

# Sarojini Naidu College for Women

## Name of the Academic Program: B.B.A. (Hons.)

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### Program Outcomes (PO)

#### **Objective:**

The Bachelor of Business Administration in Travel, Tourism and Aviation program at the College aims to provide students with a comprehensive understanding of the travel, tourism, and aviation industry and to be Industry prepared. The program is designed to provide students classroom based teaching as well as vestibule training and industrial training so that they can join the aforementioned industry immediately after graduation.

This program is a blend of in-house theory based teaching as well as internships to gain practical experience, skills and knowledge necessary for students to succeed in various roles within the industry, such as management, marketing, operations, and customer service.

#### **Cognitive Skills:**

- PO1.** Analytical thinking and problem-solving skills
- PO2.** Strategic planning and decision-making abilities
- PO3.** Effective communication and negotiation skills
- PO4.** Strong understanding of business and financial management principles
- PO5.** Ability to understand and analyze market trends and consumer behavior

#### **Employability:**

- PO6.** Graduates of the program can find employment in a variety of roles within the travel, tourism, and aviation industry, such as tour operators, travel agents, airlines, hotels, and resorts.
- PO7.** The program provides students with the skills and knowledge necessary to succeed in management roles within the industry.
- PO8.** Graduates may also find employment in related fields such as event planning and destination management.

#### **Values:**

- PO9.** A commitment to ethical and sustainable business practices
- PO10.** Cultural sensitivity and awareness
- PO11.** Understanding of the importance of customer service and satisfaction
- PO12.** Recognition of the impact of the travel and tourism industry on local communities and the environment
- PO13.** Strong sense of responsibility towards the industry and the society.

In conclusion, the Bachelor of Business Administration in Travel, Tourism and Aviation program in India not only provides students with the technical knowledge and skills to excel in the industry but also prepares them to be responsible and

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ethical professionals. Graduates possess a unique combination of cognitive skills, employability and values that make them highly sought after by employers in the industry.