

Department of Business Administration
Sarojini Naidu College for Women

Name of the Academic Program: B.B.A. (Hons.) in Travel, Tourism and Aviation

Program Specific Outcomes (PSO)

After successful completion of B.B.A. (Hons.) in Travel, Tourism and Aviation, students gain the knowledge of the following:

- PSO1:** Students will be able to understand the principles of travel, tourism and aviation management in India, including the role of government policies and regulations.
- PSO2:** Students will be able to analyze and evaluate the Indian travel, tourism and aviation market, including the trends, challenges and opportunities considering its importance in the contribution of GDP of the country.
- PSO3:** Students will be able to understand and apply the principles of tourism planning and development, including destination marketing and management.
- PSO4:** Students will be able to understand and analyze the different segments of the travel and tourism industry, such as leisure, business, and adventure tourism.
- PSO5:** Students will be able to understand and analyze the various modes of transportation and their role in the travel and tourism industry, such as air, rail, and road transportation.
- PSO6:** Students will be able to understand and analyze the different aspects of aviation management, including airport management, air traffic control, and airline operations.
- PSO7:** Students will be able to understand and apply the principles of customer service, sales and marketing in the travel and tourism industry.
- PSO8:** Students will be able to understand and analyze the impact of technology on the travel, tourism, and aviation industry and its implications for the future.
- PSO9:** Students will be able to understand and analyze the role of sustainability and responsible tourism in the travel, tourism and aviation industry.
- PSO10:** Students will be able to understand and apply the principles of crisis management and emergency preparedness in the travel, tourism and aviation industry.