

Program Outcomes & Course Outcomes

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BAMMC

BACHELOR OF ARTS IN MULTI MEDIA & MASS COMMUNICATION

- ➔ PROGRAMME OUTCOME
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BAMMC PROGRAMME OUTCOME

PO1. The program considers media industries and their relationship to culture and society, and the understanding of how communication works. The program emphasizes the development of critical thinking, professional writing skills and effective oral communication.

PO2. The Communication and Media Studies major prepares students for a wide variety of careers in business and industry, advertising, public relations and journalism, or advanced study

PO3. This program will equip the learners with professional skills essential for making career in Entertainment industry, Cinema, Television, OTT Platforms, social media platforms etc.

PO4. Students would demonstrate the ability to apply rhetorical principles in a variety of creative, cinematic, organizational, professional and journalistic venues.

PO5. Knowledge, skills, and values that prepare them for future careers in our interconnected society, whether in mass media or advanced study

PO6. Learners would develop a global awareness of political, social and corporate issues influenced by communication sensitivity and skills.

BAMMC PROGRAMME OUTCOME

PO7. Learners will understand mass media as a system of interrelated forces, including historical foundations, technological advances, economic dynamics, regulatory constraints, and ethical concerns.

PO8. This programme will also give them an improved sense of self-confidence and self-efficacy and an awareness of their responsibilities as professionals in their field

PO9. Learners will be able to create and design emerging media products, including blogs, digital audio, digital video, social media, digital photography, and multimedia.

PO10. They will be better equipped to grasp the complex relationship between communication/media theories and a diverse set of individual, social, and professional practices.

PO11. Learners will understand the underlying philosophical assumptions of, and be able to apply, communication research methods to address a range of media texts and audiences, production and technological practices, and relevant social issues.

PO12. Learners will comprehend the foundations, process, and practices of writing for and about the media, and demonstrate proficiency in writing across platforms.

PO13. Learners will be able to conceptualize, design, and produce one or more works in media based on effective principles and practices of media aesthetics for a target audience.

PO14. Learners will acquire the knowledge and skills required to pursue a career in the specialization of their choice.

BAMMC COURSE OUTCOME

FYBAMMC / SEMESTER I

COURSE TITLE: EFFECTIVE COMMUNICATION-I

COURSE CODE: BAMMEC-1-101

After completing the course learner will be able to:

CO1.To raise students' awareness of practical and functional language use in the media.

CO2. To provide or improve pupils' structural and analytical writing, thinking, and reading abilities.

CO3. To apply essential communication skills at various fronts.

COURSE TITLE: FOUNDATION COURSE I

COURSE CODE: BMMFC-101

After completing the course learner will be able to:

CO1.To give students a general understanding of Indian society.

CO2. To assist them in comprehending the Indian Constitution.

CO3. To familiarize students with India's socio political issues.

COURSE TITLE: VISUAL COMMUNICATION

COURSE CODE: BMMVC 103

After completing the course learner will be able to:

CO1.To furnish understudies with instruments that would help them to visualise and convey.

CO2. Understanding Visual correspondence as a component of Mass Correspondence

CO3. To procure fundamental information to have the option to convey out an undertaking in the field of visual correspondence.

COURSE TITLE: FUNDAMENTALS OF MASS COMMUNICATION**COURSE CODE: BAMMFMC 104**

After completing the course learner will be able to:

- CO1.To introduce students to the history, evolution and the development of Mass Communication in the world with special reference to India.
- CO2.To study the evolution of Mass Media as an important social institution.
- CO3.To understand the development of Mass Communication models.
- CO4.To develop a critical understanding of Mass Media.
- CO5.To understand the concept of New Media and Media Convergence and its implications.

COURSE TITLE: CURRENT AFFAIRS**COURSE CODE: BAMMCA 105**

After completing the course learner will be able to:

- CO1.To provide learners with overview on current developments in various fields.
- CO2. To generate interest among the learners about burning issues covered in the media
- CO3.To equip them with basic understanding of politics, economics, environment and technology so that students can grasp the relevance of related news.

COURSE TITLE: HISTORY OF MEDIA**COURSE CODE: BAMMHM 106.**

After completing the course learner will be able to:

- CO1.To enable the learner to understand the major developments in media history.
- CO2.To understand the history and role of professionals in shaping communications.

BAMMC COURSE OUTCOME

FYBAMMC/SEMESTER II

COURSE TITLE: EFFECTIVE COMMUNICATION II

COURSE CODE: BAMMEC-201

After completing the course learner will be able to:

- CO1.To make the students aware of use of language in media and organization.
- CO2. To equip or enhance students with structural and analytical reading, writing and thinking skills.
- CO3. To introduce key concepts of communications.

COURSE TITLE: FOUNDATION COURSE II

COURSE CODE: BAMMFC-202

After completing the course learner will be able to:

- CO1.To introduce students to the overview of the Indian Society.
- CO2.To help them understand the constitution of India.
- CO3.To acquaint them with the socio-political problems of India.

COURSE TITLE: CONTENT WRITING

COURSE CODE: BAMMCW-203

After completing the course learner will be able to:

- CO1.To provide students with tools that would help them communicate effectively.
- CO2. Understanding crisp writing as part of Mass Communication
- CO3. The ability to draw the essence of situations and develop clarity of thought.

BAMMC COURSE OUTCOME

COURSE TITLE: INTRODUCTION TO ADVERTISING

COURSE CODE: BAMMID-204

After completing the course learner will be able to:

CO1.To provide the students with basic understanding of advertising, growth, importance and types.

CO2.To understand an effective advertisement campaigns, tools, models etc.

CO3.To comprehend the role of advertising, various departments, careers and creativity

CO4.To provide students with various advertising trends, and future.

COURSE TITLE: INTRODUCTION TO JOURNALISM

COURSE CODE: BAMMIJ-205

After completing the course learner will be able to:

CO1.To help media students to acquaint themselves with an influential medium of journalism that holds the key to opinion formation.

CO2.

COURSE TITLE: Media, Gender & Culture

COURSE CODE: BAMMMGC-206

After completing the course learner will be able to:

CO1.To discuss the significance of culture and the media industry.

CO2.To understand the association between the media, gender and culture in the society.

CO3.To stress on the changing perspectives of media, gender and culture in the globalized era.

BAMMC COURSE OUTCOME

SYBAMMC/SEMESTER III

COURSE TITLE: ELECTRONIC MEDIA-01

COURSE CODE: BAMMC EM-3011

After completing the course learner will be able to:

- CO1.To make the students acquainted with working of the two powerful media; i.e. radio and television.
- CO2.The content is useful for both advertising and journalism students in order to further their careers in their respective fields.

COURSE TITLE: MEDIA STUDIES

COURSE CODE: BAMMC MS-303

After completing the course learner will be able to:

1. To provide an understanding of media theories
2. To understand the relationship of media with culture and society
3. To understand Media Studies in the context of trends in Global Media

COURSE TITLE: INTRODUCTION TO PHOTOGRAPHY

COURSE CODE: BAMMC IP-304

After completing the course learner will be able to:

- CO1. To introduce to media learners, the ability of image into effective communication.
- CO2. To help the learner understand that media photography is a language of visual communication and is far beyond just point and shoot fun moments.
- CO3. To practice how a picture speaks thousand words by enlightening the learner on how.
- CO4. To develop the base of visualization among learners in using pictures in practical.

BAMMC COURSE OUTCOME

COURSE TITLE: FILM COMMUNICATION-I

COURSE CODE: BAMMC FCO-305

After completing the course learner will be able to:

CO1. To inculcate liking and understanding of good cinema.

CO2. To make students aware with a brief history of movies; the major cinema movements.

CO3. Understanding the power of visuals and sound and the ability to make use of them in effective communication.

CO4. Insight into film techniques and aesthetics

COURSE TITLE: COMPUTERS MULTIMEDIA -01

COURSE CODE: BAMMC CMM-306

After completing the course learner will be able to:

CO1. To help learners make media industry ready. This will help learners to be aware of the minimum requirement of the software when stepping out in the industry.

CO 2. To introduce the media software's to make the learners understand what goes behind the scene and help them choose their stream.

CO 3. To prepare learners skilled enough for independency during project in TY Sem VI.

CO4. To help learners work on small scale projects during the academic period.

BAMMC COURSE OUTCOME

SYBAMMC/SEMESTER IV

COURSE TITLE: ELECTRONIC MEDIA-II

COURSE CODE: BAMMC EM-401

After completing the course learner will be able to:

CO1.To make the students acquainted with working of the two powerful media; i.e. radio and television.

CO2.The content is useful for both advertising and journalism students in order to further their careers in their respective fields.

COURSE TITLE: WRITING AND EDITING FOR MEDIA

COURSE CODE: BAMMC WEM-402

After completing the course learner will be able to:

CO1. To Provide the ability to understand writing styles that fit various media platforms.

CO2. To acquire information gathering skills and techniques.

CO3. To understand similarities and differences in writing for all forms of media including internet and digital.

CO4. To acquire basic proficiency in proofreading and editing.

COURSE TITLE: MEDIA LAWS AND ETHICS

COURSE CODE: BAMMC MLE-403

After completing the course learner will be able to:

1. To provide the learners with an understanding of laws that impact the media.

2. To sensitize them towards the social and ethical responsibility of the media.

BAMMC COURSE OUTCOME

COURSE TITLE: MASS MEDIA RESEARCH

COURSE CODE: BAMMC MMR-404

After completing the course learner will be able to:

1. To introduce students to debates in Research approaches & equip them with tools to carry on research
2. To understand the scope and techniques of media research, their utility and limitations

COURSE TITLE: FILM COMMUNICATION II

COURSE CODE: BAMMC FCO-405

After completing the course learner will be able to:

1. Awareness of cinema of different regions.
2. Understand the contribution of cinema in society.
3. How to make technically & grammatically good films.
4. From making to marketing of films
5. Economic aspects of film.
6. Careers in films.

