description	√	√	√		√							√	√	√	



Basics of Bar Operations	CL O1	CLO 1 Description	√	√	√		√			√	√	√					
	CL O2	CLO 1 Description	√	√	√		√			√	√	√					
	CL O3	CLO 1 Description	√	√	√		√						√				√
<b>Semester 4</b>																	
Courses	CL O	CLO															
Patisserie Operation	CL O1	CLO 1 Description	√	√	√		√				√	√	√				√
	CL O2	CLO 2 Description	√	√	√		√				√	√	√				
	CL O3	CLO 3 Descr	√	√	√		√					√	√	√			√



		ption															
<b>Regional Cuisines of India</b>	CL O1	CLO 1 Descr iption	√	√	√		√										
	CL O2	CLO 2 Descr iption	√	√	√		√				√	√	√				
	CL O3	CLO 3 Descr iption	√	√	√		√				√	√	√				
<b>Bar Operatio ns &amp; Manage ment</b>	CL O1	CLO 1 Descr iption	√	√	√		√							√	√	√	
	CL O2	CLO 1 Descr iption	√	√	√		√						√	√	√		
	CL O3	CLO 1 Descr iption	√	√	√		√						√	√	√		



Property Management System in Hotels	CL O1	CLO 1 Description	√	√	√		√			√	√	√				√			√	
	CL O2	CLO 1 Description	√	√	√		√						√						√	
	CL O3	CLO 1 Description	√	√	√		√					√	√	√						
Housekeeping Management - I	CL O1	CLO 1 Description	√	√	√		√						√	√	√					
	CL O2	CLO 1 Description	√	√	√		√						√	√	√					
	CL O3	CLO 1 Description	√	√	√		√						√	√	√					
Eco friendly Concepts in	CL O1	CLO 1 Description	√	√	√		√						√						√	



Housekeeping	CL O2	CLO 1 Description	√	√	√		√					√	√	√			
	CL O3	CLO 1 Description	√	√	√		√								√		√
<b>Semester 6</b>																	
Courses	CL O	CLO										√	√	√			
Housekeeping Management - II	CL O1	CLO 1 Description	√	√	√		√										
	CL O2	CLO 2 Description	√	√	√		√					√	√	√			
	CL O3	CLO 3 Description	√	√	√		√					√	√	√			
<b>International Gastron</b>	CL O1	CLO 1 Descr	√	√	√		√		√	√	√						



Program	Course	Outcome Description	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	CL O2	CLO 2 Description	√	√	√		√									√		√
	CL O3	CLO 3 Description	√	√	√	√	√				√	√	√					
Food & Beverage Service Management - I	CL O1	CLO 1 Description	√	√	√	√	√	√	√	√		√	√	√				√
	CL O2	CLO 1 Description	√	√	√	√	√	√	√	√								
	CL O3	CLO 1 Description	√	√	√		√		√	√	√	√	√	√				
Managing Front Office in hotels	CL O1	CLO 1 Description	√	√	√		√		√	√	√		√	√	√			



	CL O2	CLO 1 Description	√	√	√		√				√	√	√	√	√	√	
	CL O3	CLO 1 Description	√	√	√		√							√	√	√	
Applied Interior Management	CL O1	CLO 1 Description	√	√	√		√				√	√	√		√	√	√
	CL O2	CLO 1 Description	√	√	√		√							√	√	√	
	CL O3	CLO 1 Description	√	√	√		√							√	√	√	
Fundamentals of Human Resource Management	CL O1	CLO 1 Description	√	√	√		√							√	√	√	
	CL O2	CLO 1 Description	√	√	√		√							√	√	√	





	CL O3	CLO 1 Description	√	√	√		√						√	√	√	√			√	
<b>Semester 7</b>																				
<b>Courses</b>	CL O	CLO																		
Room Division Management	CL O1	CLO 1 Description	√	√	√		√					√	√	√						
	CL O2	CLO 2 Description	√	√	√		√					√	√	√						
	CL O3	CLO 3 Description	√	√	√		√					√	√	√						
Global Hospitality Management	CL O1	CLO 1 Description	√	√	√		√								√					√
	CL O2	CLO 2 Description	√	√	√	√	√						√	√	√					√



		ption														
	CL O3	CLO 3 Description	√	√	√		√									
Legality of Food Safety	CL O1	CLO 1 Description	√	√	√		√					√	√	√		
	CL O2	CLO 1 Description	√	√	√		√					√	√	√		
	CL O3	CLO 1 Description	√	√	√		√					√	√	√		
Charcuterie Operations	CL O1	CLO 1 Description	√	√	√		√			√	√	√				
	CL O2	CLO 1 Description	√	√	√		√					√	√	√		



	CL O3	CLO 1 Description	√	√	√		√					√	√	√		
Food & Beverage Service Management - II	CL O1	CLO 1 Description	√	√	√		√							√		
	CL O2	CLO 1 Description	√	√	√		√				√	√	√		√	
	CL O3	CLO 1 Description	√	√	√		√				√	√	√		√	
Basics of Confectionery	CL O1	CLO 1 Description	√	√	√		√				√	√	√		√	
	CL O2	CLO 1 Description	√	√	√		√		√	√	√		√			
	CL O3	CLO 1 Description	√	√	√		√		√	√	√		√			



Practice s in Accom modatio n operatio ns	CL O1	CLO 1 Descr iption	√	√	√		√			√	√	√		√			
	CL O2	CLO 1 Descr iption	√	√	√		√					√	√	√		√	
	CL O3	CLO 1 Descr iption	√	√	√		√							√	√	√	
<b>Semeste r 8</b>																	
Courses	CL O	CLO															
Resort Manage ment	CL O1	CLO 1 Descr iption	√	√	√		√					√	√	√		√	
	CL O2	CLO 2 Descr iption	√	√	√		√					√	√	√		√	
	CL O3	CLO 3 Descr	√	√	√		√	√	√	√		√					



		ption															
<b>Hospitality Consumer behavior</b>	CL O1	CLO 1 Description	√	√	√		√	√	√	√		√					
	CL O2	CLO 2 Description	√	√	√		√	√	√	√		√					
	CL O3	CLO 3 Description	√	√	√		√	√	√	√		√					
<b>Indian Heritage and culture</b>	CL O1	CLO 1 Description	√	√	√		√	√	√	√		√					
	CL O2	CLO 1 Description	√	√	√		√	√	√	√		√					
	CL O3	CLO 1 Description	√	√	√		√	√	√	√		√					



Basics of Baking	CL O1	CLO 1 Description	√	√	√		√		√	√	√		√					
	CL O2	CLO 1 Description	√	√	√		√			√	√	√		√				
	CL O3	CLO 1 Description	√	√	√		√		√	√	√		√					
Advanced Kitchen Management	CL O1	CLO 1 Description	√	√	√		√			√	√	√		√				
	CL O2	CLO 1 Description	√	√	√		√				√	√	√		√			
	CL O3	CLO 1 Description	√	√	√		√					√	√	√		√		
Advanced Food & Beverag	CL O1	CLO 1 Description	√	√	√		√				√	√	√		√			



e Operatio ns	CL O2	CLO 1 Descr iption	√	√	√		√					√	√	√		√	
	CL O3	CLO 1 Descr iption	√	√	√		√					√	√	√		√	

## 1. STUDENT LEARNING ASSESSMENT

### 1.1 Master's-Level Programs

#### Student Learning Assessment for MTTM

##### 2.1.1. Programme Learning Outcomes – The Student will

The students will be able to display a high level of knowledge of Tourism products and services.

The students will demonstrate the ability to work independently on problems related to the industry.

The students will be able to prepare research survey based on scientific research methods and be able to generate reports.

The students will be able to use effectively use different Tourism management software related to MIS and operations.



The students will demonstrate critical thinking skills to offer solutions related to the Tourism industry.
The students will demonstrate excellent communication skills- written, oral, and various ICT tools.
The students shall create the innovation for Tourism industry.
The students shall demonstrate the highest analytical abilities to offer workable solutions to problems.
The students shall demonstrate the leadership skills and team spirit necessary for the industry.
The students will develop a confident, positive attitude and shall display the ability to work with team members of diverse multicultural backgrounds.
Students should be able to demonstrate personal and professional standards for ethical decision-making and social behavior.
The students will be able to apply social and emotional intelligence skills to create a lasting impression.
The student shall be able to establish entrepreneurial projects in the Tourism industry.
Students shall demonstrate an interest in continual learning and update their knowledge in the Tourism sector.





Students shall develop the knowledge of clean environment and sustainability practices adopted by the industry.



## 2.2. Masters-Level Programs

### Student Learning Assessment - MTTM

2.2.1 Programme Learning Outcomes Programme –(The Student Will) for Master of Travel and Tourism Management
The students will be able to display a high level of knowledge of Tourism products and services.
The students will demonstrate the ability to work independently on problems related to the industry.
The students will be able to prepare research survey based on scientific research methods and be able to generate reports.
The students will be able to use effectively use different Tourism management software related to MIS and operations.
The students will demonstrate critical thinking skills to offer solutions related to the Tourism industry.
The students will demonstrate excellent communication skills- written, oral, and various ICT tools.
The students shall create the innovation for Tourism industry.
The students shall demonstrate the highest analytical abilities to offer workable solutions to problems.
The students shall demonstrate the leadership skills and team spirit necessary for the industry.
The students will develop a confident, positive attitude and shall display the ability to work with team members of diverse multicultural backgrounds.
Students should be able to demonstrate personal and professional standards for ethical decision-making and social behavior.
The students will be able to apply social and emotional intelligence skills to create a lasting impression.



The student shall be able to establish entrepreneurial projects in the Tourism industry.

Students shall demonstrate an interest in continual learning and update their knowledge in the Tourism sector.



Students shall develop the knowledge of clean environment and sustainability practices adopted by the industry.

**2.2.2 Assessment Tools for Programme Learning Outcomes —  
Direct Measures of Student Learning:**

**Criteria for Direct Measures:**

Comprehensive Exam Summer Internship	UG/PLO/D/CE/ Summer Internship Framework
Comprehensive Exam/ Behavioural Science	UG/PLO2/D/ Comprehensive Exam Behavioural Science
ComprehensiveExam/ Summer Internship	UG/PLO/D/CE/ Comprehensive Exam/ Summer Internship
Comprehensive Exam / Summer Internship	UG/PLO/D/ CE / Summer Internship
Comprehensive Exam/ Dissertation	UG/PLO/D/ CE / Dissertation
Comprehensive Exam/ Summer internship	UG/PLO6/D/CE/ Comprehensive Exam/ Summer Internship
Comprehensive Exam/ Summer Internship	UG/PLO7/D/CE/ Comprehensive Exam/ Summer Internship
Comprehensive Exam / Summer Internship	UG/PLO/D/CE Framework/ Summer Internship
Comprehensive Exam/ Dissertation	UG/PLO9/D/EMP



Comprehensive Exam / Summer Internship	UG/PLO10/D/ Course- embedded assignments



2.2.3 Assessment Tools for Programme Learning Outcomes — Indirect Measures of Student Learning:	Criteria for Indirect Measures:
Feedback from industry	UG/PLO/ID/Exit Survey/Feedback from Industry
Feedback of industry internship guide	UG/PLO2/ID/ Employer surveys
Student Exit Survey/Industry internship feedback	UG/PLO/ID/Exit Survey/ feedback from industry
Student Exit Survey/Industry Interaction	UG/PLO/ID/Exit Survey/ feedback from industry
Industry internship feedback	UG/PLO2/ID/ Employer Surveys
Industry internship feedback	UG/PLO/ID/Exit Survey
Industry internship feedback	UG/PLO/ID/Exit Survey
Feedback of Industry Internship	UG/PLO2/ID/Employer Surveys
Student Exit Survey/ Feedback of Industry Internship	UG/PLO/ID/Exit Survey/ feedback from industry
Student Exit Survey/Industry Feedback	UG/PLO/ID/Exit Survey



## 2.4 Mapping of Programme Learning Outcomes to Broad-Based Student Learning Goal

The broad-based student learning goals identified in Section I above encompass the Programme 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: Put an “x” in a given cell of the table if the intended learning outcome in that row is associated with the learning goal in that column.**):