COURSE TITLE: COMPUTER MULTIMEDIA II

COURSE CODE: BAMMC CMM-406

After completing the course learner will be able to:

1. To help learner be media industry ready. This will help learners to be aware of the minimum requirement of the software when stepping in the industry.
2. To introduce the media soft wares to make the learner understand what goes behind the scene and help them choose their stream.
3. To prepare learner skilled enough for independency during project papers in TY sem.VI.
4. To help learners work on small scale projects during the academic period.

BAMMC COURSE OUTCOME

TYBAMMC/SEMESTER V

COURSE TITLE: COPYWRITING BAMMC

COURSE CODE: DRGA-501

After completing the course learner will be able to:

CO1. To familiarize the students with the concept of copywriting.

CO2. To learn the process of creating original, strategic, compelling copy for various mediums

CO3. To train students to generate, develop and express ideas effectively.

COURSE TITLE: ADVERTISING & MARKETING RESEARCH

COURSE CODE: BAMMC DRGA-502

After completing the course learner will be able to:

CO1. The course is designed to inculcate the analytical abilities and research skills among the students.

CO2. To understand research methodologies Qualitative Vs Quantitative

CO3. To discuss the foundations of Research & audience analysis that is imperative to successful advertising.

CO4. To understand the scope and techniques of Advertising & Marketing research, and their utility

COURSE TITLE: BRAND BUILDING

COURSE CODE BAMMC EABB 1502

After completing the course learner will be able to:

CO1. To understand the awareness and growing importance of Brand Building.

CO2. To know how to build, sustain and grow brands

CO3. To know the various new way of building brands

CO4. To know about the global perspective of brand building

BAMMC COURSE OUTCOME

COURSE TITLE: DOCUMENTARY & AD FILM MAKING

COURSE CODE: BAMMC EADF 1508

After completing the course learner will be able to:

- CO1. To Understand the planning involved in making audio visual communication effectively.
- CO2. To prepare students for effective and ethical public communication.
- CO3. To help students acquire basic skills in the practical aspects of Documentary and Ad Film making.
- CO4. Equip students with skills to write and shoot effective Documentary and Ad film.

COURSE TITLE: DIRECT MARKETING & E-COMMERCE

COURSE CODE: BAMMC EADM 1506

After completing the course learner will be able to:

- CO1. To understand the awareness and growing importance of Direct Marketing
- CO2. The objective is to use various direct marketing techniques (traditional and modern) for reaching to ultimate customers and build up customer loyalty and database management
- CO3. To understand increasing significance of E-Commerce and its applications in business and various sectors.
- CO4. To provide an insight on Direct Marketing activities on various Social Media platforms through E-commerce and its emerging significance in bus

COURSE TITLE: SOCIAL MEDIA MARKETING

COURSE CODE: BAMMC EASM 1505

After completing the course learner will be able to:

- CO1. To learn visual storytelling.
- CO2. To Identify and apply strategies for Social Media Marketing
- CO3. To Solve problems and learn from creative risks by using people skills, design principles, and processes

BAMMC COURSE OUTCOME

TYBAMMC/SEMESTER:V

COURSE TITLE: REPORTING

COURSE CODE: BAMMC DRG-501

After completing the course learner will be able to:

- CO1. To enable students to become Reporters which is supposed to be a prerequisite while entering into the field of Journalism.
- CO2. To make them understand basic ethos of the news and news-gathering.
- CO3. To prepare them to write or present the copy in the format of news.
- CO4. To develop nose for news. 5. To train them to acquire the skills of news-gathering with traditional as well as

COURSE TITLE: INVESTIGATIVE JOURNALISM

COURSE CODE: BAMMC DRG-502

After completing the course learner will be able to:

- CO1. Understand the role of investigative reporting in modern journalism
- CO2. To learn to conduct investigative research in an ethical manner.
- CO3. To create and write excellent investigative stories for media.
- CO4. To acquire advanced investigative journalistic skills
- CO5. Learner will acquire the ability to understand and analyse the key areas of investigative journalism even with limited resources.

BAMMC COURSE OUTCOME

COURSE TITLE: GLOBAL MEDIA and CONFLICT RESOLUTION

COURSE CODE: BAMMC EJGM 1B503

After completing the course learner will be able to:

CO1. To help students understand the difference in the role and structure of the media across the globe.

CO2. To develop an understanding of the hold of media conglomerates and the issues of cultural differences

CO3. To help students appreciate the potential of media in resolving conflicts.

COURSE TITLE: MOBILE JOURNALISM AND NEW MEDIA

COURSE CODE: BAMMC EJMJ 1B505

After completing the course learner will be able to:

CO1.To know about Global adoption of mobile and its versatility, changed journalism in New Age Media. M-Learning.

CO2. To report and connect with crowds utilizing cell phones.

CO3. To use the accepted procedures for use.

CO4.To understand importance of portable media and news-casting.

COURSE TITLE: JOURNALISM and PUBLIC OPINION

COURSE CODE: BAMMC EJJP 1B507

After completing the course learner will be able to:

CO1. To understand the role of media in influencing and impacting Public opinion.

CO2. To analyse the formation of Public opinion through digital and social media.

CO3. To analyse the impact of the media on public opinion on socio-economic issues.

CO4. To make students aware of theoretical framework of research on media and society.

BAMMC COURSE OUTCOME

TYBAMMC/SEMESTER VI

COURSE TITLE: MEDIA LAWS AND ETHICS

COURSE CODE: BAMMC EJML 1B508

After completing the course learner will be able to:

CO1. To help students understand the laws that impact the media

CO2. To develop an understanding of the ethical responsibilities of the media

CO3. To help students appreciate the challenges of fake news and misinformation in a new changing ecosystem of news and information.

COURSE TITLE: DIGITAL MEDIA

COURSE CODE: BAMMC DRGA-601

After completing the course learner will be able to:

CO1. Understand digital marketing platform

CO2. Understand the key goals and stages of digital campaigns

CO3. Understand the use of key digital marketing tools

CO4. Learn to develop digital marketing plans.

COURSE TITLE: ADVERTISING DESIGN

COURSE CODE: BAMMC DRGA-602

After completing the course learner will be able to:

CO1. Learner shall understand the process of planning & production of the advertisement.

CO2. To highlight the importance of visual language as an effective way of communication.

CO3. To provide practical training in the field of advertising & make learner industry ready.

BAMMC COURSE OUTCOME

COURSE TITLE: ADVERTISING IN CONTEMPORARY SOCIETY

COURSE CODE: BAMMC EAAC 2601

After completing the course learner will be able to:

CO1.To understand the environment of Advertising in Contemporary Society

CO2. To understand Liberalization and its impact on the economy and other areas of Indian society

CO3. To compare and analyse the advertising environment of different countries

COURSE TITLE: BRAND MANAGEMENT

COURSE CODE: BAMMC EABM 2602

After completing the course learner will be able to:

CO1.To understand the awareness and growing importance of brand management.

CO2. To know how to build, sustain and grow brands

CO3. To know the various sources of brand equity.

CO4. To know about the global perspective of brand management

COURSE TITLE: MEDIA PLANNING & BUYING

COURSE CODE: BAMMC DRGA-602

After completing the course learner will be able to:

CO1.To develop knowledge of major media characteristics

CO2. To understand procedures, requirements, and techniques of media planning and buying.

CO3.To learn the various media mix and its implementation

CO4. To understand budget allocation for a Media plan and fundamentals

BAMMC COURSE OUTCOME

COURSE TITLE: CONTEMPORARY ISSUES

COURSE CODE: BAMMC EJCI 2B601

After completing the course learner will be able to:

CO1. To stress the importance of social economic political aspects of the society as a media professional.

CO2. To understand the role of media as a strategy to create awareness on various issues and mobilise to bring social progress.

COURSE TITLE: LIFESTYLE JOURNALISM

COURSE CODE: BAMMC EJLJ 2B602

After completing the course learner will be able to:

CO1. Acquire a conceptual overview of lifestyle journalism and its function in the media industry.

CO2. Acquire an ability to report on lifestyle journalism stories or events in a clear, concise, factual and meaningful way.

CO3. Acquire an ability to understand audiences and markets in which the lifestyle journalists provide information.

COURSE TITLE: PHOTO AND TRAVEL JOURNALISM

COURSE CODE: BAMMC EJPT 2B603

After completing the course learner will be able to:

CO1. The objective of this course is to develop the ability of the learner to bring life into the story through characters and descriptions of places using photographs.

CO2. The learner will be able to spread knowledge about different destinations through writings

CO3. To understand the diverse audiences that are interested in travel and lifestyle-related content.

CO4. To understand the use of camera and images to drive interest in stories

BAMMC COURSE OUTCOME

COURSE TITLE: MAGAZINE JOURNALISM

COURSE CODE: BAMMC EJMJ2B601

After completing the course learner will be able to:

CO1.To understand magazine journalism, feature writing and Reviews.

CO2.To acquire skills required in Print Media.

COURSE TITLE: FAKE NEWS AND FACT CHECKING

COURSE CODE: BAMMC EJFNF 2B 607

After completing the course learner will be able to:

CO1. To give media students the understanding of the differentiation between real news and fake news.

CO2. To make media students aware of information disorder.

CO3. To give students a thorough knowledge of information literacy and media.

CO4. To give students a hand on knowledge on fact checking.

CO5. To give students a practical overview of social media verification.

COURSE TITLE: TELEVISION JOURNALISM

COURSE CODE: BAMMC EJTJ 2B 608

After completing the course learner will be able to:

CO1. To provide students with technique of narration and storytelling

CO2. To share the art of developing a story idea

CO3. To acquaint and sensitize them through assignments to the issues of deprivation around us and using writing as a tool for social justice

BAFTNMP

BACHELOR OF ARTS IN FILM, TV & NEW MEDIA PRODUCTION

- ➔ PROGRAMME OUTCOME
- ➔ COURSE OUTCOME

BAFTNMP PROGRAMME OUTCOME

- PO1.** Creative Talent - To cultivate aesthetic skills and to engage in out-of-the-box learning to synchronise the talents and skills of students along with their interests.
- PO2.** Critical thinking and problem solving skills: To inculcate the art of critically observing and listening and use the understanding to solve problems.
- PO3.** Decision making skills: To take informed decisions after accurately validating all the factors concerned from all angles.
- PO4.** Conceptual skills: To help ideate and develop conceptual skills of the field of study.
- PO5.** Communication and social skills: To cultivate communication, interaction and other social skills while interacting with others.
- PO6.** Organisational skills: To inculcate skills of organizing events and coordination involved therein.
- PO7.** Research skills: To build up the research and analysis skills.
- PO8.** Digital skills: To build up the digital skills required now in a digitalized world.

BAFTNMP PROGRAMME OUTCOME

FYBAFTNMP / SEMESTER I

COURSE TITLE: EFFECTIVE COMMUNICATION SKILLS

COURSE CODE: BAFTNMP 101

After completing the course learner will be able to:

CO1. To make learners aware of the functional and metaphorical use of language

CO2. To equip students with an understanding of language forms and structures

CO3. To empower students through deft use of language and its power – the verbal and the nonverbal

COURSE TITLE: Introduction to History of Art / Storytelling Through Other Forms of Art

COURSE CODE: BAFTNMP 102

After completing the course learner will be able to:

CO1. To understand the basics and genres of music, dance and theatre

CO2. To understand the basics of different acting schools and the art of drama

CO3. To learn the evolution of visual techniques from painting to cinema

CO4. To learn the basic relationship between music and dance in relation to filmmaking

COURSE TITLE: Initiation to Literature & Creative Writing

COURSE CODE: BAFTNMP 103

After completing the course learner will be able to:

CO1. To introduce basic tenets of Indian literature including regional literature

CO2. To introduce and appreciate various forms of literature.

CO3. To help build skills for creative writing

CO4. To help understand the structure of Story, poetry and drama

CO5. To introduce writing for internet

COURSE TITLE: Basics of Photography

COURSE CODE: BAFTNMP 104

After completing the course learner will be able to:

- CO1.** To learn the basics of art of Photography
 - CO2.** To understand the basic intricacies involved in taking a photograph
 - CO3.** To understand what makes a good picture.
 - CO4.** To develop basic photographic sense and knowledge.
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COURSE TITLE: Film Appreciation Genres

COURSE CODE: BAFTNMP 105

After completing the course learner will be able to:

- CO1.** To help students understand and enjoy different genres of films
 - CO2.** To make students analyze films through a critical eye
 - CO3.** To expose students to different perspectives and styles of film makings.
 - CO4.** To learn students to appreciate good cinema in different genres
-

COURSE TITLE: Graphic Designing

COURSE CODE: BAFTNMP 106

After completing the course learner will be able to:

- CO1.** To expose students to the industry of graphic design.
- CO2.** To help learn graphic reproduction methods using both modern as well as old school techniques.
- CO3.** To enable learners to solve simple problems of visual communication related to corporate identity or social communication
- CO4.** To help learners use software like Adobe Photoshop and Adobe Illustrator

FYBAFTNMP / Semester 2

COURSE TITLE: Basics of Post Production

COURSE CODE: BAFTNMP 207

After completing the course learner will be able to:

CO1: To make understand an editor's job

CO2: To study terminology and concepts, learning both the rules and how to break them,

CO3: To look at the aesthetics choices and the technological workflow for both picture and sound editing.

CO4: To examine the historical role of editing, from the earliest silent film through the digital revolution.

COURSE TITLE: History of Non-Fiction Film

COURSE CODE: BAFTNMP 208

After completing the course learner will be able to:

CO1: To familiarize students with key periods in the history of non-fiction film and video from 1895 to the present.

CO2: To recognize and write about various forms and conventions of documentary storytelling, including the basic grammar of documentary moving images.

CO3: To explore central questions surrounding the representation of reality and truth, including voice, authority, evidence and point of view.

CO4: To explore key issues in the ethics of documentary representation, including maker-subject relationships, informed consent, fairness, and evidence.

CO5: To be familiar with efforts to create more democratic systems of media production and distribution.

CO6: To learn how to watch earlier films both as an audience THEN (with understanding of the film's social, cultural, historical context), and NOW (with understanding of your own future goals and with critical, analytical eyes to study history).

CO7: To be able to think – and write — critically about non-fiction media.

COURSE TITLE: Writing for Visual Media

COURSE CODE: BAFTNMP 209

After completing the course learner will be able to:

CO1: To understand the basic structure of screenplay

CO2: To introduce to the basic skills for screen writing

CO3: To understand the intricacies of screen writing

CO4: To learn the build characters and write meaning full dialogues

COURSE TITLE: Importance of Sound and Sound SFX

COURSE CODE: BAFTNMP 210

After completing the course learner will be able to:

CO1: To learn about the basic of sound

CO2: To understand the nature of sound and recording devices

CO3: To learn the basics of sync sound, mixing console, analog v/s digital workflow

CO4: To understand the need for sound and importance of sound in film

CO5: To learn to record a song

COURSE TITLE: Basics of Cinematography

COURSE CODE: BAFTNMP 211

After completing the course learner will be able to:

CO1: To understand the importance of cinematography in film making

CO2: To enhance the basic knowledge about lighting and its use

CO3: To understand various equipment required for various form of lighting

CO4: To understand the basics of various camera, lenses and digital cinematography

COURSE TITLE: Practical Film Making

COURSE CODE: BAFTNMP 212

After completing the course learner will be able to:

CO1: To understand the film making process for multiple locations in non-fiction films

CO2: To understand the entire workflow

CO3: To gain exposure on various cameras and software used for production

SYBAFTNMP / Semester 3:

COURSE TITLE: Introduction to Direction for Television

COURSE CODE: BAFTNMP 313

After completing the course learner will be able to:

CO1: To develop the sensibilities and sensitivities of the taught

CO2: To comprehend the process of direction for television that entails understanding and analysis of different genres of television.

CO3: To help understand the television medium vis-à-vis the film, ideating, plotting and writing for different genres followed by inspecting the Director's role.

CO4: To analyze the present day scenario through experimenting by devising for short versions

COURSE TITLE: Basics of Cinematography

COURSE CODE: BAFTNMP 314

After completing the course learner will be able to:

CO1: To understand the basic structure of film and digital camera

CO2: To enhance the basic knowledge about lighting and its use

CO3: To understand various equipment required for various form of mood lighting

CO4: To understand basics of various digital cameras, lenses and digital cinematography

CO5: To learn the basics of special effects cinematography

CO6: To understand the needs of co-creator

COURSE TITLE: Understanding TV formats & Genre

COURSE CODE: BAFTNMP 315

After completing the course learner will be able to:

CO1: To understand how television programming works

CO2: To learn about TRPs and drama creation

CO3: To study the impact of niche programming

CO4: To learn about various genres of television programming

COURSE TITLE: Concepts of Story Boarding

COURSE CODE: BAFTNMP 316

After completing the course learner will be able to:

CO1: To understand the need for storyboarding

CO2: To learn the fundamentals of shoot taking and division

CO3: To understand various storyboarding techniques

CO4: To understand the importance of perspective and lighting while storyboarding

COURSE TITLE: Graphics and Post production (Flash, Editing software, After effects)

COURSE CODE: BAFTNMP 317

After completing the course learner will be able to:

CO1: To help understand the foundations of graphics

CO2: To learn the basics of Flash and related software

CO3: To understand the interface After Effects

CO4: To help understand Animation and Compositing

COURSE TITLE: TV Production / Ad Film Making

COURSE CODE: BAFTNMP 318

After completing the course learner will be able to:

CO1: To introduce the process of 25 mins Television series making

CO2: To understand the production work of 25 mins Television series making process

CO3: To understand the entire workflow 25 mins Television series making process

CO4: To gain exposure on various cameras and software used for production of 25mins Television series making

SYBAFTNMP / Semester 4:

COURSE TITLE: Introduction to Direction for Film

COURSE CODE: BAFTNMP 419

After completing the course learner will be able to:

CO1: To understand the need for direction in films

CO2: To understand the role played by a director

CO3: To understand the Qualities required to be a director

CO4: To learn how to manage creativity and creative team

CO5: To learn about drama and continuity for films

CO6: To learn the details involve in the production of a feature films

COURSE TITLE: Basics of Visual Communication

COURSE CODE: BAFTNMP 420

After completing the course learner will be able to:

CO1: To understand the importance of Aesthetics, Perception, Representation, Visual Rhetoric and Cognition

CO2: To Critically Analyze Semiotics, Reception Theory, Narrative

CO3: To learn the basics of Media Aesthetics, Ethics, Visual Literacy, Cultural Studies

COURSE TITLE: Convergence and Basics of Web Designing

COURSE CODE: BAFTNMP 421

After completing the course learner will be able to:

CO1: To expose students to the concept of Convergence, Internet Key Terms, New Media.