Broad-Based Student Learning Goals (PEOs) Programme Learning Outcomes (SLOs)	PEO1	PEO2	PEO3	PEO4	PEO5	PEO6	PEO7	PEO8	PEO9	PEO10	PEO11	PEO12	PEO13	PEO14	PEO15
<b>MASTER'S LEVEL PROGRAMS</b>															



<i>Name of the programme</i>														
The student shall be able to develop	√		√						√					





Broad-Based Student Learning Goals (PEOs) Programme Learning Outcomes (SLOs)	PEO1	PEO2	PEO3	PEO4	PEO5	PEO6	PEO7	PEO8	PEO9	PEO10	PEO11	PEO12	PEO13	PEO14	PEO15
knowledge and skills to integrate principles of Tourism to achieve academic excellence															√



The student shall be able to choose self-directed and active learning through strong intellectual engagement in independent work relevant to Tourism discipline			√			√					√							
The student shall demonstrate scientific				√		√							√					



<p>Broad-Based Student Learning Goals (PEOs) Programme Learning Outcomes (SLOs)</p>	PEO1	PEO2	PEO3	PEO4	PEO5	PEO6	PEO7	PEO8	PEO9	PEO10	PEO11	PEO12	PEO13	PEO14	PEO15
<p>enquiry and research aptitude to conduct innovative research in thrust areas of Tourism, benefitting society, which will enhance the intellectual capital of the domain.</p>															



The student shall be able to efficiently use and apply information and communication			√			√		√		√				√	
--	--	--	---	--	--	---	--	---	--	---	--	--	--	---	--



Broad-Based Student Learning Goals (PEOs) Programme Learning Outcomes (SLOs)	PEO1	PEO2	PEO3	PEO4	PEO5	PEO6	PEO7	PEO8	PEO9	PEO10	PEO11	PEO12	PEO13	PEO14	PEO15
technologies and participate in collaborative networks for developing requisite skills of Industry 4.0															



The student shall formulate critical thinking, interpret and comprehend research-based knowledge to design and synthesize solutions to scientific		√				√			√						√
---	--	---	--	--	--	---	--	--	---	--	--	--	--	--	---



Broad-Based Student Learning Goals (PEOs) Programme Learning Outcomes (SLOs)	PEO1	PEO2	PEO3	PEO4	PEO5	PEO6	PEO7	PEO8	PEO9	PEO10	PEO11	PEO12	PEO13	PEO14	PEO15
problems in Tourism															



The student shall be able to employ effective listening and communication skills to enhance interpersonal relationship	√				√			√				√			√			
The student shall be able to			√			√									√			





Broad-Based Student Learning Goals (PEOs) Programme Learning Outcomes (SLOs)	PEO1	PEO2	PEO3	PEO4	PEO5	PEO6	PEO7	PEO8	PEO9	PEO10	PEO11	PEO12	PEO13	PEO14	PEO15
combine scientific creativity and thinking to critically evaluate innovative ideas in Tourism for developing processes and products relevant to industry/societal needs.								√			√				



The student shall be able to compare, contrast and	√			√			√				√		√		√
--	---	--	--	---	--	--	---	--	--	--	---	--	---	--	---



Broad-Based Student Learning Goals (PEOs) Programme Learning Outcomes (SLOs)	PEO1	PEO2	PEO3	PEO4	PEO5	PEO6	PEO7	PEO8	PEO9	PEO10	PEO11	PEO12	PEO13	PEO14	PEO15
analyse data in order to take appropriate and effective decisions															
The student shall be able to attain leadership skills and perform responsibly as an individual as well as in a team while being accountable and result oriented		√		√					√			√			



The student shall demonstrate competencies to work in a cross-			√			√									
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Broad-Based Student Learning Goals (PEOs) Programme Learning Outcomes (SLOs)	PEO1	PEO2	PEO3	PEO4	PEO5	PEO6	PEO7	PEO8	PEO9	PEO10	PEO11	PEO12	PEO13	PEO14	PEO15
cultural environment and evolve as a responsible global citizen. The student shall practice ethical behaviour and demonstrate professional integrity in their conduct									√			√			√



The students shall be able to acquire social and emotional skills to work effectively with diverse group of		√		√			√	√			√			√	√
---	--	---	--	---	--	--	---	---	--	--	---	--	--	---	---



Broad-Based Student Learning Goals (PEOs) Programme Learning Outcomes (SLOs)	PEO1	PEO2	PEO3	PEO4	PEO5	PEO6	PEO7	PEO8	PEO9	PEO10	PEO11	PEO12	PEO13	PEO14	PEO15
people in multi-cultural environment and situations.															



The student shall be able to define their career aspirations and work towards achieving the same by engaging in developing appropriate skills and competencies in their chosen profession (corporate				√		√		√					√		
--	--	--	--	---	--	---	--	---	--	--	--	--	---	--	--





Broad-Based Student Learning Goals (PEOs) Programme Learning Outcomes (SLOs)	PEO1	PEO2	PEO3	PEO4	PEO5	PEO6	PEO7	PEO8	PEO9	PEO10	PEO11	PEO12	PEO13	PEO14	PEO15
career, student start up, family business, higher education etc.).															
The student shall be able to evaluate and reflect the virtue of lifelong learning.			√		√			√		√			√		√



The student shall be able to analyse and implement the initiative to conserve natural resources and develop sustainable				√					√								√
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Broad-Based Student Learning Goals (PEOs) Programme Learning Outcomes (SLOs)	PEO1	PEO2	PEO3	PEO4	PEO5	PEO6	PEO7	PEO8	PEO9	PEO10	PEO11	PEO12	PEO13	PEO14	PEO15
technologies by using knowledge and experience of their discipline															



## **2.5 A Framework for linking Program Learning Outcomes and Course Learning Outcomes using Bloom's taxonomy semesterwise:**

### **2.5.1 Semester wise Course Alignment of Programme Learning Outcomes (PLOs)**

**Semester wise course learning outcomes are mapped with programme learning outcomes and its indicators**

**(Include the Course Coherence Matrix in the format given below for your programmes)**

MTTM



Course Coherence Matrix: PLO/CLO Mapping																
Domain: -----Faculty of Hospitality and Tourism-, Institution -Amity Institute of Travel and Tourism--																
Programme : Master of Travel & Tourism Management																
Semester /Subject/PLO		PLO 1	PLO2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PL O9	PLO 10	PLO 11	PLO 12	PLO 13	PLO 14	PLO 15
<b>Semester I</b>																
Courses	CLOs															
Term Paper(PG)1	CLO1		√	√			√			√	√	√		√	√	
	CLO2		√	√	√		√			√		√		√		√
	CLO3		√	√		√			√		√	√			√	
Principles and Practices of Tourism(PG)	CLO1		√		√	√	√		√		√	√	√		√	√
	CLO2			√		√		√			√		√		√	



	CLO3		√				√		√					√	√		√
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Regional Tourism Destination(PG)	CLO1		√		√			√			√				√	√	
	CLO2			√		√			√		√		√		√	√	
	CLO3		√	√			√		√		√	√		√			
Travel Agency Operation Management(PG) Syllabus	CLO1					√	√		√				√	√		√	
	CLO2			√	√			√			√			√			
	CLO3		√	√		√			√		√	√		√		√	



**Semester 2**

Courses	CLO																					
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Field Visit & Viva Voce(PG) Guidelines	CLO1			√		√			√					√	
	CLO2		√	√			√			√			√	√	
	CLO3		√	√	√		√			√			√		√
Meetings & Conferences Management(PG) Syllabus	CLO1			√		√			√					√	
	CLO2		√		√		√		√	√	√			√	
	CLO3			√		√		√				√			√
Leisure & Recreation Tourism Marketing(PG) Syllabus	CLO1		√				√		√					√	
	CLO2		√		√		√			√				√	
	CLO3			√		√			√		√			√	



Research Methodology in	CLO1		√	√			√		√			√		√		
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Tourism(PG) Syllabus	CLO2					√	√		√				√	√		√	
	CLO3			√	√			√			√			√			
Accounting for Managers in Tourism(PG) Syllabus	CLO1		√			√		√		√		√					√
	CLO2			√		√	√		√			√	√		√		
	CLO3		√	√					√		√			√			

<b>Semester 3</b>																	
Courses	CLO																
Summer Internship(PG) Guidelines	CLO1																
	CLO2		√	√				√		√		√		√	√		
	CLO3		√	√	√		√		√		√		√		√	√	
Corporate Incentive Travel	CLO1		√	√		√		√		√		√				√	



Management(PG) Syllabus	CLO2		√		√	√	√		√		√	√	√		√		
	CLO3			√		√	√				√		√		√		
Trade Fairs and Exhibition Management(PG) Syllabus	CLO1		√			√		√						√		√	
	CLO2		√		√	√		√						√	√		
	CLO3			√		√		√		√		√		√		√	
Adventure and Sports Tourism(PG) Syllabus	CLO1		√	√		√		√			√		√				
	CLO2					√	√	√				√	√		√		
	CLO3			√	√		√			√			√				
Inbound	CLO1		√	√		√		√			√		√		√		



Tourism(PG) Syllabus	CLO2		√	√	√		√			√		√		√		√	√
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	CLO3		√	√		√		√		√				√		
Outbound Tour Operations (PG) Syllabus	CLO1		√		√	√	√		√		√	√	√		√	
	CLO2			√		√	√				√		√		√	
	CLO3		√				√		√					√	√	
Air Fares and Reservations Management (PG) Syllabus	CLO1		√		√		√		√					√	√	
	CLO2			√		√		√		√		√		√		
	CLO3		√	√			√		√		√		√			
Sustainable Tourism Society & Environmental Aspects (PG)	CLO1					√	√		√			√	√		√	√
	CLO2			√	√			√		√			√			



Syllabus	CLO3		√	√		√			√			√		√		√	
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Global Tourism Products & Services(PG) Syllabus	CLO1		√			√		√	√	√				√		
	CLO2		√	√					√			√				√
	CLO3		√	√			√				√			√		

**Semester 4**

Courses	CLO															
Dissertation(PG) Syllabus	CLO1		√	√			√		√			√		√		
	CLO2					√	√		√			√	√		√	
	CLO3			√	√			√			√		√			
Negotiation in MICE and Business Growth(PG)	CLO1		√	√		√			√			√		√		√
	CLO2		√	√	√		√			√		√		√	√	√





Syllabus	CLO3		√	√		√			√			√				√	
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Global Ethics & Tourism Business(PG) Syllabus	CLO1		√		√		√		√		√	√			√		√
	CLO2			√		√		√				√		√			
	CLO3		√				√		√						√		
Tourism Policy & Institutional Framework(PG) Syllabus	CLO1		√		√		√		√						√		
	CLO2		√	√		√			√			√				√	
	CLO3		√		√	√	√		√		√	√	√		√		√
International Tour Operation(PG) Syllabus	CLO1			√		√		√				√		√			
	CLO2		√				√		√						√		√
	CLO3		√		√		√			√		√			√		



Tourism & Disruptive	CLO1		√	√		√					√			√			
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Technologies (PG) Syllabus	CLO2			√		√		√				√		√			√
	CLO3		√	√		√			√			√					√

## 2.6 A Framework for linking Program Learning Outcomes and Course Learning Outcomes using Bloom’s taxonomy semester wise:

For each UG/PG or Doctorate-level program identified above, the assessment strategy is required to be developed to link programme learning outcomes and is mapped with indicators of Programme Learning Outcomes through Blooms Taxonomy. These relationships are summarized in the measures-to-key outcomes mapping below (**Note: Put an “x” in a given cell of the table if the assessment instrument in that column measures the key learning outcome in that row.**):