CO2: To demonstrate and help learn Web Designing, HTML programming, Basic Java Script

CO3: To assist students in designing their own website, uploading the website, links and navigation

COURSE TITLE: Concepts of Post Production & Computer Graphics (including VFX)

COURSE CODE: BAFTNMP 422

After completing the course learner will be able to:

CO1: To understand the basics of visual effects

CO2: To understand the basic process of visual effects

CO3: To learn about GUI and CG

CO4: To understand the basics of 3D and creating real world in the digital world

CO5: To learn about compositing and camera tracking

CO6: To understand the process of VFX and final rendering

COURSE TITLE: Drama Production

COURSE CODE: BAFTNMP 423

After completing the course learner will be able to:

CO1: To provide an introduction to the process of digital short film production for the purpose of making works of drama and fiction.

CO2: To enable the development of the practical and theoretical skills in pitching, planning, writing, shooting and editing necessary to produce a coherent and competent fictional moving image project.

CO3: To introduce the student to a range of creative and scheduling skills which will assist them in the production of their projects.

COURSE TITLE: Intermediate Practical Film Making (Ad and Short Fiction Film

COURSE CODE: BAFTNMP 424

After completing the course learner will be able to:

CO1: To understand the production pipeline of film making process in advertisement film making

CO2: To introduce the process of Advertisement Film (product as well as PSU) Corporate AV and In-depth Multiple Characters Single Multiple Location Short Film making

CO3: To understand the entire workflow in Advertisement Film (product as well as PSU) Corporate AV and In-depth Multiple Characters Single Multiple Location Short Film

CO4: To gain exposure on various cameras and software used for production of Advertisement Film (product as well as PSU) Corporate AV and In-depth Multiple Characters Single Multiple Location Short Film

Semester 5:

COURSE TITLE: Laws related to Films, TV and Internet

COURSE CODE: BAFTNMP 525

After completing the course learner will be able to:

CO1: To understand the various laws pertaining to media

CO2: To understand the need and importance of Copyright

CO3: To learn about intellectual property rights

CO4: To understand about media business ethics and issues pertaining to it

COURSE TITLE: New Media Theory and Practice (With advanced Web design and app making)

COURSE CODE: BAFTNMP 526

After completing the course learner will be able to:

CO1: To help the basics of Web Designing

CO2: To learn to create a website for mobile phones

CO3: To help understand New media and popular culture, social networking, emerging identities, games as advanced new media, mobile journalism, and to use new media as a pedagogical tool.

COURSE TITLE: Understanding Indian Contemporary Cinema

COURSE CODE: BAFTNMP 527

After completing the course learner will be able to:

CO1: To help explore the changing trends in Hindi Popular cinema in terms of storytelling, performances technological and production aspects.

CO2: To understand the emergence of Film Festivals as a mode of exhibition and the kind of films selected for such prestigious film festivals.

CO3: To focus on the changing aesthetic trends of regional films, popular films and festival films.

CO4: To look at the emergence of digital media and internet being a source of exhibition for films.

COURSE TITLE: Introduction to Media Project Management

COURSE CODE: BAFTNMP 528

After completing the course learner will be able to:

CO1: To educate about the basics involved in a media project management

CO2: To educate about the basic project production workflow and management

CO3: To educate about the role of a project manager

CO4: To help understand the details involving a new business project or proposal

COURSE TITLE: Basics of Marketing and Publicity

COURSE CODE: BAFTNMP 529

After completing the course learner will be able to:

CO1: To introduce the basics of marketing and publicity design

CO2: To educate about the importance of marketing in today's world

CO3: To help understand the various tools needed for marketing and publicity design

CO4: To learn about the marketing plan and market research

CO5: To help get insight into consumer consumption behaviour

COURSE TITLE: Advanced Practical Film Making - Music Videos

COURSE CODE: BAFTNMP 530

After completing the course learner will be able to:

CO1: To introduce the process of Music Video

CO2: To understand the production pipeline of Music Video

CO3: To understand the entire workflow in Music Video making process

CO4: To gain exposure on various cameras and software used for production of Music Video

COURSE TITLE: Final Project- Short Film

COURSE CODE: BAFTNMP 631

After completing the course learner will be able to:

CO1: To help writing an original story

CO2: To understand production and distribution of film in the national and international circuit.

CO3: To understand film promotion & PR

B.Sc. DS

BACHELOR OF SCIENCE IN DATA SCIENCE

❖ PROGRAM OUTCOME

❖ COURSE OUTCOME

PROGRAM OUTCOME

PO1: Build a strong foundation of statistics for data science.

PO2: Use all the features and new updates of Python and R for data science.

PO3: Perform scientific and technical computing using the Python Sci Py package and its sub- packages Integrate, Optimize, Statistics, IO, and Weave.

PO4: Gain expertise in mathematical computing using the Num Py and Sci kit-Learn package.

PO5: Gain an in-depth understanding of data structure and data manipulation.

PO6: Understand and use linear and non-linear regression models and classification techniques for data analysis

PO7: Obtain a comprehensive knowledge of supervised and unsupervised learning models such as linear regression, logistic regression, clustering, dimensionality reduction, K-NN and pipeline.

PO8: Master the concepts recommendation engine, time series modelling, gain practical mastery over principles, algorithms, and applications of Machine Learning.

PO9: Learn to analyze data using Tableau and Power BI and become proficient in building interactive dashboards.

PO10: Understand deep reinforcement learning techniques applied in Natural Language Processing

PO11: Understand the different components of the Hadoop ecosystem and learn to work with H Base, its architecture and data storage, learning the difference between H Base and RDBMS, and use Hive and Impala for partitioning

PO12: Understand Map Reduce and its characteristics and learn how to ingest data using Sqoop and Flume

COURSE OBJECTIVE

FYBSc DS/SEMESTER I

COURSE TITLE: **Descriptive Statistics**

COURSE CODE: **USDS101**

After completing the course learner will be able to:

CO1: To understand the use and importance of statistical data by tabulating and implementing sampling methods.

CO2: Able to identify association between the variables as well as computing consistent and in consistent data.

CO3: Able to compute level of measures and apply as well as interpret data in to graphs.

CO4: Apply measure of central tendency to minimize the sum of squared deviation.

CO5: Able to understand the basic assumption behind regression analysis and determine the modelis significance as well as able to apply various techniques for the modelling.

COURSE TITLE: **Introduction to Programming**

COURSE CODE: **USDS102**

After completing the course learner will be able to:

CO1: Proficiency in using and applying various data types including, string, array list, tuple and dictionary.

CO2: Ability to use regular expressions to perform complex operations in less code.

CO3: Learning to make use of date and time in Python for various applications.

CO4: Proficiency in using I Python architecture for Data Science Applications.

CO5: Knowledge about use of various data science tools.

COURSE OBJECTIVE

FYBSc DS/SEMESTER I

COURSE TITLE: Web Technology

COURSE CODE: USDS103

After completing the course learner will be able to:

CO1: Understand the meaning of the basic terminologies of web technology and explore, use the HTML5 concepts. Understand the basic requirement of web design.

CO2: Understand and use the Page layout, Navigation, Tables.

CO3: Forms and Media features of HTML5.

CO4: Understand and use Cascading Style sheet for beautifying the webpages.

CO5: Understand and use the JavaScript for validation of user forms in web pages.

CO6: Understand and use the technique of transmitting data between a server and web application using JSON.

COURSE TITLE: Business Communication and Information Ethics

COURSE CODE: USDS104

After completing the course learner will be able to:

CO1: Communicate effectively in non-verbal way, draft and write effective business letters.

CO2: Effectively carry out communication activities of business by following email etiquettes, drafting memos

CO3: Write elegant business reports and prepare user instruction manual.

CO4: Apply the information ethics in all walks of life.

CO5: Become a good communicator in life.

COURSE OBJECTIVE

FYBSc DS/SEMESTER I

COURSE TITLE: Precalculus

COURSE CODE: USDS105

After completing the course learner will be able to:

CO1: Apply the knowledge of numbers, graph and functions in real life.

CO2: Apply trigonometry in modelling real life problems.

CO3: Use analytic trigonometry and inverse circular functions to solve variety of problems.

CO4: Apply complex numbers theory to different domains, use vectors and matrices to solve real life problems.

CO5: Identify different types of conics from equations, understand sequences and series and basics of limits and derivatives.

FYBSc DS/SEMESTER II

COURSE TITLE: Probability and Distributions

COURSE CODE: USDS201

After completing the course learner will be able to:

CO1: Organize, manage and present data

CO2: Analyze statistical data graphically using frequency distributions and cumulative frequency distributions

CO3: Use the basic probability rules, including additive and multiplicative laws, using the terms, in dependent and mutually exclusive events.

CO4: Translatereal-world problems into probability models.

CO5: Derive the probability density function of transformation of random variables.

CO6: Calculate probabilities and derive the marginal and conditional distributions of bivariater and om variables.

COURSE OBJECTIVE

FYBSc DS/SEMESTER II

COURSE TITLE: Database Management

COURSE CODE: USDS202

After completing the course learner will be able to:

CO1: Students should be able to evaluate business information problem and find the requirements of a problem in terms of data.

CO2: Students should be able to draw database design in logical structure and can identify the entities which exist in a system

CO3: Students should be able to construct normalized database and functional dependencies between attributes and relational algebra queries

CO4: Students should be able to design the database schema with the use of appropriate data types for storage of data in database.

CO5: Students should be able to create, manipulate, query and backup the databases with features of SQL.

COURSE TITLE: R Programming

COURSE CODE: USDS203

After completing the course learner will be able to:

CO1: Organize, manage and present data

CO2: Analyze statistical data graphically using frequency distributions and cumulative frequency distributions

CO3: Use the basic probability rules, including additive and multiplicative laws, using the terms, in dependent and mutually exclusive events.