### 2.6.1 Assessment strategy of each Program Indicator based on Revised Bloom’s taxonomy

**PLO-1** The students will be able to display a high level of knowledge of Tourism products and services.

**Assessment Based on revised Blooms Taxonomy**



C.S. No	Competency	I.S. No	Indicators	Rememberin	Understandi	Applying	Analyzing	Evaluating	Creating
2.6.1	Able to use tourism knowledge	1	The student shall be able to develop knowledge and skills to integrate principles of Hospitality & Tourism to achieve academic excellence	√	√	√	√		
<b>PLO-2</b> The students will demonstrate the ability to work independently on problems related to the industry				<b>Assessment Based on revised Blooms Taxonomy</b>					
C.S. No	Competency	I.S. No	Indicators	Rememberin	Understandi	Applying	Analyzing	Evaluating	Creating
2.6.2	Able to assess and handle environment related issue	1	The student shall be able to choose self-directed and active learning through strong intellectual engagement in independent work relevant to Hospitality & Tourism discipline	√	√	√			



<b>PLO-3</b> The students will be able to prepare research survey based on scientific research methods and be able to generate reports.				<b>Assessment Based on revised Blooms Taxonomy</b>					
<b>C.S. No</b>	<b>Competency</b>	<b>I.S. No</b>	<b>Indicators</b>	<b>Rememberin</b>	<b>Understandi</b>	<b>Applying</b>	<b>Analyzing</b>	<b>Evaluating</b>	<b>Creating</b>
2.6.3	Able to prepare research surveys and generate report	1	The student shall demonstrate scientific enquiry and research aptitude to conduct innovative research in thrust areas of Hospitality & Tourism, benefitting society, which will enhance the intellectual capital of the domain..	√	√		√		√

<b>PLO-4</b> The students will be able to use effectively use different Tourism management soft ware related to MIS and operations				<b>Assessment Based on revised Blooms Taxonomy</b>					
<b>C.S. No</b>	<b>Competency</b>	<b>I.S. No</b>	<b>Indicators</b>	<b>Remembering</b>	<b>Understanding</b>	<b>Applying</b>	<b>Analyzing</b>	<b>Evaluating</b>	<b>Creating</b>



2.6.4	Able to use tourism management software for operations	1	The student shall be able to efficiently use and apply information and communication technologies and participate in collaborative networks for developing requisite skills of Industry 4.0	√	√	√		√	
<b>PLO-5</b> The students will demonstrate critical thinking skills to offer solutions related to the Tourism industry				<b>Assessment Based on revised Blooms Taxonomy</b>					
<b>C.S. No</b>	<b>Competency</b>	<b>I.S.No</b>	<b>Indicators</b>	<b>Remembering</b>	<b>Understanding</b>	<b>Applying</b>	<b>Analyzing</b>	<b>Evaluating</b>	<b>Creating</b>
2.6.5	Able to assess and provide solutions	1	The student shall formulate critical thinking, interpret and comprehend research-based knowledge to design and synthesize solutions to scientific problems in Hospitality & Tourism.	√	√		√		√



<b>PLO-6</b> The students will demonstrate excellent communication skills- written, oral, and various ICT tools.			<b>Assessment Based on revised Blooms Taxonomy</b>						
<b>C.S. No</b>	<b>Competency</b>	<b>I.S.No</b>	<b>Indicators</b>	<b>Remembering</b>	<b>Understanding</b>	<b>Applying</b>	<b>Analyzing</b>	<b>Evaluating</b>	<b>Creating</b>
2.6.6	Able to communicate effectively	1	The student shall formulate critical thinking, interpret and comprehend research-based knowledge to design and synthesize solutions to scientific problems in Hospitality & Tourism	√	√	√		√	√
<b>PLO-7</b> The students shall create the innovation for Tourism industry.			<b>Assessment Based on revised Blooms Taxonomy</b>						
<b>C.S. No</b>	<b>Competency</b>	<b>I.S.No</b>	<b>Indicators</b>	<b>Remembering</b>	<b>Understanding</b>	<b>Applying</b>	<b>Analyzing</b>	<b>Evaluating</b>	<b>Creating</b>





2.6. 7	Able to create innovative tourism	1	The student shall be able to combine scientific creativity and thinking to critically evaluate innovative ideas in Hospitality & Tourism for developing processes and products relevant to industry/societal needs.	√	√		√		√
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<b>PLO-8</b> The students shall demonstrate the highest analytical abilities to offer workable solutions to problems				<b>Assessment Based on revised Blooms Taxonomy</b>					
<b>C.S. No</b>	<b>Competency</b>	<b>I.S.No</b>	<b>Indicators</b>	<b>Remembering</b>	<b>Understanding</b>	<b>Applying</b>	<b>Analyzing</b>	<b>Evaluating</b>	<b>Creating</b>
2.6.8	Able to analyze & Resolve issues	1	The student shall be able to compare, contrast and analyse data in order to take appropriate and effective decisions.	√	√	√	√		√
<b>PLO-9</b> The students shall demonstrate the leadership skills and team spirit necessary for the industry.				<b>Assessment Based on revised Blooms Taxonomy</b>					
<b>C.S. No</b>	<b>Competency</b>	<b>I.S.No</b>	<b>Indicators</b>	<b>Remembering</b>	<b>Understanding</b>	<b>Applying</b>	<b>Analyzing</b>	<b>Evaluating</b>	<b>Creating</b>
2.6.9	Able to use leadership and team skills	1	The student shall be able to attain leadership skills and perform responsibly as an individual as well as in a team while being accountable and result oriented.		√	√		√	



<b>PLO-10</b> The students will develop a confident, positive attitude and shall display the ability to work with team members of diverse multicultural backgrounds.				<b>Assessment Based on revised Blooms Taxonomy</b>					
<b>C.S. No</b>	<b>Competency</b>	<b>I.S.No</b>	<b>Indicators</b>	<b>Remembering</b>	<b>Understanding</b>	<b>Applying</b>	<b>Analyzing</b>	<b>Evaluating</b>	<b>Creating</b>
2.6.10	Able to work Globally	1	The student shall demonstrate competencies to work in a cross-cultural environment and evolve as a responsible global citizen.	√		√	√		
<b>PLO-11</b> Students should be able to demonstrate personal and professional standards for ethical decision-making and social behavior.				<b>Assessment Based on revised Blooms Taxonomy</b>					
<b>C.S. No</b>	<b>Competency</b>	<b>I.S.No</b>	<b>Indicators</b>	<b>Rememberin</b>	<b>Understandi</b>	<b>Applying</b>	<b>Analyzing</b>	<b>Evaluating</b>	<b>Creating</b>
2.6.11	Able to take ethical decisions	1	The student shall practice ethical behaviour and demonstrate professional integrity in their conduct.	√		√	√		



<b>PLO-12</b> The students will be able to apply social and emotional intelligence skills to create a lasting impression.				<b>Assessment Based on revised Blooms Taxonomy</b>					
<b>C.S. No</b>	<b>Competency</b>	<b>I.S.No</b>	<b>Indicators</b>	<b>Remember</b>	<b>Understanding</b>	<b>Applying</b>	<b>Analyzing</b>	<b>Evaluating</b>	<b>Creating</b>
2.6.12	Able to apply emotional skills to create impression	1	The students shall be able to acquire social and emotional skills to work effectively with diverse group of people in multi-cultural environment and situations		√		√	√	
<b>PLO-13</b> The student shall be able to establish entrepreneurial projects in the Tourism industry.				<b>Assessment Based on revised Blooms Taxonomy</b>					
<b>C.S. No</b>	<b>Competency</b>	<b>I.S.No</b>	<b>Indicators</b>	<b>Remembering</b>	<b>Understanding</b>	<b>Applying</b>	<b>Analyzing</b>	<b>Evaluating</b>	<b>Creating</b>
2.6.13	Able to establish entrepreneurial projects	1	The students shall be able to acquire social and emotional skills to work effectively with diverse group of people in multi-cultural environment and situations		√		√		√



<b>PLO-14</b> Students shall demonstrate an interest in continual learning and update their knowledge in the Tourism sector.				<b>Assessment Based on revised Blooms Taxonomy</b>					
<b>C.S. No</b>	<b>Competency</b>	<b>I.S. No</b>	<b>Indicators</b>	<b>Remembering</b>	<b>Understanding</b>	<b>Applying</b>	<b>Analyzing</b>	<b>Evaluating</b>	<b>Creating</b>
2.6.14	Develop Learning of Continuous learning to update knowledge	1	The student shall be able to evaluate and reflect the virtue of lifelong learning.	√			√	√	

<b>PLO-15</b> Students shall develop the knowledge of clean environment and sustainability practices adopted by the industry.				<b>Assessment Based on revised Blooms Taxonomy</b>					
<b>C.S. No</b>	<b>Competency</b>	<b>I.S. No</b>	<b>Indicators</b>	<b>Remembering</b>	<b>Understanding</b>	<b>Applying</b>	<b>Analyzing</b>	<b>Evaluating</b>	<b>Creating</b>
2.6.15	Able to Asses & Handle Environment Related Issues	1	The student shall be able to analyse and implement the initiative to conserve natural resources and develop sustainable technologies by using knowledge and	√	√	√	√		√



			experience of their discipline.						
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2.6.2 For each UG/PG or Doctorate-level program identified above, the direct measures of course learning outcomes for student is mapped with indicators of Programme Learning Outcomes through Blooms Taxanomy. These relationships are summarized in the measures-to-key outcomes mapping below (**Note: Put an “x” in a given cell of the table if the assessment instrument in that column measures the key learning outcome in that row.**):

Program Learning Outcomes	Competency Developed based on Graduate Attribute	Program Indicator	Assessment based on revised Blooms	Course -1				
				Course Objectives				
				CLO 1	CLO2	CLO3	CLO4	CLO 5



			<b>Taxonomy</b>	<b>Indicator</b>				
<b>PLO 1:</b> The students will be able to display a high level of knowledge of Tourism products and services.	1.1	The student shall be able to develop knowledge and skills to integrate principles of Hospitality & Tourism to achieve academic excellence	Remembering					
			Understanding	X				
			Applying			X		
			Analysis		X			
			Evaluation					
			Create					
<b>PLO 2:</b> The students will demonstrate the ability to work independently on problems related to the industry		The student shall be able to choose self-directed and active learning through strong intellectual engagement in independent work relevant to Hospitality & Tourism discipline	Remembering	X				



Understanding		X	
Applying			X
Analysis		X	





**PLO 3:**

The students will be able to prepare research survey based on scientific research methods and be able to generate reports.

The student shall demonstrate scientific enquiry and research aptitude to conduct innovative research in thrust areas of Hospitality & Tourism, benefitting society, which will enhance the intellectual capital of the domain.

**PLO 4:**

The students will be able to use effectively use different Tourism management software related to MIS and operations.

The student shall be able to efficiently use and apply information and communication technologies and participate in collaborative networks for developing requisite skills of Industry 4.0

Evaluation			
Create	X		
Remembering			X
Understanding		X	
Applying	X		
Analysis	X		
Evaluation		X	
Create			X
Remembering		X	
Understanding		X	
Applying			X
Analysis	X		



	Evaluation		X	
	Create			



PLO 5:  
The students will demonstrate critical thinking skills to offer solutions related to the Tourism industry.

The student shall be able to efficiently use and apply information and communication technologies and participate in collaborative networks for developing requisite skills of Industry 4.0

PLO -6  
The students will demonstrate excellent communication skills- written, oral, and various ICT tools.

The student shall be able to employ effective listening and communication skills to enhance interpersonal relationship.

Remembering			X	
Understanding	X			
Applying	X			X
Analysis				
Evaluation			X	
Create				X
Remembering			X	
Understanding	X			
Applying				X
Analysis				X
Evaluation				
Create				



PLO-7

The student shall be able to combine				
	Remembering	X		



The students shall create the innovation for Tourism industry.

PLO -8  
The students shall demonstrate the highest analytical abilities to offer workable solutions to problems.

PLO -9

scientific creativity and thinking to critically evaluate innovative ideas in Hospitality & Tourism for developing processes and products relevant to industry/societal needs.				
	Understanding	X		
	Applying		X	
	Analysis			X
	Evaluation			
	Create			
The student shall be able to compare, contrast and analyse data in order to take appropriate and effective decisions.	Remembering			X
	Understanding		X	
	Applying	X		
	Analysis			X
	Evaluation			
	Create			
The student shall be				



The students shall demonstrate the highest analytical abilities to offer workable solutions to problems.

able to attain leadership skills and perform responsibly as an individual as well as in a team while being

Remembering	X		
Understanding		X	



PLO -10  
 The students will develop a confident, positive attitude and shall display the ability to work with team members of diverse multicultural backgrounds

accountable and result oriented	Applying			X
	Analysis			X
	Evaluation			
	Create			
	Remembering	X		
	Understanding	X		
	Applying		X	
	Analysis			X
Evaluation				
Create				

The student shall demonstrate competencies to work in a cross-cultural environment and evolve as a responsible global citizen.



PLO-11  
Students should be able to demonstrate personal and professional standards for ethical decision-making and social behavior.

The student shall practice ethical behaviour and demonstrate professional	Remembering	X		
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PLO -12  
 The students will be able to apply social and emotional intelligence skills to create a lasting impression.

integrity in their conduct.	Understanding	X		
	Applying		X	
	Analysis			X
	Evaluation			
	Create			
The students shall be able to acquire social and emotional skills to work effectively with diverse group of people in multi-cultural environment and situations	Remembering			X
	Understanding	X		
	Applying		X	
	Analysis		X	
	Evaluation			
	Create			



PLO-13

The student shall be able to establish entrepreneurial projects in the Tourism industry.

The students shall be able to acquire social and emotional skills to work effectively with	Remembering	X		
	Understanding	X	X	



PLO -14  
Students shall demonstrate an interest in continual learning and update their knowledge in the Tourism sector.

PLO -15  
Students shall develop the knowledge of clean environment and sustainability practices adopted by the industry.

diverse group of people in multi-cultural environment and situations	Applying			X
	Analysis		X	
	Evaluation			
	Create			
The student shall be able to evaluate and reflect the virtue of lifelong learning.	Remembering	X		
	Understanding		X	
	Applying	X		
	Analysis			X
	Evaluation			
The student shall be able to analyse and implement the initiative to conserve natural resources and develop	Create			
	Remembering		X	
	Understanding	X		



sustainable technologies by using knowledge and experience of their discipline.

Applying	X	X	
Analysis			X
Evaluation			



	Create			



## 2.7 Mapping of Direct Assessment Measures to Key Learning Outcomes:

For each bachelor's-level program identified above, the direct measures of student learning provide for the assessment of the "Key Learning Outcomes for Programs". For Each Programme Learning Outcomes, Direct measures, Tool is identified and Target Performance is ascertained.

S.No	Attributes	PLO's	Direct Measure	Target Performance	Indirect Measure	Target Performance
1	Discipline Knowledge & Expertise	The student shall be able to develop knowledge and skills to integrate principles of Hospitality & Tourism to achieve academic excellence	End- Term Examination, Comprehensive Examination Major Project Rubrics	At least 30% of the students shall obtain grade 'A' (>=75-100%)	Student Exit Survey Industry Internship	At least 30% of the students shall obtain grade 'A' (>=75-100%)
				At least 50% of the students shall obtain grade 'B' (>=50-74%)		At least 50% of the students shall obtain grade 'B' (>=50-74%)
				At least 20% of the students		At least 20% of the students shall



				shall obtain grade 'A' (>=30-50%)		obtain grade 'A' (>=30-50%)
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	Self-Directed and Active Learning	The student shall be able to choose self-directed and active learning through strong intellectual engagement in independent work relevant to Hospitality & Tourism discipline	Comprehensive Exam/ Behavioural Science	90% students shall pass the exam.  80% students should clear Behavioural. Science Result analysis.	Feedback of industry internship guide	The Industry Internship Guide rates the students between 4-5 range on the Likert scale in the employer feedback





	Research and Enquiry	The student shall demonstrate scientific enquiry and research aptitude to conduct innovative research in thrust areas of Hospitality & Tourism,				
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		benefitting society, which will enhance the intellectual capital of the domain.				
	Information & Communication Technology Skills	The student shall be able to efficiently use and apply information and communication technologies and participate in collaborative networks for developing requisite skills of Industry 4.0	Comprehensive Exam/  Summer Internship	90% students shall pass the exam.  100% students shall complete the Summer Project	Student Exit Survey/Industry internship feedback	88% students' response ranged between 4-5 on the Likert Scale in the Student Exit Survey/Feedback from industry



	Critical Thinking & Problem-Solving Abilities	The student shall formulate critical thinking, interpret and comprehend research-based knowledge to design and synthesize solutions to scientific	Comprehensive Exam / Summer Internship	90% students shall pass the exam.  100% students shall complete the Summer Project	Student Exit Survey/ Industry Interaction	100% students' response ranged between 4-5 on the Likert Scale in the Student Exit Survey/ Feedback from industry
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		problems in Hospitality & Tourism				
	Communication Skills	The student shall be able to employ effective listening and communication skills to enhance interpersonal relationship.	Comprehensive Exam/ Dissertation	90% students shall pass the exam.  100% students shall complete the dissertation	Industry internship feedback	The Industry Internship Guide rates the students between 4-5 range on the Likert scale in the Industry internship feedback



	Creativity, Innovation & Reflective Thinking	The student shall be able to combine scientific creativity and thinking to critically evaluate innovative ideas in Hospitality & Tourism for developing processes and	Comprehensive Exam/ Summer internship	90% students shall pass the exam.  100% students shall complete the Summer Project	Industry internship feedback	100% students' response ranged between 4-5 on the Likert Scale in the Industry internship feedback
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		products relevant to industry/societal needs.				
	Analytical & Decision-Making Ability	The student shall be able to compare, contrast and analyse data in order to take appropriate and effective decisions.	Comprehensive Exam/ Summer internship	90% students shall pass the exam.  100% students shall complete the Summer Project	Industry internship feedback	100% students' response ranged between 4-5 on the Likert Scale in the Industry internship feedback



	Leadership & Teamwork	The student shall be able to attain leadership skills and perform responsibly as an individual as well as in a team while being accountable and result oriented.	Comprehensive Exam/ Summer internship	90% students shall pass the exam.  100% students shall complete the Summer Project	Industry internship feedback	100% students' response ranged between 4-5 on the Likert Scale in the Industry internship feedback
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	Multicultural Understanding & Global Outlook	The student shall demonstrate competencies to work in a cross-cultural environment and evolve as a responsible global citizen.	Comprehensive Exam/ Summer Internship	90% students shall pass the exam.  100% students shall complete the Summer Project	Industry internship feedback	100% students' response ranged between 4-5 on the Likert Scale in the Industry internship feedback/ Exit Survey
	Integrity and Ethics	The student shall practice ethical behaviour and demonstrate professional integrity in their conduct.	Comprehensive Exam / Summer Internship	90% students shall pass the exam.  100% students shall complete the Summer Project	Feedback of Industry Internship	80 % Industry Internship Guide rates the students between 4-5 range on the Likert Scale in the feedback.





	Social & Emotional Skills	The students shall be able to acquire social and emotional skills to work effectively with diverse group of people in multi-cultural environment and situations.	Comprehensive Exam/ Summer Internship	90% students shall pass the exam.  100% students shall complete the Summer Project	Industry internship feedback	100% students' response ranged between 4-5 on the Likert Scale in the Industry internship feedback/ Exit Survey
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	<p>Employability, Enterprise &amp; Entrepreneurship</p>	<p>The student shall be able to define their career aspirations and work towards achieving the same by engaging in developing appropriate skills and competencies in their chosen profession (corporate career, student start up, family business, higher education etc.).</p>	<p>Comprehensive Exam/ Dissertation</p>	<p>90% students shall pass the exam.  100% students shall complete the Dissertation</p>	<p>Student Exit Survey/ Feedback of Industry Internship</p>	<p>100% students' response ranged between 4-5 on the Likert Scale in the Student Exit Survey/ Feedback</p>
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	Lifelong Learning	The student shall be able to evaluate and reflect the virtue of lifelong learning.	Comprehensive Exam / Summer Internship	90% students shall pass the exam.  100% students shall complete the Summer Project	Student Exit Survey/Industry Feedback	89% students' response ranged between 4-5 on the Likert Scale in the Student Exit Survey.
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	<p>Environment &amp; Sustainability</p>	<p>The student shall be able to analyse and implement the initiative to conserve natural resources and develop sustainable technologies by using knowledge and experience of their discipline.</p>	<p>Comprehensive Exam / Summer Internship</p>	<p>90% students shall pass the exam.  100% students shall complete the Summer Project</p>	<p>Student Exit Survey/Industry Feedback</p>	<p>89% students' response ranged between 4-5 on the Likert Scale in the Student Exit Survey.</p>
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**Section III:**  
**OPERATIONAL ASSESSMENT**



## 2. Operational Assessment

<p>FHT intends to provide educational excellence in Teaching/Academic Delivery and research.</p>	<p>FHT will encourage faculty to use appropriate methodology and pedagogical tools for teaching, learning and development of students. The students of DET will graduate in timely manner.</p>	<ul style="list-style-type: none"> <li>● Student feedback of course faculty.</li> <li>● Faculty qualification and experience files.</li> <li>● Graduation rate in convocation report. - on completion of Registration period (N) during extended period (N+1+1 for PG</li> </ul>	<ul style="list-style-type: none"> <li>● All faculty shall have a minimum criteria of greater than 70% overall score in student feedback.</li> <li>● All faculty to be PhD or have industry experience.</li> <li>● At least 90% students shall graduate on completion of Registration period (N)</li> <li>● 80% of remaining students shall pass during extended period (N+1+1) for PG</li> </ul>
<p>FHT will facilitate an academically conducive environment for holistic development of students, Self-Directed and Active Learning and lifelong learning.</p>	<p>The students of FHT will participate in Co-Curricular and Extra Curricular activities</p>	<ul style="list-style-type: none"> <li>● Functional and area specific club, Committees, Sports Events, co-curricular and extracurricular activities and student's participation in inter institutional competition.</li> <li>● List of Award winners</li> </ul>	<ul style="list-style-type: none"> <li>● Every student shall be a part of at least one Club or Committee.</li> </ul>
<p>FHT will facilitate environment for innovation and research excellence for the intellectual growth of faculty and students.</p>	<p>FHT shall maintain appropriate academic facilities and technological Resources for teaching and learning.</p>	<ul style="list-style-type: none"> <li>● Faculty data about Research work and other Scholar activities.</li> <li>● Professional activities: Routine consulting, conference, workshop, professional meeting attendance, professional membership.</li> </ul>	<ul style="list-style-type: none"> <li>● Student Skill and knowledge in the chosen field</li> </ul>



<p>FHT will facilitate cultivation of core values of the university and ethical conduct amongst students, faculty, and staff.</p>	<p>The FHT will integrate ethics and values in teaching, theory and practice, develop and retain excellent students, faculty and staff.</p>	<ul style="list-style-type: none"> <li>● Attrition Rate</li> <li>● Courses embedded in curriculum such as Behavioral Science Courses, Human Values and Community Outreach, etc.</li> <li>● Plagiarism check.</li> </ul>	<ul style="list-style-type: none"> <li>● Attrition rate shall be below 10% annually.</li> <li>● Similarity Index of NTCC Reports should be below 15%</li> <li>● Student feedback about teaching faculty member should be greater than 80%.</li> </ul>
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		<ul style="list-style-type: none"> <li>● Feedback system.</li> </ul>	
FHT will encourage cultural diversity and a sense of social and environmental responsibility.	FHT will facilitate research collaborations. invite international delegates and speakers for seminars and conferences and provide various other opportunities for global exposure.	<ul style="list-style-type: none"> <li>● List of community/ extension activities/engagements.</li> <li>● Organizing Cultural programmes.</li> <li>● Celebration of Day of Belongingness.</li> <li>● Celebration of festivals for culturally diverse group of students.</li> </ul>	<ul style="list-style-type: none"> <li>● Atleast 80% of students should be engaged in organizing/ participating the various events and activities.</li> </ul>
FHT will provide ample opportunities for international exposure to faculty and students.		<ul style="list-style-type: none"> <li>● Study Abroad Programme</li> <li>● National and international speakers and delegates in Conferences/ Seminars</li> </ul>	<ul style="list-style-type: none"> <li>● 100% students and faculty of DBMFC shall be offered an opportunity for international exposure through various programs designed for the purpose.</li> </ul>
FHT will be involved in continual improvement of processes and systems and aim to attain national and international accreditations and university rankings.	<ul style="list-style-type: none"> <li>● The curriculum is contemporary, developed in collaborative consultation with all the stakeholders, benchmarked with global standards and relevant to the industry requirements.</li> <li>● FHT will be continuously engaged in developing/ reviewing processes, policies and systems to achieve prestigious accreditations from various national, international bodies and ranking bodies</li> </ul>	<ul style="list-style-type: none"> <li>● Ranking in national and international ranking agencies.</li> <li>● Accreditation at institutions and programme levels.</li> </ul>	<ul style="list-style-type: none"> <li>● Continuous review and enhancement of all the required systems and processes to upgrade/ maintain high standards.</li> </ul>