CO4: Translate real-world problems into probability models.

CO5: Derive the probability density function of transformation of random variables.

COURSE OBJECTIVE

FYBSc DS/SEMESTER II

COURSE TITLE: **Environmental Science**

COURSE CODE: **USDS204**

After completing the course learner will be able to:

- CO1: Ability to recognize explain important of environment and its resources.
- CO2: Knowledge about insights of ecology and biodiversity.
- CO3: Recognize the cause and effects of environmental pollution and other social issues.
- CO4: Knowledge about population and its impact on environment.
- CO5: Insight in to environment management and sustainable development.

COURSE TITLE: **Calculus**

COURSE CODE: **USDS205**

After completing the course learner will be able to:

- CO1: Quickly and easily find the derivative of a function.
- CO2: Perform integration of functions with ease.
- CO3: Apply the knowledge of derivatives and integration to different domains and obtain the results
- CO4: Apply the knowledge of multiple integrals and polar coordinates to solve real life problems with ease.
- CO5: Use partial derivatives and differential equations to solve variety of problems.

COURSE OBJECTIVE

SYBSc DS/SEMESTER III

COURSE TITLE: **Research Methods and Ethics**

COURSE CODE: **USDS301**

After completing the course learner will be able to:

CO1: Learner understands the reasons for doing research, the applications of research, characteristics and requirements of the research process, types of research and Research paradigms.

CO2: Learner is applying major approaches to information gathering, the relationship between attitudinal and measurement scales Methods for exploring attitudes in research.

CO3: Learner is able to analyze data in qualitative and quantitative studies, application of IT in data analysis.

CO4: Learner is able to write a research report and use Information Technology in Research

CO5: Learner is practicing ethical codes and practices of conduct research.

COURSE TITLE: **Data Structures and Algorithms Using Python**

COURSE CODE: **USDS302**

After completing the course learner will be able to:

CO1: Learner is capable of choosing appropriate data structure in Python for specified problems and algorithms.

CO2: Learner is able to implement Linked list and Stack data structure in various domains.

CO3: Learner is able to implement Tree and Queue data structures and use their operation.

CO4: Learner has ability to apply of Hashing techniques, Symbol Table and Graph Algorithms appropriately.

CO5: Learner has skills to handle sorting, searching and pattern matching on various data structures.

COURSE OBJECTIVE

SYBSc DS/SEMESTER III

COURSE TITLE: **Economics**

COURSE CODE: **USDS303**

After completing the course learner will be able to:

CO1: Learner understands the basic economic decisions that underline the economic process: What and how to produce goods and services and how they are distributed.

CO2: Learner is able to apply of the concepts of scarcity, choice and opportunity cost to analyze the workings of a market economy.

CO3: Learners able to demonstrate a firm knowledge of the interrelationships among consumers, government, business and the rest of the world in the U.S. macro economy.

CO4: Learner is able to identify the process of how the nation 's output of goods and services is measured through the national income and product accounts; clearly comprehend the income and expenditure approaches to measuring national output and national income.

CO5: Learner is capable to clearly illustrate the specific roles and functions of monetary and fiscal policy in the economy and explain how these are applied to the process of shaping economic policy and stabilizing the economy, specifically regarding controlling inflation, promoting full employment and facilitating economic growth.

COURSE OBJECTIVE

SYBSc DS/SEMESTER III

COURSE TITLE: Data Warehousing and Mining

COURSE CODE: USDS304

After completing the course learner will be able to:

CO1: Learner is able to demonstrate knowledge of business intelligence, data warehouse with clear understanding of architectural types and will be able to establish the relationship between architectural building blocks.

CO2: Learner is able to elaborate changing dimensions with respect to current trends & using aggregate tables.

CO3: Learner is able to handle the processes of data preprocessing, data transformation and data reduction.

CO4: Learner has knowledge of using various Data Mining techniques for classification and clustering.

CO5: Learner is able to align the Data Mining techniques for analyzing the datasets using tools like Weka, R or Python

COURSE TITLE: Linear Algebra and Discrete Mathematics

COURSE CODE: USDS305

After completing the course learner will be able to:

CO1: Learner is able to perform common matrix operations such as addition, scalar multiplication, multiplication, and transposition.

CO2: Learner is able to describe how the determinant of a product of matrices relates to the determinant of the individual matrices.

CO3: Learner expresses clear understanding of the concept of a 'solution to a game' and also the limitations on the applicability of the theory.

COURSE OBJECTIVE

SYBSc DS/SEMESTER IV

COURSE TITLE: Testing of Hypothesis

COURSE CODE: USDS401

After completing the course learner will be able to:

CO1: Learner is developing null and alternative hypotheses to test for a given situation.

CO2: Learner is able to differentiate one- and two-tailed hypothesis tests.

CO3: Learner is able to do sampling a normal distribution and random sampling.

CO4: Learner is using statistical models and their associations in performing hypothesis testing.

CO5: Lerner is writing the reports and interpreting the data using the various programming. languages and packages.

COURSE TITLE: **Big**

COURSE CODE: USDS402

After completing the course learner will be able to:

CO1: Learner understands the key issues in big data management and its associated applications in intelligent business and scientific computing.

CO2: Lerner is acquiring fundamental techniques and algorithms like Hadoop, Map Reduce and NO SQL in big data analytics.

CO3: Learner is able to interpret business models and scientific computing paradigms, and apply software tools for big data analytics.

CO4: Learner understands adequate perspectives of big data analytics in various applications like recommender systems, social media applications etc.

COURSE OBJECTIVE

SYBSc DS/SEMESTER IV

COURSE TITLE: Numerical Methods

COURSE CODE: USDS405

After completing the course learner will be able to:

CO1: Learner implementing Numerical Methods to solve the problems.

CO2: Learner is computing the numerical results using raw data.

CO3: Learner will learn numerical different and integration.

CO4: Learner will learn Numerical Solution of Initial-Value

CO5: Learner will learn Matrix Eigenvalue

SYBSc DS/SEMESTER V

COURSE TITLE: Computer Vision

COURSE CODE: USDS501

After completing the course learner will be able to:

CO1: Understand the fundamentals of image formation.

CO2: Use and Demonstrate operations of Image Processing.

CO3: Relate and Explain various features of Image.

CO4: Understand, Identify and Examine various image patterns.

CO5: Design and develop practical and innovative image processing and computer vision applications or systems.

COURSE OBJECTIVE

SYBSc DS/SEMESTER V

COURSE TITLE: Data Engineering

COURSE CODE: USDS502

After completing the course learner will be able to:

CO1: To remember and explain the Data Engineering basics and Lifecycle.

CO2: To apply the Data Architecture Design with various options available.

CO3: To create the Data from source and make use of Storage.

CO4: To understand Ingestion process and know about Queries, Modeling, and Transformation.

CO5: To Illustrate Data Analytics, Machine Learning and to Explain the importance of Security and Privacy.

COURSE TITLE: Robotic Process Automation

COURSE CODE: USDS503

After completing the course learner will be able to:

CO1: Understand and implement the mechanism of business process and can provide the solution in an optimize way.

CO2: Apply the features use for interacting with database plugins.

CO3: Apply and Use the plug-ins and other controls used for process automation.

CO4: Implement and handle the different events, debugging and managing the errors.

CO5: Test and deploy the automated process.

COURSE OBJECTIVE

SYBSc DS/SEMESTER V

COURSE TITLE: Cloud Computing

COURSE CODE: USDS504

After completing the course learner will be able to:

CO1: Apply active listening techniques and overcome barriers to become a better listener.

CO2: Demonstrate improved speaking skills with clarity, confidence, and fluency.

CO3: Utilize interview techniques to enhance job interview performance and create impactful résumés.

CO4: Apply interpersonal communication skills to build effective relationships and manage conflicts in professional settings.

CO5: Effectively deliver negative news messages, develop crisis communication plans, and handle press conferences in challenging situations.

COURSE TITLE: Social Media Analytics

COURSE CODE: USDS505a

After completing the course learner will be able to:

CO1: Demonstrate a comprehensive understanding of social media analytics concepts, theories, and tools.

CO2: Apply various social media analytics techniques to extract insights and make informed decisions.

CO3: Perform social network analysis to uncover patterns, relationships, and influential nodes within social networks.

CO4: Utilize text analytics methods to extract meaningful information from social media text data.

CO5: Design and implement recommender systems for social media platforms, considering user preferences and item similarities to enhance user experiences.

COURSE OBJECTIVE

SYBSc DS/SEMESTER V

COURSE TITLE: **Business Forecasting**

COURSE CODE: **USDS505b**

After completing the course learner will be able to:

CO1: Explain various notions/concepts/principles in time series analysis and forecasting.

CO2: Choose and use the standard techniques of time series analysis to analyze real data, and build appropriate forecasting models.

CO3: Review and interpret models and forecasting results critically.

CO4: Construct written work, which is logically and professionally presented.

CO5: Master a modern statistical computer language and Master problem solving as a team.

COURSE TITLE: **Business Forecasting**

COURSE CODE: **USDS505b**

After completing the course learner will be able to:

CO1: Explain various notions/concepts/principles in time series analysis and forecasting.

CO2: Choose and use the standard techniques of time series analysis to analyze real data, and build appropriate forecasting models.

CO3: Review and interpret models and forecasting results critically.

CO4: Construct written work, which is logically and professionally presented.

CO5: Master a modern statistical computer language and Master problem solving as a team.