<p>FHT will build a strong industry interaction by way of alumni networks and empanelment of expertise from industry.</p>	<p>FHT will develop and maintain strong relationship with corporate and support all the students for quality placements</p>	<ul style="list-style-type: none"><li>• Organizing Guest lectures by industry/alumni experts.</li><li>• Organizing seminars and conferences.</li></ul>	<ul style="list-style-type: none"><li>• Minimum 10 Guest Lectures by industry/alumni experts.</li><li>• Conduct minimum two conferences annually.</li></ul>
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FHT will facilitate employment opportunities and support students to start their own ventures.	or join family business or start their own venture.	<ul style="list-style-type: none"> <li>Organizing Industry Mentor-Mentee meet.</li> <li>Inviting Industry for campus placement.</li> </ul>	<ul style="list-style-type: none"> <li>100% students of DET shall be offered an opportunity for placement.</li> <li>100% students will be assigned an industry and alumni mentors for guidance.</li> </ul>
FHT will facilitate good governance in discharge of responsibilities and execution of policies and programs.	FHT will be continuously engaged in developing/ reviewing processes, policies and systems to achieve prestigious accreditations from various national, international bodies and ranking bodies.	Involvement of all stake holders Students, faculty, alumni, Industry, academia and research organization to review processes, policies and systems.	<ul style="list-style-type: none"> <li>Yearly review of processes, policies and systems to be conducted.</li> </ul>

### 3.4 Mapping of Intended Operational Outcomes to Broad-Based Operational Goals

The broad-based operational goals identified in Section I above encompass the intended operational 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: Put an “x” in a given cell of the table if the intended operational outcome in that row is associated with the operational goal in that column.**):



Faculty of -----

### 3.4.1 Bachelors Level

Broad Based											
Operational Goals	Goal 1	Goal 2	Goal 3	Goal 4	Goal 5	Goal 6	Goal 7	Goal 8	Goal 9	Goal 10	
Intended Operational Outcomes											



Use appropriate methodology and pedagogical tools for teaching, learning and development. Curriculum will be designed as per requirement of industry & benchmarked on global standard by the	X		X	X							
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Broad Based Operational Goals  Intended Operational Outcomes	Goal 1	Goal 2	Goal 3	Goal 4	Goal 5	Goal 6	Goal 7	Goal 8	Goal 9	Goal 10
international accreditation										
<b>Students</b> will earn laurels at institutional Inter University and National level.	X			X						



<b>Sensitize</b> the students towards cultural heritage and environment by organizing trips to eco fragile areas and create awareness about Global Code of Ethics of UNWTO	X	X								
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Broad Based Operational Goals  Intended Operational Outcomes	Goal 1	Goal 2	Goal 3	Goal 4	Goal 5	Goal 6	Goal 7	Goal 8	Goal 9	Goal 10
<b>Develop</b> and maintain strong credentials with the corporate. Also maintain lifelong alumni network and nominate them as mentors for present students.		X	X							



Be continuously engaged in developing/ reviewing processes, policies and systems to achieve prestigious accreditations	X			X					X		
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Broad Based Operational Goals  Intended Operational Outcomes	Goal 1	Goal 2	Goal 3	Goal 4	Goal 5	Goal 6	Goal 7	Goal 8	Goal 9	Goal 10
from various national, international bodies and ranking bodies.										
<b>Provide</b> quality placement to all eligible students and guide them in entrepreneur ventures.			X			X	X			



<b>Establish</b> an intern quality cell for operational quality and process improvement.	X		X		X						X
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Broad Based Operational Goals  Intended Operational Outcomes	Goal 1	Goal 2	Goal 3	Goal 4	Goal 5	Goal 6	Goal 7	Goal 8	Goal 9	Goal 10
<b>International</b> delegates and speakers as resource person for workshop		X	X	X	X	X				
<b>Provide</b> international exposure to students		X		X		X		X		



### 3.4.2 Masters Level

Broad Based										
Operational Goals	Goal 1	Goal 2	Goal 3	Goal 4	Goal 5	Goal 6	Goal 7	Goal 8	Goal 9	Goal 10
Intended Operational Outcomes										



Use appropriate methodology and pedagogical tools for teaching, learning and development. Curriculum will be designed as per requirement of industry & benchmarked on global standard by the	X		X	X							
--	---	--	---	---	--	--	--	--	--	--	--



Broad Based Operational Goals  Intended Operational Outcomes	Goal 1	Goal 2	Goal 3	Goal 4	Goal 5	Goal 6	Goal 7	Goal 8	Goal 9	Goal 10
international accreditation										
<b>Students</b> will earn laurels at institutional Inter University and National level.	X			X						



<b>Sensitize</b> the students towards cultural heritage and environment by organizing trips to eco fragile areas and create awareness about Global Code of Ethics of UNWTO	X	X								
--	---	---	--	--	--	--	--	--	--	--



Broad Based Operational Goals  Intended Operational Outcomes	Goal 1	Goal 2	Goal 3	Goal 4	Goal 5	Goal 6	Goal 7	Goal 8	Goal 9	Goal 10
<b>Develop</b> and maintain strong credentials with the corporate. Also maintain lifelong alumni network and nominate them as mentors for present students.		X	X							





<b>Be continuously engaged in developing/ reviewing processes, policies and systems to achieve prestigious</b>	X		X							
--	---	--	---	--	--	--	--	--	--	--



Broad Based Operational Goals  Intended Operational Outcomes	Goal 1	Goal 2	Goal 3	Goal 4	Goal 5	Goal 6	Goal 7	Goal 8	Goal 9	Goal 10
accreditations from various national, international bodies and ranking bodies.									X	X
<b>Provide</b> quality placement to all eligible students and guide them in entrepreneur ventures.	X	X			X	X			X	



<b>Establish</b> an intern quality cell for operational quality and process improvement.			X		X			X		
--	--	--	---	--	---	--	--	---	--	--



Broad Based Operational Goals Intended Operational Outcomes	Goal 1	Goal 2	Goal 3	Goal 4	Goal 5	Goal 6	Goal 7	Goal 8	Goal 9	Goal 10
<b>International</b> delegates and speakers as resource person for workshop		X				X				X
<b>Provide</b> international exposure to students	X			X			X		X	

### 3.4.3 Doctoral Level



Broad-Based Operational Goals Intended Operational Outcomes	Goal 1	Goal n...
	X	X
	X	

### 3.5 Mapping of Operational Assessment Measures to Intended Operational Outcomes

The operational assessment measures identified above provide for the assessment of all of the intended operational outcomes. These relationships are summarized in the measures-to-outcomes mapping below (**Note: Put an “x” in a given cell of the table if the assessment instrument in that column measures the intended operational outcome in that row.**):

Faculty of .....

#### 3.5.1 Bachelors Level



Broad Based Operational Goals  Intended Operational Outcomes	Goal 1	Goal 2	Goal 3	Goal 4	Goal 5	Goal 6	Goal 7	Goal 8	Goal 9	Goal 10
Use appropriate methodology and pedagogical tools for teaching, learning and development. Curriculum will be designed as per requirement of industry & benchmarked on global standard by the international accreditation	X		X	X						



<b>Students</b> will earn laurels at institutional Inter University and National level.	X			X						
---	---	--	--	---	--	--	--	--	--	--



Broad Based Operational Goals  Intended Operational Outcomes	Goal 1	Goal 2	Goal 3	Goal 4	Goal 5	Goal 6	Goal 7	Goal 8	Goal 9	Goal 10
<b>Sensitize</b> the students towards cultural heritage and environment by organizing trips to eco fragile areas and create awareness about Global Code of Ethics of UNWTO	X	X								





<b>Develop</b> and maintain strong credentials with the corporate. Also maintain lifelong alumni network and nominate them as		X	X							
---	--	---	---	--	--	--	--	--	--	--



Broad Based Operational Goals  Intended Operational Outcomes	Goal 1	Goal 2	Goal 3	Goal 4	Goal 5	Goal 6	Goal 7	Goal 8	Goal 9	Goal 10
mentors for present students.										



<b>Be continuously engaged in developing/ reviewing processes, policies and systems to achieve prestigious accreditations from various national, international bodies and ranking bodies.</b>	X		X						X	X
---	---	--	---	--	--	--	--	--	---	---



Broad Based Operational Goals  Intended Operational Outcomes	Goal 1	Goal 2	Goal 3	Goal 4	Goal 5	Goal 6	Goal 7	Goal 8	Goal 9	Goal 10
<b>Provide</b> quality placement to all eligible students and guide them in entrepreneur ventures.	X	X			X	X			X	
<b>Establish</b> an intern quality cell for operational quality and process improvement.			X		X			X		



<b>International delegates and speakers as resource person for workshop</b>		X				X				X
<b>Provide international</b>	X			X			X		X	



Broad Based Operational Goals	Goal 1	Goal 2	Goal 3	Goal 4	Goal 5	Goal 6	Goal 7	Goal 8	Goal 9	Goal 10
Intended Operational Outcomes										
exposure to students										

### 3.5.2 Masters Level

Operational Assessment Measure Intended Operational Outcomes	Annual Placement Report	Alumni Survey	Convocation Data	Faculty Dossier	Annual Performance Evaluation and Review	Student feedback/exit Interview
--	-------------------------------	------------------	---------------------	--------------------	---	---------------------------------------



<b>Sensitize</b> the students towards cultural heritage and environment by organizing trips to eco fragile areas and	X	X				
--	---	---	--	--	--	--



Operational Assessment Measure Intended Operational Outcomes	Annual Placement Report	Alumni Survey	Convocation Data	Faculty Dossier	Annual Performance Evaluation and Review	Student feedback/exit Interview
create awareness about Global Code of Ethics of UNWTO						

### 3.5.3 Doctoral Level

Operational Assessment Measure Intended Operational Outcomes	Research Reports	Faculty Dossier	Annual Performance Evaluation and Review	Convocation Data
mentors for present students	X	X	X	X





<b>Develop</b> and maintain strong credentials with the corporate. Also maintain lifelong alumni network and	X			
--	---	--	--	--



nominate them as mentors for present students.				
<b>Be</b> continuously engaged in developing/reviewing processes, policies and systems to achieve prestigious accreditations from various national, international bodies and ranking bodies.				
<b>Provide</b> quality placement to all eligible students and guide them in entrepreneur ventures				
<b>Establish</b> an internal quality cell for operational quality and process improvement.				



<b>International</b> delegates and speakers as resource person for workshop				
--	--	--	--	--

Course Coherence Matrix: PLO/CLO Mapping																
Domain:----Faculty of Hospitality and Tourism-----;																
Institute- Amity School of Hospitality																
Programme : MBA(HM)																
		PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9	PLO10	PLO11	PLO12	PLO13	PLO14	PLO15
<b>Semester I</b>																
Courses	CLOs															
Accounting for Managers	CLO1	√	√	√					√	√	√	√	√	√	√	√
	CLO2	√	√					√	√		√	√	√	√	√	√
	CLO3	√	√				√	√		√	√	√	√		√	√
Applications of Disruptive	CLO1	√	√	√	√	√	√				√		√		√	√



Technologies in Business	CLO2				√	√	√	√	√	√	√		√	√	√	√
	CLO3	√	√					√	√	√	√	√	√	√	√	√
Managerial Economics	CLO1			√	√				√	√	√	√	√		√	√
	CLO2	√					√	√	√				√	√	√	√
	CLO3	√	√			√	√			√		√	√	√	√	
Entrepreneurship and New Venture Creation	CLO1	√	√	√						√	√	√		√	√	√
	CLO2	√				√	√	√	√	√			√	√	√	√
	CLO3	√	√	√	√	√	√	√	√	√						√
Organizational Behavior	CLO1	√		√					√	√	√	√	√	√	√	√
	CLO2	√				√	√	√				√	√	√	√	√
	CLO3	√	√	√	√	√				√	√				√	√
Marketing Management	CLO1	√					√	√	√	√	√	√	√	√	√	√
	CLO2	√	√	√	√						√	√	√	√	√	√



	CLO3	√	√	√	√	√	√	√	√	√					√	√
Statistics for Management	CLO1	√				√					√	√	√	√	√	√
	CLO2	√		√		√	√	√	√					√	√	√
	CLO3	√	√	√	√	√	√				√				√	√
<b>Semester II.....</b>																
Financial Management	CLO1			√					√	√	√	√			√	√
	CLO2	√				√	√	√				√	√	√	√	√
	CLO3	√			√	√	√	√					√	√	√	√
Front Office Management	CLO1	√			√	√	√	√					√	√	√	√
	CLO2	√					√	√	√	√	√	√	√	√	√	√
	CLO3	√	√					√	√	√				√	√	√
Restaurant Skills	CLO1	√		√				√	√	√	√	√	√	√	√	√
	CLO2	√				√	√	√				√	√	√	√	√



	CLO3	√			√					√	√	√			√	√
Human Resource Management	CLO1	√	√			√				√					√	√
	CLO2	√	√	√	√	√					√	√	√			√
	CLO3	√			√	√	√					√				
Legal Aspects of Business	CLO1				√	√	√	√				√	√			√
	CLO2	√	√				√	√	√	√	√	√	√	√	√	√
	CLO3	√	√						√	√	√	√	√	√	√	√
Operations Management	CLO1	√				√	√						√	√	√	√
	CLO2	√	√	√	√	√	√	√	√			√	√	√	√	√
	CLO3	√	√	√	√	√	√	√	√	√	√	√				√
Business Research Methods	CLO1	√	√	√				√	√	√					√	√
	CLO2	√	√					√	√	√					√	√
	CLO3	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
Semester III .....																



Accommodation Management	CLO1	√		√						√	√	√	√	√	√
	CLO2	√	√	√	√	√	√	√	√	√	√	√	√	√	√
	CLO3	√			√	√	√	√	√	√	√	√	√	√	√
Hospitality and Tourism Management	CLO1	√	√	√	√					√	√		√		√
	CLO2			√	√			√	√				√	√	√
	CLO3	√					√				√				√
Service Operation Management	CLO1	√	√				√	√	√			√			√
	CLO2	√				√	√	√	√				√		
	CLO3	√	√	√	√	√	√	√	√				√		
Catering Management	CLO1	√			√	√				√	√	√	√	√	√
	CLO2	√			√					√					√
	CLO3	√	√		√	√	√	√	√	√	√	√	√	√	√
Managing Retail	CLO1	√	√			√	√				√	√		√	√



	CLO2	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
	CLO3	√			√	√					√	√				
Managing Front Office in Hospitality	CLO1	√	√	√	√							√				
	CLO2	√	√	√	√							√	√	√	√	√
	CLO3	√	√				√				√				√	√
Strategic Management	CLO1	√	√			√					√					
	CLO2	√			√	√			√	√			√	√	√	√
	CLO3	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
PE	CLO1	√	√			√	√									
	CLO2	√	√	√	√	√	√						√	√	√	√
	CLO3	√	√	√	√	√				√	√					
<b>Semester IV...</b>																
Hotel Sales	CLO1	√	√			√				√				√	√	√





	CLO2	√	√				√	√	√	√						√
	CLO3	√	√					√	√	√	√			√		
Facility Planning Design and Management	CLO1	√	√				√	√	√	√	√					
	CLO2	√	√	√					√				√	√	√	√
	CLO3	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
Segments in Service Industry Management	CLO1	√	√			√				√	√	√	√	√	√	√
	CLO2	√	√	√	√			√	√	√			√	√	√	√
	CLO3	√	√	√	√			√	√	√	√	√	√	√	√	√
Customer Relationship Management in Hospitality	CLO1	√	√				√	√	√	√	√	√	√	√	√	√
	CLO2	√	√	√	√			√				√				
	CLO3	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
Applied Interior Management in Hospitality	CLO1	√	√				√	√	√	√	√	√	√	√	√	√
	CLO2	√	√	√	√	√	√				√		√	√	√	√



	CLO3	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
Managing Room Revenue for Hospitality Industry	CLO1	√	√	√	√	√	√	√	√					√	√	√
	CLO2	√	√	√	√	√	√	√	√	√					√	√
	CLO3	√	√					√	√	√	√	√	√	√	√	√
Entrepreneurship development in Food Industry	CLO1	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
	CLO2	√	√	√	√					√	√	√	√	√	√	√
	CLO3	√	√	√	√	√	√	√	√				√	√	√	√
Management in Action - Social Economic and Ethical Issues	CLO1				√	√					√	√	√	√	√	√
	CLO2	√	√					√	√	√	√			√	√	√
	CLO3	√	√	√	√	√	√	√	√	√	√	√			√	√



## 2.6 A Framework for linking Program Learning Outcomes and Course Learning Outcomes using Bloom's taxonomy semester wise:

For each UG/PG or Doctorate-level program identified above, the assessment strategy is required to be developed to link programme learning outcomes and is mapped with indicators of Programme Learning Outcomes through Blooms Taxonomy. These relationships are summarized in the measures-to-key outcomes mapping below (**Note: Put an “x” in a given cell of the table if the assessment instrument in that column measures the key learning outcome in that row.**):

### 2.6.1 Assessment strategy of each Program Indicator based on Revised Bloom's taxonomy

PLO-1: Engineering knowledge: Apply the knowledge of mathematics, science, engineering fundamentals, and an engineering specialization for the solution of complex engineering problems.				Assessment Based on revised Blooms Taxonomy					
C.S No	Competency	I.S. No	Indicators	Rememberin	Understandi	Applying	Analyzing	Evaluating	Creating



1.1	Demonstrate competence in mathematical modeling	1.1.1	Apply mathematical techniques such as calculus, linear algebra, and statistics to solve problems						
		1.1.2	Apply advanced mathematical techniques to model and solve mechanical engineering problems						

2.6.2 For each UG/PG or Doctorate-level program identified above, the direct measures of course learning outcomes for student is mapped with indicators of Programme Learning Outcomes through Blooms Taxonomy. These relationships are summarized in the measures-to-key outcomes mapping below (Note: Put an “x” in a given cell of the table if the assessment instrument in that column measures the key learning outcome in that row.):

Program Learning Outcomes	Competency Developed based on Graduate Attributes	Program Indicator	Assessment based on revised Blooms Taxonomy	Course -1				
				Course Objectives				
				CLO 1	CLO2	CLO3	CI04	CL O5
				Indicator				



	<b>te</b>						
<b>PLO 1: Disciplinary Knowledge</b>	<b>1.1</b>	<b>1.1.1: To apply the knowledge of mathematics, science, engineering fundamentals, computational techniques, and engineering specialization to solve the problems.</b>	<b>Remembering</b>		<b>X</b>		
			<b>Understanding</b>	<b>X</b>	<b>X</b>		<b>X</b>
			<b>Applying</b>	<b>X</b>	<b>X</b>		<b>X</b>
			<b>Analysis</b>		<b>X</b>		
			<b>Evaluation</b>				
			<b>Create</b>				



## 2.7 Mapping of Direct Assessment Measures to Key Learning Outcomes:

For each bachelor's-level program identified above, the direct measures of student learning provide for the assessment of the "Key Learning Outcomes for \_\_\_\_\_ Programs". For Each Programme Learning Outcomes, Direct measures, Tool is identified and Target Performance is ascertained.

### 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 Operations and Management Services to exceed customer service expectations.	1. The students will be able to display a high level of knowledge of hospitality products and services.	Comprehensive Exam	UG/PLO1/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	Demonstrate an independent active Learning approach	The students will demonstrate the ability to work independently on problems related to the industry.	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	Ability to apply subject knowledge to practice	The students will be able to prepare research	Comprehensive Exam	UG/PLO3/D/CE Framework	80% students shall able to leverage IT in order to	Student Exit Survey	UG/PLO/ID/Exit Survey	80% students' response range between 4-5 on the Likert Scale



	through research observation & experimentation.	survey based on scientific research methods and be able to generate reports.			complete their Assignments and Projects			in the Student Exit Survey.
4	Ability to acquire and use the latest technology in information and communication used in Hospitality Industry.	The students will be able to use effectively use different hospitality management software related to MIS and operations..	Comprehensive Exam	UG/PLO4/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	Demonstrate Critical Thinking & Problem-Solving skills required to maintain the Global Hospitality Service Standards	The students will demonstrate critical thinking skills to offer solutions related to the hospitality industry.	Rubrics & Comprehensive Exam	UG/PLO5/D/ Course-embedded assignments	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.	Ability to learn and demonstrate negotiation, persuasion and	The students will demonstrate excellent communication	Rubrics & Comprehensive Exam	UG/PLO6/D/ Course-embedded assignments	80% students should secure a grade of 5.5 and above on a 10-point scale in	Student Exit Survey	UG/PLO/ID/Exit Survey	80% students' response range between 4-5 on the Likert Scale in the Student



	<p>preservation skills as a part of overall communication practices necessary for the Hospitality Sector.</p>	<p>n skills-written, oral, and various ICT tools.</p>			<p>the BS Result analysis.</p> <p>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).</p> <p>80% students shall pass the exam.</p>			Exit Survey
7	<p>Ability to provide the best services to customer through creativity, innovation and reflective thinking.</p>	<p>The students shall create the innovation for hospitality industry.</p>	<p>Rubrics</p>	<p>UG/PLO7/D/FBL Framework</p>	<p>80% students should secure a grade of 6 and above on a 10-point scale in the FBL Result.</p>	<p>Feedback of Industry Internship Guide</p>	<p>UG/PLO/ID/Exit Survey</p>	<p>80% students' response range between 4-5 on the Likert Scale in the Student Exit Survey.</p>





			Comprehensive Exam		Utilizing a five (5)-point scale rubric with the Intended Student Learning Outcomes, at least 80% of randomly sampled from the FBL course will achieve proficient or distinguished (score 3 or 4).  80% students shall pass the exam.			
8	Ability to analyze critical problems and offer solutions through decision making ability.	The students shall demonstrate the highest analytical abilities to offer workable solutions to problems.	Dissertation (Plagiarism Checking)  Comprehensive Exam	UG/PLO8/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	Display strong leadership skills and teamwork.	The students shall demonstrate the leadership skills and team spirit necessary for the industry.	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	80% students' response range between 4-5 on the Likert Scale in the Student Exit Survey
10	Demonstrate ability to respect and develop with a multicultural understanding.	The students will develop a confident, positive attitude and shall display the ability to work with team members of diverse multicultural backgrounds.	Comprehensive Exam	UG/PLO10/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	Understanding and appreciation	Students should be able to	Quiz (Rubrics)	UG/PLO11/D/ Course-embedded assignments	Utilizing a five (5)-point scale rubric with the	Student Exit Survey	UG/PLO/ID/Exit Survey	80% students' response range between 4-5 on



	for Ethics and integrity in hospitality operations.	demonstrate personal and professional standards for ethical decision-making and social behavior.			Intended Student Learning Outcomes, at least 80% of randomly sampled students will achieve proficient or distinguished (score 3 or 4).			the Likert Scale in the Student Exit Survey.
			Comprehensive Exam	UG/PLO/D/CE Framework	80% students shall pass the exam			
12	Exhibit the Emotional Intelligence and social Skills required in handling the hospitality operation.	The students will be able to apply social and emotional intelligence skills to create a lasting impression.	Comprehensive Exam	UG/PLO12/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.
13	Development of Entrepreneurial spirit in hospitality sector.	The student shall be able to establish entrepreneurial projects in the hospitality industry.	Comprehensive Exam	UG/PLO13/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.
14	Life-Long Learning capabilities for development	Students shall demonstrate an interest in continual	Comprehensive Exam	UG/PLO14/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



	and continuous business in hospitality.	learning and update their knowledge in the hospitality sector.						in the Student Exit Survey.
15	Environment and sustainability in hospitality industry.	Students shall develop the knowledge of clean environment and sustainability practices adopted by the industry.	Comprehensive Exam	UG/PLO15/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.