COURSE OBJECTIVE

SYBSc DS/SEMESTER V

COURSE TITLE: Marketing and Retail Analytics

COURSE CODE: USDS505c

After completing the course learner will be able to:

CO1: Demonstrate the use of analytical tools in marketing.

CO2: Choose appropriate data sources and analytical tools to assess marketing performance.

CO3: Apply analytics tools to a variety of data collected by marketers.

CO4: Translate the results of quantitative analyses into managerial insights for marketing decision-making.

CO5: Explain and illustrate how marketing analytics are used in an integrated manner to solve strategic marketing problems

SYBSc DS/SEMESTER VI

COURSE TITLE: Machine Learning

COURSE CODE: USDS601

After completing the course learner will be able to:

CO1: Understand the foundational concepts and principles of Machine Learning

CO2: Apply supervised and unsupervised learning techniques, including classification algorithms and clustering algorithms

CO3: Evaluate the performance of Machine Learning models using classification metrics, ROC/AUC curve analysis, and cross-validation techniques.

CO4: Implement regression models (such as linear regression and logistic regression) and understand their applications in predictive analysis.

CO5: Utilize dimensionality reduction techniques (Like PCA) for feature reduction and selection, and apply association rule mining algorithms (such as the Apriori algorithm) for discovering meaningful patterns in datasets.

- ➔ **Bachelor of Science in Hospitality Studies**
- ➔ **Bachelor of Arts in Culinary Arts**

Program Outcomes for Hotel Management Courses

The expected outcome of the HMCT program is keeping in view the basic and objectives stated above. The outcome of this model program structure is foreseen that on completion of this program the students will be able to :-

PO1: Hotel and Hospitality Knowledge : How to Apply the knowledge of hotel, hospitality and tourism, and core area specialization to the solution of complex hotel management problems faced on a day to day base in the industry .

PO2: Problem analysis: To be able to Identify, formulate, research, and analyse complex hospitality problems reaching conclusions using principles of management.

PO3: Modern Tool Usage : Create, select, and apply appropriate techniques, resources, modern management and IT tools with an understanding of the limitations that the industry may face.

PO4: Designing /developing solutions: To have the ability to design solutions for complex hospitality related problems and design system components or processes that meet the standards of the industry with appropriate consideration for the public health and safety, and the cultural, societal, and environmental considerations.

PO5: Hospitality and Society : To have the ability to reason with situations informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to the professional practices.

PO6: Environment and Sustainability: To be able to understand the impact of the hotel, hospitality and tourism in societal and environmental contexts, and demonstrate the knowledge for sustainable development keeping the goals of the organization in site.

PO7: Ethics : To understand and apply the ethical principles and commit to professional ethics and responsibilities and norms of the industries practices.

PO8 : Individual and Team Work : As an individual and as a member or leader in diverse teams, and in multidisciplinary settings to be able to function effectively.

PO9: Communication: Communicate effectively on hospitality activities with the professional community and with the society at large. Being able to comprehend and write effective reports and design documentation, make effective presentations, and to be able give and receive clear instructions.

PO10: Project Management and Finance : Attain knowledge and understanding of the hospitality and the management principles. Application of these to one's own work, as a member and leader in a team, to manage projects in multidisciplinary environments.

PO11: Lifelong learning : Recognize the need for, and to be prepared and have the ability to engage in independent and lifelong learning in the broadest context of technological change. To be able to adapt to the changing trends of the industry while applying the same to the organizations growth.

Course Outcome for BSc. in Hospitality Studies

FYBSc Semester 1

Course Title: FOOD PRODUCTION & PATISSERIE–I

Course Code: USHO 101

After completing the course, the learner will be able to:

CO1 To equip the students with basic & technical knowledge of Culinary Arts & Food Production Department

CO2 To familiarise with the various equipments and utensils used in the kitchen.

Course Title: FOOD AND BEVERAGE SERVICE – I

Course Code: USHO102

After completing the course, the learner will be able to:

CO1 To understand the role of Food & Beverage Department

CO2 To know the duties & responsibilities of service staff

CO3 To know the techniques selling & serving of Food, Cocktails & Beverage

CO4 To be able to identify

Course Title: FRONT OFFICE SEMESTER – I

Course Code: USHO103

After completing the course, the learner will be able to:

CO1 To know the basics of Hotel & Tourism Industry

CO2 To understand the appropriate organisational structures & duties of Front Office

CO3 To be prepared about role of public relations, guest relations & receptionist

Course Title: HOUSEKEEPING SEMESTER – I

Course Code: USHO104

After completing the course, the learner will be able to:

CO1 To be able to identify role of Housekeeping department & Organizational chart

CO2To be able to identify & explain use of basic cleaning equipments, cleaning agents

CO3To be able to perform basic cleaning procedures of various structures

Course Title: COMMUNICATION SKILLS (ENGLISH & FRENCH)

Course Code: USHO106

After completing the course, the learner will be able to:

CO1To develop and adapt to speaking and achieve listening skills and strategies.

CO2To be able to use grammar accurately & appropriately (English & French)

CO3To be able to understand and speak basic French

Course Title: INFORMATION TECHNOLOGY

Course Code: USHO107

After completing the course, the learner will be able to:

CO1To equip the student with the theory inputs with respect to understanding the fundamentals of computers

CO2To equip with necessary skills to operate the generic applications and standard operating systems

Course Title: FOOD SAFETY AND NUTRITION

Course Code: USHO108

After completing the course, the learner will be able to:

CO1To learn about the importance of hygiene & sanitation in the catering industry & get acquainted with the food standards

CO2To understand function, sources & deficiency of nutrients & to gain basic knowledge of nutrition

CO3To understand the changes brought about in food nutrients during processing

FYBSc Semester 2

Course Title: FOOD PRODUCTION & PATISSERIE–II

Course Code: USHO201

After completing the course, the learner will be able to:

CO1To develop a keen interest in food production and to enable students to experiment, innovate and progressively produce a variety of preparation / dishes.

CO2To gain confidence to adapt to the technical skills and the art of preparing different menus, Indian as well as Continental.

CO3To gain confident to take up the challenge of bulk cookery

Course Title: FOOD AND BEVERAGE SERVICE – II

Course Code: USHO202

After completing the course, the learner will be able to:

CO1To be able to plan different types of Menus using principles of menu planning.

CO2To know the course wise sequence of French classical menu & identify general accompaniments.

CO3To know Types, storage and service of Tobacco and Non-alcoholic beverages

Course Title: FRONT OFFICE – II

Course Code: USHO203

After completing the course, the learner will be able to:

CO1To understand the concept and functioning of room reservations

CO2To know functioning of room reservations, Reception and Guest services.

Course Title: HOUSEKEEPING – II

Course Code: USHO204

After completing the course, the learner will be able to:

CO1To list and explain the various operational areas, procedures and formats of the housekeeping department

CO2To enlist and implement Standard Operating Procedures (SOP's) for routine cleaning procedures of various guest areas.

Course Title: COMMUNICATION SKILLS (ENGLISH & FRENCH) II

Course Code: USHO206

After completing the course, the learner will be able to:

CO1To develop and adapt to speaking and achieve listening skills and strategies and using those skills to hold a discussion

CO2To be able to frame grammatically sentences in French & translate in English

CO3To be able to speak hotel related French terms

Course Title: PRINCIPLES OF HOTEL ACCOUNTANCY

Course Code: USHO207

After completing the course, the learner will be able to:

CO1To know the basic terms used in Accounting

CO2To be able to file entries in Journal, Ledger, Cashbook & Trial Balance

CO3To be able to analyse an account & understand Asset & Liabilities

Course Title: PRINCIPLES OF MANAGEMENT – II

Course Code: USHO208

After completing the course, the learner will be able to:

CO1To train the student as future managers and make them understand the working of an organisation

CO2To encouraging students to read more so as to refine their analytical power and sharpen business sense and become more aware of the business environment

SY BSc Semester III

Course Title: FOOD PRODUCTION & PATISSERIE–III

Course Code: USHO301

After completing the course, the learner will be able to:

CO1To get trained on various aspects of regional Indian cuisine – Quantity Food Production (QFP)

CO2To adapt to the technical skills and the art of preparing different menus

Course Title: FOOD & BEVERAGE SERVICE SEMESTER – III

Course Code: USHO302

After completing the course, the learner will be able to:

CO1To know the duties and responsibilities of beverage service staff members, and summarize techniques and procedures for responsibly selling and serving cocktails, beer, and wine.

CO2To understand & know the production process of Beer, Wine and Spirits.

CO3To be able to make cocktails with use of ingredients such as liqueurs and bitters

Course Title: FRONT OFFICE – III

Course Code: USHO303

After completing the course, the learner will be able to:

CO1To possess knowledge and skills with respect to handling Group Reservations

CO2To know the skill of Assigning Rooms, Check-in & Cashiering process

CO3To know the about the various Security Systems in of a hotel

Course Title: HOUSEKEEPING – III

Course Code: USHO304

After completing the course, the learner will be able to:

CO1To be able to explain various operational procedures and formats pertaining to linen, uniforms, and laundry & create formats related to them

CO2To know Flower Arrangements for various occasions and locations

CO3To be able to plan & implement décor for special occasions

Course Title: HOTEL ACCOUNTANCY & COST CONTROL

Course Code: USHO306

After completing the course, the learner will be able to:

CO1To understand how to handle company accounts

CO2To know the audit systems

CO3To understand the concepts in Food & Beverage Cost Controls

Course Title: HOSPITALITY LAW & HUMAN RESOURCE MANAGEMENT – III

Course Code: USHO307

After completing the course, the learner will be able to:

CO1To understand the different Laws of Contract, Agency & Bailment

CO2To understand the different Acts of Consumer Protection, Food Adulteration
Industrial Disputes

Course Title: MANAGEMENT INFORMATION SYSTEMS

Course Code: USHO308

After completing the course, the learner will be able to:

CO1To equip the student with the required knowledge to understand the theory and practical aspects of the functioning of the systems department of a hotel

CO2To develop the skills of handling Property Management Systems software

TYBSc Semester V

Course Title: FOOD PRODUCTION & PATISSERIE V

Course Code: USHO501

After completing the course, the learner will be able to:

CO1To know the basics to advance culinary skills & latest food trends.

CO2To give an overview of culinary specialties across the globe

Course Title: FOOD & BEVERAGE OPERATIONS MANAGEMENT

Course Code: USHO502

After completing the course, the learner will be able to:

CO1To be able to identify Food & Beverage setup and planning of various outlets in the department.

CO2 To know how to develop and manage labour & revenue control system

CO3To know operations of casual, theme restaurants etc

Course Title: FRONT OFFICE V

Course Code: USHO503

After completing the course, the learner will be able to:

CO1To know the application of formulae that are applied in the front office for forecasting and evaluating

CO2To know the decision making through statistical data in Front office operations

CO3To know & understand the rules & acceptance of foreign exchange

Course Title: HOUSEKEEPING V

Course Code: USHO504

After completing the course, the learner will be able to:

CO1To apply the guidelines for hiring various housekeeping contract services

CO2To manage the man power planning in the housekeeping department in different category of hotels

CO3To know application of the elements and concept of interior decorations & elevations.

Course Title: CORPORATE ENGLISH

Course Code: USHO506

After completing the course, the learner will be able to:

CO1To enable the student to enhance their communication skills (verbal & written)

CO2To adapt to the challenges in the global scenario.

CO3To practice the dynamics of business etiquettes.

Course Title: ENVIRONMENTAL & SUSTAINABLE TOURISM

Course Code: USHO507

After completing the course, the learner will be able to:

CO1To know the importance of Environmental and Sustainable Tourism & comprehend Sustainability of Tourism for future generations.

CO2To understand about the World's fastest growing Travel & Tourism industry.

CO3To be able to identify and explain Environmental changes due to Tourism.

TYBSc. Semester VI

Course Title: ORGANIZATIONAL BEHAVIOUR

Course Code: USHO601

After completing the course, the learner will be able to:

CO1 To diagnose Individual and Group Behaviour.

CO2 To develop skills in improving individual and group performance in entrepreneurial and established ventures

CO3 To develop the overall personality and sustain in the dynamic environment

Course Title: STRATEGIC MANAGEMENT

Course Code: USHO602

After completing the course, the learner will be able to:

CO1The students will be able to identify the operating strategy of the organization

CO2To develop skills in decision making

CO3To strategize and participate in policy making

Course Title: EVENT PLANNING, MARKETING & MANAGEMENT

Course Code: USHO603

After completing the course, the learner will be able to:

CO1To develop an ability to plan for conventions, seminars & events creatively and strategically

CO2To understand financial, marketing, operational and strategic issues in setting up an event & understand the concept of Event Management

CO3To be able to prepare financial reports and establish source of funding for a new operation

Course Title: ADVANCED FOOD PRODUCTION

Course Code: USHO604A

After completing the course, the learner will be able to:

CO1To get students to attain expertise in their culinary skills.

CO2To get familiarized on various aspects of kitchen management.

CO3To develop students to become independent entrepreneurs.

**Course Title: ADVANCED FOOD & BEVERAGE OPERATIONS
MANAGEMENT**

Course Code: USHO604B

After completing the course, the learner will be able to:

CO1To identify factors to create impulse buying; prepare, fillet, carve, flambé & finish food items from a Gueridon trolley.

CO2To Plan & operate a Bar operation, Manage inventory and maintain records pertaining to beverage control.

CO3To understand and apply cost dynamics as related to the Food & Beverage industry

CO4To Demonstrate a detailed understanding of the various facets of the Food & Beverage cycle of control in the operational & post operational phase

Course Title: ADVANCED HOUSEKEEPING

Course Code: USHO604C

After completing the course, the learner will be able to:

CO1To plan and evaluate budgets.

CO2To evaluate the aspects of Interior Design in a Guest Room Layout.

CO3To set up the housekeeping department of a new property and create a timeline for the countdown to the opening.

CO4To identify safety hazards and implement preventive and remedial measures

Course Title: ADVANCED FRONT OFFICE

Course Code: USHO604D

After completing the course, the learner will be able to:

CO1To understand Yield management and its application in the Hotel Industry

CO2To know Measurement of Yield for Management Decision Making

CO3To know about Passport & Visa regulations.

Course Title: ADVANCED BAKERY & CONFECTIONERY

Course Code: USHO604E

After completing the course, the learner will be able to:

CO1To familiarize students on various aspects of bakery and confectionery management.

CO2To develop skilled professionals in bakery and confectionery for the hospitality industry.

CO3To develop students to become independent entrepreneurs.

Course Title: SERVICES MARKETING

Course Code: USHO605C

After completing the course, the learner will be able to:

CO1To familiarize students with marketing fundamentals

CO2To understand the importance of services marketing

CO3To know the applicability of to fit the subject into Hospitality

Course Title: STRATEGIC HUMAN RESOURCE MANAGEMENT

Course Code: USHO605E

After completing the course, the learner will be able to:

CO1To make the students aware of human resource functions

CO2To use the strategic objectives of the organizations so as to enhance performance & service quality.

Course Outcome for BA in Culinary Arts

FY BACA Semester 1

Course Title: PRINCIPLES OF FOOD PRODUCTION

Course Code: USCA101

After completing the course, the learner will be able to:

CO1To define aims of cooking, draw organization chart of classical kitchen brigade and list the duties of kitchen staff

CO2To list ingredients, tools and equipment used in bakery and the methods of bread and cookies making

CO3To list the kitchen, tools, equipment and fuels used in commercial kitchen

CO4To pre-preparation, methods and list the methods of cooking food

Course Title: FUNDAMENTALS OF FOOD AND BEVERAGE SERVICE

Course Code: USCA105

After completing the course, the learner will be able to:

CO1To state the sectors of Food and Beverage Industry & draw the Organization chart of Food and Beverage Department of a hotel

CO2Describe the duties and responsibilities of various positions in F&B Department

CO3To list various equipments used in F&B Department, their specifications and maintenance & list various types of service and explain their features

Course Title: FOOD SAFETY & HYGIENE

Course Code: USCA107

After completing the course, the learner will be able to:

CO1To define microbes and conditions for growth of microbes & List micro organisms

CO2To define Food Adulteration and adulterants & state the types and uses of Food Additives

CO3To state the importance of Hygiene & list various methods of Food Preservation

CO4To state the regulations and regulating bodies governing Food Safety and Hygiene & list the importance and basic principles of HACCP

Course Title: INTRODUCTION TO THE HOSPITALITY INDUSTRY

Course Code: USCA108

After completing the course, the learner will be able to:

CO1State the career opportunities in Hospitality Profession

CO2To list the impact of travel and tourism on Hotel Industry & state the economic significance of tourism

CO3To list popular Chains of hotels & draw the organization chart of different categories of hotels

Course Title: PRODUCT KNOWLEDGE

Course Code: USCA109

After completing the course, the learner will be able to:

CO1To state the properties , nutritional value and quality checks of dairy products, cereals and eggs

CO2To state the properties , nutritional value and quality checks of vegetables, fruits and herbs

CO3To state the properties , nutritional value and quality checks of meat products, fish and Fats and oils

Course Title: COMMUNICATION SKILLS - ENGLISH & FRENCH

Course Code: USCA110

After completing the course, the learner will be able to:

CO1To frame grammatically correct sentences in English

CO2To apply the correct conjugation of verbs in sentences

CO3To frame simple sentences in French

Course Title: RESTAURANT & FOOD SERVICE OPERATIONS**Course Code: USCA106**

After completing the course, the learner will be able to:

CO1To identify the tools and equipments commonly used in Food and Beverage operations

CO2To demonstrate basic methods of food and beverage service

FYBACA Semester 2**Course Title: PRINCIPLES OF FOOD PRODUCTION****Course Code: USCA201**

After completing the course, the learner will be able to:

CO1To furnish the basics of Food analysis

CO2List the methods of preparation of soups, stocks, sauces & various types of salads

CO3To list various cuts of Fish & define various cuts of meat

CO4To state basic principles of baking sponges and pastries

CO5To list various masala combinations as mentioned in their learning material

Course Title: FOOD & BEVERAGE STUDIES**Course Code: USCA205**

After completing the course, the learner will be able to:

CO1To plan a five course menu of various F&B Outlets as mentioned in the syllabus

CO2To list the courses of French Classical menu

CO3To state various types tobacco

CO4To classify non-alcoholic beverages

CO5To explain the KOT Control system

Course Title: CULINARY MATH**Course Code: USCA207**

After completing the course, the learner will be able to:

CO1To perform basic arithmetic calculations with principles of BODMAS & convert metric system in to imperial

CO2To be able to define various measuring units of volume, distance and weight

CO3To calculate food cost percentage of furnished data & list & define inventory valuation methods as per the syllabus

Course Title: BUSINESS COMMUNICATION

Course Code: USCA208

After completing the course, the learner will be able to:

CO1To list various channels and barriers of Communication

CO2To state basic restaurant French & Define basic French Culinary Terms

CO3To compile reports and write formal letters

CO4State various types of meetings & improve presentation skills

CO5Translate French passage to English

Course Title: ENVIRONMENTAL SCIENCE

Course Code: USCA210

After completing the course, the learner will be able to:

CO1To list and define various components of environment

CO2To understand the need of conservation of environment

CO3To know the role of human beings in its conservation

SYBACA Semester III

Course Title: INDIAN AND INTERNATIONAL ETHNIC CUISINES

Course Code: USCA301

After completing the course, the learner will be able to:

CO1To list the features of Indian cuisine and its early development regional Indian menus.