#	Graduate Attributes	PLO's	Direct	Tool No for Direct Assessment	Target Performance	Indirect	Tool_No for Indirect Assessment	Target Performance
1	Knowledge of Hospitality Operations and Management Services to deliver optimum satisfaction to Guests.	The students shall demonstrate in-depth knowledge of hospitality operations to exceed guest satisfaction.	*Comprehensive Exam/Viva on annual basis	PG/PLO1/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	Demonstrate independent learners' approach with the required	The students shall display an attitude of independent learning	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 range on the Likert Scale in



	degree of self-efficacy.							the feedback.
3	Ability to apply knowledge to practice through observations & research of data & analyzed in the Hospitality Sector.	The students shall be able to adopt different research methods to present the solutions to the challenges of the hospitality Industry	*Comprehensive Exam	PG/PLO3/D/CE Framework	100% students shall be able to leverage IT in order to complete their Assignments 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	Working with Information, Communication Technology Skills & ideas to provide solutions in Hospitality Sector.	The students shall practice various Information Technology related tools and software that are a part of the curriculum	*Hospitality Simulation (Rubrics)	PG/PLO4/D/Simulation	80% students shall be 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.
			*Comprehensive Exam	PG/PLO4/D/CE Framework				
5	Demonstrate Critical Thinking & Problem-Solving Ability well attuned	The students shall adopt the critical thinking principles to understand	*Hospitality Simulation (Rubrics)	PG/PLO5/D/Simulation	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.



	with Global Hospitality Service Standards.	the complex issues of the Industry and come up with innovative solutions.						
			*Rubrics	PG/PLO5/D/ BC				
6	Ability to learn & Demonstrate Negotiation, Persuasion & Presentation Skills as part of overall communication practices in the Hospitality Sector.	The students shall be able to instill persuasion & negotiation skills as a part of effective communication.	*Comprehensive Exam	PG/PLO6/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.
			* Rubrics	PG/PLO6/D/BS				
7	Ability to identify opportunities, develop/ create an idea and effectively implement the strategies for Hospitality Sector.	The students shall demonstrate creativity and innovation in the projects and practical assignments.	* Comprehensive Exam	PG/PLO7/D/CE Framework	100% students' participation in case studies pertaining to global issues.	Student Exit Survey	PG/PLO/ID/Exit Survey	80% students shall be able to demonstrate Global Outlook and practices.



			* Rubrics	PG/PLO7/D/FBL				
<b>8</b>	Ability to assess the problem with future challenges in the Hospitality business to make the most appropriate decisions.	The students shall be able to use analytical skills for better decision-making.	* Comprehensive Exam *Plagiarism Checking of Dissertation	PG/PLO8/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		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
<b>9</b>	Ability to lead and act teamwork while dealing with the people in Hospitality Operations.	The students shall demonstrate Leadership qualities apart from being good team members. .	*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.
<b>10</b>	To understand & respect different multi-	The students shall demonstrate	*Quiz (Rubrics)	PG/PLO10/D/CE Framework	Mentors will assess the Learning curve	Student Exit Survey	PG/PLO/ID/Exit Survey	80% students response range between 4-5 on the



	cultural contexts & communities for Hospitality operations.	an understanding of Global cultures and respect for the multicultural workforce.			of 100% students.			Likert Scale in the Alumni Survey.
			*Comprehensive Exam	PG/PLO/D/CE Framework				
<b>11</b>	Deep understanding and appreciation for the highest standards of ethical behavior in Hospitality operations.	The students shall display the highest degree of ethical behavior and integrity.	*Scoring Rubrics	PG/PLO11/D/EMP		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				
<b>12</b>	Emotional Intelligence and Interpersonal Skills requirement in creating & handling Hospitality operations.	The students shall demonstrate the use of emotional and social skills.	*Scoring Rubrics	PG/PLO12/D/EMP		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				





13	Acquisition of employability with Functional Competencies and entrepreneurship skills required for Hospitality Business.	The students shall be able to establish the proper professional competencies required to become an entrepreneur.	*Scoring Rubrics	PG/PLO13/D/EMP		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				
14	. Life Long Learning capabilities including the application of knowledge & skills and willingness for continuous learning within the ever-changing dynamics of the Hospitality Business.	The students shall be able to demonstrate the qualities of being employable and possess an entrepreneurial spirit.	*Scoring Rubrics	PG/PLO14/D/EMP		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				
15	Learning & adoption of sustainability, Green Practices, and other	The students shall display a pro sustainability approach	*Scoring Rubrics	PG/PLO15/D/EMP		Student Exit Survey	PG/PLO/ID/Exit Survey	80% students response range between 4-5 on the Likert Scale in the Alumni Survey.



environment related policies to be adopted by the Hospitality industry.	to problems.						
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2.5.1 Bachelor's Level Programs				
Key Learning Outcomes	Direct Measures of Student Learning			
<i>Programme Name</i>	<i>End Term Examination</i>	<i>Continuous Assessment through Class Tests / presentations etc</i>	<i>Summer projects, summer internship and Dissertation</i>	<i>Comprehensive Exam</i>
BHM	X	X	X	X

2.5.2 Master's Level Programs				
Key Learning Outcomes	Direct Measures of Student Learning			
<i>Name of the Programme</i>	<i>End Term Examination</i>	<i>Term Paper at the end of the</i>	<i>Dissertation</i>	<i>Direct Measure</i>



		<i>semester 1 &amp; 3</i>		<i>n...</i>
MBA (HM)	X	X	X	NA

<b>2.5.3 Doctoral-Level Programs</b>			
Key Learning Outcomes	Direct Measures of Student Learning		
<i>(PhD)</i>	<i>Course Work</i>	<i>Research Thesis</i>	<i>Oral Defense</i>

**Section III:**

**OPERATIONAL ASSESSMENT**



### 3. Operational Assessment

3.1 Intended Operational Outcomes of Faculty of <i>-Bachelor of Hotel Management at (Bachelor's Level)</i>	
1	The Course shall provide adequate resources and infrastructure for teaching, learning, research, and professional growth.
2	The Course shall equip students with the necessary requisites for an independent approach.
3	The course will allow students to prepare research reports on different hospitality issues.
4	The Course shall provide exposure to the students on the use of various technologies related to hospitality.
5	The Course shall equip students with critical thinking skills by engaging in innovative teaching-learning methods.
6	The Course shall ensure an effective teaching-learning process that aims to enhance the students' communication skills critical for a successful career in hospitality.
7	The Course shall ensure effective pedagogical techniques and opportunities for creativity and innovation.



8	The Course shall equip students with analytical thinking and decision making skills for solving complex problems.
9.	The Course shall provide opportunities for the students to display leadership skills that are crucial for the industry
10	The Course shall ensure that students display the required abilities to work in multicultural teams.
11	The Course shall include the necessary modules and engage the students with activities that motivate students to follow the highest degree of ethical standards and integrity.
12	The Course shall equip students with the necessary skills by which the students can be trained on the use of social and emotional intelligence.
13	The Course shall provide the concepts related to entrepreneurship and the mentorship from a successful expert.
14	The Course shall allow the students to engage with the learning opportunities by involving them in university events.
15	The Course shall engage students in various activities essential for environment sustainability by teaching and other co-curricular activities.
<b>3.1.1 Assessment Measures for Intended Operational Outcomes:</b>	
	<b>Criteria for Operational Assessment Measures:</b>

<b>3.2 Intended Operational Outcomes of Faculty of MBA (HM) at Masters Level</b>	
1	The course shall ensure students are well versed with the theoretical and practical concepts adopted by the global hospitality industry.
2	The program shall offer opportunities to the students to learn some portions of the courses independently and work on case studies to offer unique solutions.
3	The students shall get the opportunity to prepare research projects under numerous curricular and co-curricular activities
4	The program adopts information technology-based pedagogy that enhances student skills for efficient use of technology, especially in the hospitality Industry.



5	The program shall foster the critical thinking skills among students by adopting innovative pedagogy and evaluation methods.
6	The program shall ensure that the persuasion and negotiation skills are imparted to the students through various courses like HRM and behavioral sciences
7	The program shall ensure that students demonstrate the principles of innovation and critical thinking.
8	The program shall impart analytical, critical, and decision-making skills for a successful career.
9	The program shall provide opportunities to the students that help them in shaping the leadership skills and other social skills necessary for growth in the industry.
10	The program shall provide opportunities for students to work as a group
11	The program shall instill sense of purpose, direction, integrity, and ethics among students.
12	The program shall enhance students' social and emotional skills by providing various opportunities for curricular and co-curricular activities.
13	The program shall improve the students in professional skills and aptitude followed in the hospitality sector.
14	The program shall focus not only on the employability of students- but shall ensure that they possess the entrepreneurial spirit to become successful entrepreneurs.
15	The program shall ensure that students are well versed with the different issues and challenges of sustainability and can offer solutions to problems as such
<b>3.2.1 Assessment Measures for Intended Operational Outcomes:</b>	
<b>Criteria for Operational Assessment Measures:</b>	
1	The students will be able to display a high level of knowledge of hospitality products and services.
2	The students will demonstrate the ability to work independently on problems related to the industry.
3	The students will be able to prepare research survey based on scientific research methods and be able to generate reports.
4	The students will be able to use effectively use different hospitality management software related to MIS and operations.



5	The students will demonstrate critical thinking skills to offer solutions related to the hospitality industry.	Situation handling and guest handling
6	The students will demonstrate excellent communication skills- written, oral, and various ICT tools.	Effective utilization of communication skills and making utilization of foreign business language
7	The students shall create the innovation for hospitality industry.	Key skills and talent of entrepreneurs.
8	The students shall demonstrate the highest analytical abilities to offer workable solutions to problems.	Professional dining etiquettes
9	The students shall demonstrate the leadership skills and team spirit necessary for the industry.	Following the attributes of professional leadership
10	The students will develop a confident, positive attitude and shall display the ability to work with team members of diverse multicultural backgrounds.	Understanding the fusion of cuisines and theme.
11	Students should be able to demonstrate personal and professional standards for ethical decision-making and social behavior.	Fully aware of the various ethical issues related to the industry
12	The students will be able to apply social and emotional intelligence skills to create a lasting impression.	Making effective utilization of human behavior and plying to the different people.
13	The student shall be able to establish entrepreneurial projects in the hospitality industry.	Understanding the key entrepreneur skills.
14	Students shall demonstrate an interest in continual learning and update their knowledge in the hospitality sector.	Based on the practical and industry exposure in the core areas.
15	Students shall develop the knowledge of clean environment and sustainability practices adopted by the industry.	Understanding the individual role as a community upliftment, by following the human values.