CO2To define the features of French, Spanish, Italian cuisine, its History and modern development region wise

CO3To state the preparation methods of Icing, Butter cream and meringue based sponge, as stated in the syllabus.

Course Title: BEVERAGES STUDIES

Course Code: USCA305

After completing the course, the learner will be able to:

CO1To state the Production Process For Wine, Beer And Spirits

CO2To demonstrate The Techniques And Procedures For Serving Alcoholic Beverages

CO3To state the wine coming from different countries depending on their produce & Pair the different wines with food

CO4To demonstrate the service style for different wines

Course Title: FOOD COST CONTROL

Course Code: USCA306

After completing the course, the learner will be able to:

CO1To understand cost analysis overhead cost elements and control of cost

CO2To understand controls- purchase, stores and production

CO3To understand costing, cost dynamics & cost control

Course Title: PRINCIPLES OF MANAGEMENT

Course Code: USCA307

After completing the course, the learner will be able to:

CO1To understand the basic principle of management with management process functions and principle & new development in management.

CO2To describe & discuss the elements of effective management

CO3To discuss the elements of effective management like leadership, directing, motivating within the contemporary organization

Course Title: NUTRITION & FOOD SCIENCE

Course Code: USCA309

After completing the course, the learner will be able to:

CO1To state the relation between food and various factors influencing eating habits & cater new trends in diet

CO2To state the breakup of protein carbohydrate and fat component of food

CO3To understand the basic need of vitamins and minerals.

Course Title: INTERMEDIATE CULINARY ARTS –INTERNATIONAL

Course Code: USCA303

After completing the course, the learner will be able to:

CO1To Know about international (Italian Spanish, French, Chinese and Japanese) ethnic cuisines

Course Title: INTERMEDIATE BAKERY & CONFECTIONERY

Course Code: USCA 304

After completing the course, the learner will be able to:

CO1To know about breads, Pastries, Viennoiserie and Assorted Entremets

CO2To be able to plan a menu , indent and demonstrate

Course Title: APPLIED INFORMATION TECHNOLOGY

Course Code: USCA308

After completing the course, the learner will be able to:

CO1To develop basic computer skills required by the hospitality professions

CO2To prepare ppts and animation effect.

CO3To create the employee's database of employees.

Course Title: THE PRACTICE OF BUSINESS COMMUNICATION

Course Code: USCA309

After completing the course, the learner will be able to:

CO1To effectively communicate with the guest

CO2To demonstrate the basic etiquettes

CO3To handle corporate documentation and conduct himself well in meetings / conference.

SYBACA Semester IV

Course Title: REGIONAL INDIAN CUISINE AND LARDER

Course Code: USCA401

After completing the course, the learner will be able to:

CO1To list the heritage of regional Indian cuisine availability of raw material and different community cuisine

CO2To state the staff organization duties and responsibilities of ladder staff and different larder products

CO3To state the advance ladder preparation, edible and non-edible display products.

Course Title: MENU DEVELOPMENT AND FUNCTION CATERING

Course Code: USCA405

After completing the course, the learner will be able to:

CO1To state the consideration and limits of menu planning.

CO2To state the different ways of menu presentation and menu design with common methods of menu analysis

CO3To state the process of various function catering.

Course Title: HOSPITALITY FINANCIAL ACCOUNTING

Course Code: USCA407

After completing the course, the learner will be able to:

CO1To state the methods of double entry system journal, ledger and subsidiary books.

CO2To state the different elements of cost, cash book and bank reconciliation statement

CO3To state the different steps in final accounting

Course Title: HUMAN ASSETS MANAGEMENT

Course Code: USCA408

After completing the course, the learner will be able to:

CO1To state the concept theories and manpower planning of HRD

CO2To state the recruitment and selection process and different aspects of training

CO3To state the meaning and objectives of the industrial relation and how to manage the grievances within the organization.

Course Title: GASTRONOMY

Course Code: USCA410

After completing the course, the learner will be able to:

CO1To state the meaning, perception and factors of Gastronomy.

CO2To state history of European Gastronomy and the new contributors to develop the modern Gastronomy

CO3To state the history and growth of Indian Gastronomy.

Course Title: FUNCTION CATERING OPERATION

Course Code: USCA406

After completing the course, the learner will be able to:

CO1To demonstrate in different types of function catering operation.

Course Title: HOSPITALITY INFORMATION SYSTEM

Course Code: USCA409

After completing the course, the learner will be able to:

CO1To state the orientation to material management system.

TYBACA Semester V

Course Title: Event Planning & Management

Course Code: USCA501

After completing the course, the learner will be able to:

CO1To apply Management Theories & Principles for Event management.

CO2To develop an ability to plan for conventions, seminars & events & prepare financial reports and establish source of funding for a new operation.

CO3"To know the financial, marketing, operational and strategic issues in setting up an event."

Course Title: ADVANCED CULINARY ARTS INDIAN (TANDOOR AND HALWAI)

Course Code: USCA 502

After completing the course, the learner will be able to:

CO1To operate tandoor for various preparation of Indian snacks and breads

Course Title: ADVANCED FOOD PRODUCTION

Course Code: USCA503

After completing the course, the learner will be able to:

CO1To know Lifestyle food, Religious food, Food with medicinal value, invalid cuisine & traditional practices for cooking"

Course Title: ADVANCED PASTRY ARTS

Course Code: USCA504

After completing the course, the learner will be able to:

CO1To state different types of sugar art, Frozen desserts, Ice cream, exotic breads

CO2 To prepare sugar art, Frozen desserts, Ice cream, exotic breads

Course Title: FOOD LEGISLATION

Course Code: USCA505

After completing the course, the learner will be able to:

CO1To assimilate various food laws

CO2To understand the various licenses required for starting a commercial property

Course Title: FOOD STYLING AND PRESENTATION

Course Code: USCA506

After completing the course, the learner will be able to:

CO1To display the cooked food in aesthetic manner.

CO2To understand balance of light, composition and theme while conducting food photography."

Course Title: PERSONALITY DEVELOPMENT AND EXECUTIVE SOFT SKILLS

Course Code: USCA507

After completing the course, the learner will be able to:

CO1To interact and communicate with his superiors, colleagues and his clients successfully.

Course Title: INDIAN CULTURE AND TRADITION

Course Code: USCA508

After completing the course, the learner will be able to:

CO1To the importance of food and festival.

Course Title: STRATEGIC MANAGEMENT

Course Code: USCA509

After completing the course, the learner will be able to:

CO1To know meaning, definition & nature of strategy, organizational mission

CO2To know features of business environment, strategy formulation & evaluation and strategy implementation & evaluation

Course Title: HOSPITALITY SERVICES MARKETING

Course Code: USCA513

After completing the course, the learner will be able to:

CO1To properly market and sale the product in the form of food or property.

TYBACA Semester VI

Course Title: ADVANCED CULINARY ARTS –INDIAN (Tandoor and Halwai)

Course Code: USCA601

After completing the course, the learner will be able to:

CO1To be able to prepare the tandoori and Halwai dishes.

Course Title: ADVANCE CULINARY ARTS - INTERNATIONAL

Course Code: USCO602

After completing the course, the learner will be able to:

CO1To prepare the international dishes.

Course Title: CHOCOLATIER

Course Code: USCA603

After completing the course, the learner will be able to:

CO1To be able to demonstrate advanced chocolate arts

Course Title: PROJECT RESEARCH (CULINARY ARTS)

Course Code: USCA604

After completing the course, the learner will be able to:

CO1To conduct the research and satisfy his curiosity by self-learning.

CO2To Apply a range of quantitative and / or qualitative research techniques to business and management problems / issues

CO3To develop necessary critical thinking skills in order to evaluate different research approaches utilised in the service industry.

CO4To demonstrate knowledge and understanding of data analysis and interpretation in relation to research process

Course Title: EXPERIMENTAL AND INNOVATIVE COOKING

Course Code: USCA605

After completing the course, the learner will be able to:

CO1To know different traditional cooking methods.

Course Title: ADVANCED CULINARY ARTS

Course Code: USCA606

After completing the course, the learner will be able to:

CO1To list the features of International cuisine

CO2To define the features of International cuisine, its history and modern development region wise and will be able to state the preparation methods, Meal structure and regional variation.

Course Title: FOOD TOURISM

Course Code: USCA607

After completing the course, the learner will be able to:

CO1To know the history and importance of food tourism.

CO2To know the growing popularity in India

CO3To understand the festivals and culture around the world and its importance.

CO4To know the festivals in India who plays major role in tourism.

CO5Will able to understand the new trends changing in hotels industry and restaurants to promote and encourage food tourism.

CO6Be able to understand the role of social media in world food tourism

Course Title: ENTREPRENEURSHIP AND RESTAURANT SET-UP

Course Code: USCA611

After completing the course, the learner will be able to:

CO1To know the various facets of the restaurant industry pertaining to techniques to handle finance, marketing and manpower for start-up's

CO2 Know how to manage risks associated with the business of Start-ups"

Course Title: ECO FRIENDLY PRACTICES IN CULINARY OPERATION

Course Code: USCA612

After completing the course, the learner will be able to:

CO1 To list the features of Indian confectionary

CO2 To define the features of Indian confectionary, its history and modern development region wise and will be able to state the preparation methods, Meal structure and regional variation.