**3.3 Intended Operational Outcomes of Faculty of \_\_\_\_\_ at Doctoral Level**

\_\_\_\_\_

\_\_\_\_\_



3.3.1 Assessment Measures for Intended Operational Outcomes:	Criteria for Operational Assessment Measures:

### 3.4 Mapping of Intended Operational Outcomes to Broad-Based Operational Goals

The broad-based operational goals identified in Section I above encompass the intended operational 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: Put an “x” in a given cell of the table if the intended operational outcome in that row is associated with the operational goal in that column.**):

Faculty of -----

#### 3.4.1 Bachelors Level

Broad Based Operational Goals	.Goal 1	Goal 2	Goal 3	Goal 4	Goal 5	Goal 6	Goal 7	Goal 8
Intended Operational Outcomes								





Broad Based Operational Goals  Intended Operational Outcomes		Goal 1	Goal 2	Goal 3	Goal 4	Goal 5	Goal 6	Goal 7	Goal 8
		1	The Course shall provide adequate resources and infrastructure for teaching, learning, research, and professional growth.	X	X	X	X	X	X
2	The Course shall equip students with the necessary requisites for an independent approach.	X		X		X			X
3	The course will allow students to prepare research reports on different hospitality issues.		X		X			X	
4	The Course shall provide exposure to the students on the use of various technologies related to hospitality.			X	X		X		
5	The Course shall equip students with critical thinking skills by engaging in innovative teaching-learning methods.		X			X		X	
6	The Course shall ensure an effective teaching-learning process that aims to enhance the students' communication skills critical for a successful career in hospitality.	X					X		X
7	The Course shall ensure effective pedagogical techniques and opportunities for creativity and innovation.			X	X		X		X
8	The Course shall equip students with analytical thinking and decision making	X	X			X		X	



Broad Based Operational Goals		Goal 1	Goal 2	Goal 3	Goal 4	Goal 5	Goal 6	Goal 7	Goal 8
		Intended Operational Outcomes							
	skills for solving complex problems.								
9	The Course shall provide opportunities for the students to display leadership skills that are crucial for the industry		X		X				X
10	The Course shall ensure that students display the required abilities to work in multicultural teams.	X				X		X	
11	The Course shall include the necessary modules and engage the students with activities that motivate students to follow the highest degree of ethical standards and integrity.	X		X		X		X	
12	The Course shall equip students with the necessary skills by which the students can be trained on the use of social and emotional intelligence.	X		X	X			X	X
13	The Course shall provide the concepts related to entrepreneurship and the mentorship from a successful expert.	X		X		X		X	X
14	The Course shall allow the students to engage with the learning opportunities by involving them in university events.		X				X		
15	The Course shall engage students in various activities essential for environment sustainability by teaching and other co-curricular activities.	X				X	X		X



### 3.4.2 Masters Level MBA (HM)

Broad Based Operational Goals		.Goal 1	Goal 2	Goal 3	Goal 4	Goal 5	Goal 6	Goal 7	Goal 8
Intended Operational Outcomes									
1	The course shall ensure students are well versed with the theoretical and practical concepts adopted by the global hospitality industry.	X	X	X			X	X	
2	The program shall offer opportunities to the students to learn some portions of the courses independently and work on case studies to offer unique solutions			X	X	X			X
3	The students shall get the opportunity to prepare research projects under numerous curricular and co-curricular activities	X		X			X		X
4	The program adopts information technology-based pedagogy that enhances student skills for efficient use of technology, especially in the		X			X		X	



Broad Based Operational Goals		Goal 1	Goal 2	Goal 3	Goal 4	Goal 5	Goal 6	Goal 7	Goal 8
		Intended Operational Outcomes							
	hospitality Industry.								
5	The program shall foster the critical thinking skills among students by adopting innovative pedagogy and evaluation methods.	X		X			X		
6	The program shall ensure that the persuasion and negotiation skills are imparted to the students through various courses like HRM and behavioral sciences		X		X	X			X
7	The program shall ensure that students demonstrate the principles of innovation and critical thinking.		X		X		X	X	
8	The program shall impart analytical, critical, and decision-making skills for a successful career.		X		X	X			
9	The program shall provide opportunities to the students that help them in shaping the leadership skills and other social skills necessary for growth in the industry.		X		X				X
10	The program shall provide opportunities for students to work as a group		X					X	



Broad Based Operational Goals  Intended Operational Outcomes		Goal 1	Goal 2	Goal 3	Goal 4	Goal 5	Goal 6	Goal 7	Goal 8
		11	The program shall instill sense of purpose, direction, integrity, and ethics among students.	X		X		X	
12	The program shall enhance students' social and emotional skills by providing various opportunities for curricular and co-curricular activities.	X		X	X			X	X
13	The program shall improve the students in professional skills and aptitude followed in the hospitality sector.	X	X	X				X	X
14	The program shall focus not only on the employability of students- but shall ensure that they possess the entrepreneurial spirit to become successful entrepreneurs.		X				X		
15	The program shall ensure that students are well versed with the different issues and challenges of sustainability and can offer solutions to problems as such	X			X	X			X



### 3.4.3 Doctoral Level

Broad-Based Operational Goals Intended Operational Outcomes	Goal 1	Goal n...
	X	X
	X	

### 3.5 Mapping of Operational Assessment Measures to Intended Operational Outcomes

The operational assessment measures identified above provide for the assessment of all of the intended operational outcomes. These relationships are summarized in the measures-to-outcomes mapping below (**Note: Put an “x” in a given cell of the table if the assessment instrument in that column measures the intended operational outcome in that row.**):

#### Faculty of ...Hospitality and Tourism

##### 3.5.1 Bachelors Level BHM



Operational Assessment		Minimum attendance criteria	Trend analysis of result	Students- willingness for placements Future Planning for Students are identified through their future plan <b>Career Aspiration Survey</b>	Alumni Database	Annual Performance Evaluation and Review
Measure Intended	Operational Outcomes					
1	The Course shall provide adequate resources and infrastructure for teaching, learning, research, and professional growth.	X	X	X		X
2	The Course shall equip students with the necessary requisites for an independent approach.	X	X		X	
3	The course will allow students to prepare research reports on different hospitality issues.	X	X	X		
4	The Course shall provide exposure to the students on the use of various technologies related to hospitality.		X	X	X	X
5	The Course shall equip students with critical thinking skills by engaging in innovative teaching-learning methods.			X		X
6	The Course shall ensure an effective teaching-learning process that aims to enhance the students' communication skills critical for a successful career in hospitality.		X	X		X
7	The Course shall ensure effective pedagogical techniques and opportunities for creativity and innovation.		X		X	X



Operational Assessment		Minimum attendance criteria	Trend analysis of result	Students- willingness for placements Future Planning for Students are identified through their future plan <b>Career Aspiration Survey</b>	Alumni Database	Annual Performance Evaluation and Review
Measure Intended	Operational Outcomes					
8	The Course shall equip students with analytical thinking and decision making skills for solving complex problems.	X	X	X		
9	The Course shall provide opportunities for the students to display leadership skills that are crucial for the industry	X		X	X	X
10	The Course shall ensure that students display the required abilities to work in multicultural teams.			X		X
11	The Course shall include the necessary modules and engage the students with activities that motivate students to follow the highest degree of ethical standards and integrity.	X	X	X		X
12	The Course shall equip students with the necessary skills by which the students can be trained on the use of social and emotional intelligence.	X		X		X
13	The Course shall provide the concepts related to entrepreneurship and the mentorship from a successful expert.	X		X		X
14	The Course shall allow the students to engage with		X		X	





Operational Assessment		Minimum attendance criteria	Trend analysis of result	Students-willingness-for placements Future Planning for Students are identified through their future plan <b>Career Aspiration Survey</b>	Alumni Database	Annual Performance Evaluation and Review
Measure Intended	Operational Outcomes					
	the learning opportunities by involving them in university events.					
15	The Course shall engage students in various activities essential for environment sustainability by teaching and other co-curricular activities.	X		X		X

### 3.5.2 Masters Level MBA (HM)

Operational Assessment		Annual Placement Report	Alumni Survey	Convocation Data	Faculty Dossier	Annual Performance Evaluation and Review	Student feedback/exit Interview
Measure Intended	Operational Outcomes						
1	The course shall ensure students are well versed with	X	X	X		X	X



Operational Assessment Measure Intended Operational Outcomes	Annual Placement Report	Alumni Survey	Convocation Data	Faculty Dossier	Annual Performance Evaluation and Review	Student feedback/exit Interview
the theoretical and practical concepts adopted by the global hospitality industry.						
2 The program shall offer opportunities to the students to learn some portions of the courses independently and work on case studies to offer unique solutions	X	X		X		X
3 The students shall get the opportunity to prepare research projects under numerous curricular and co-curricular activities	X	X	X			X
4 The program adopts information technology-based pedagogy that enhances student skills for efficient use of technology, especially in the hospitality Industry.		X	X	X	X	
5 The program shall foster the critical thinking skills among students by adopting			X		X	



Operational Assessment Measure Intended Operational Outcomes	Annual Placement Report	Alumni Survey	Convocation Data	Faculty Dossier	Annual Performance Evaluation and Review	Student feedback/exit Interview
innovative pedagogy and evaluation methods.						
6 The program shall ensure that the persuasion and negotiation skills are imparted to the students through various courses like HRM and behavioral sciences		X	X		X	
7 The program shall ensure that students demonstrate the principles of innovation and critical thinking.		X		X	X	
8 The program shall impart analytical, critical, and decision-making skills for a successful career.	X	X	X			X
9 The program shall provide opportunities to the students that help them in shaping the leadership skills and other social skills necessary for growth in the industry.	X		X	X	X	X
10 The program shall provide			X		X	



Operational Assessment Measure Intended Operational Outcomes	Annual Placement Report	Alumni Survey	Convocation Data	Faculty Dossier	Annual Performance Evaluation and Review	Student feedback/exit Interview
opportunities for students to work as a group						
11 The program shall instill sense of purpose, direction, integrity, and ethics among students.	X	X	X		X	X
12 The program shall enhance students' social and emotional skills by providing various opportunities for curricular and co-curricular activities.	X		X		X	X
13 The program shall improve the students in professional skills and aptitude followed in the hospitality sector.	X		X		X	X
14 The program shall focus not only on the employability of students- but shall ensure that they possess the entrepreneurial spirit to become successful entrepreneurs.		X		X		
15 The program shall ensure that students are well versed with	X		X		X	X



Operational Assessment Measure Intended Operational Outcomes	Annual Placement Report	Alumni Survey	Convocation Data	Faculty Dossier	Annual Performance Evaluation and Review	Student feedback/exit Interview
the different issues and challenges of sustainability and can offer solutions to problems as such						

### 3.5.3 Doctoral Level

Operational Assessment Measure Intended Operational Outcomes	Research Reports	Faculty Dossier	Annual Performance Evaluation and Review	Convocation Data
	X	X	X	X
	X			



#### **Section IV:**

### **LINKAGE OF OUTCOMES ASSESSMENT WITH STRATEGIC PLANNING**



#### **4. Linkage of Outcomes Assessment with Strategic Planning**

Provide a narrative that describes the ways in which the results from implementing your outcomes assessment plan (i.e., changes and improvements needed) are linked to the strategic planning processes of the academic business unit and the institution.

##### **Faculty of...Hospitality and Tourism -**

- Goals set by University Planning Committee
- Objectives with high priority in strategic planning for desired outcomes



# STRATEGIC PROCESS OF CONTINUOUS IMPROVEMENTS

## Student Feedback

**Stage 1: Post Commencement of Programme**



- 1. Assessment of Teaching Learning Outcome
- 2. Improvement in Teaching Learning Strategy



**Stage 2: Pre Exam**



- 1. Future Courses of action for Course Delivery improvement.
- 2. Effectiveness of Courses Delivery by Faculty.
- 3. Future Courses of Action for course planning by Faculty
- 4. Faculty Development Need Analysis
- 5. Course Curriculum improvement.

- 1. Feedbacks from various Stakeholders.
- 2. Norms of various Statutory/Regulatory/Accreditation bodies.

## Action Plan

- 1. Self Assessment by Faculty and action plan for Course Delivery.
- 2. Discussion with HoD/HoI about action plan for Course Delivery.
- 3. Implement Action Plan

- 1. Self Assessment by Faculty and action plan for improving Teaching Learning Strategy.
- 2. Discussion with HoD/HoI about Teaching Learning Strategy.
- 3. Action plan for self development of Faculty.
- 4. Input for Course Curriculum revision/updating.

Course Review Committee (CRC)  
for Curriculum Development

Area Advisory Board  
(AAB)

Programme Review Committee  
(PRC) for Programme Structure,  
PEOs, PLOs & Assessment.

Board of Studies (BoS)

Academic Council (AC)

Course Curriculum Update

Documents /  
Records /  
Minutes

Programme  
Structure Update

Outcome Assessment Plan – 2022-23

Hospitality and Tourism. AUUP







