

**CDA 21001**

**I SEMESTER BBA  
FINANCIAL ACCOUNTING – I – DSC -1**

**L: T: P- 4:0:1**

**Course Outcome:**

On successful completion of this course the students are able to:

- CO1: Understand in details with application of accounting software and generate financial statement
- CO2: Write down the characteristics of special types of accounting transactions and able to prepare financial statement
- CO3: Understand in details with application of principles of accounting
- CO4: Learn the characteristic of financial statement and can prepare financial statements of all types of organisation
- CO5: Learn in depth and able to work as financial accountant

**CDA22001**

**I SEMESTER  
PRINCIPLES OF MANAGEMENT– DSC -2**

**L: T: P- 3:1:0**

**Course Outcome:**

On successful completion of this course the students are able to:

- CO1: Identify the details of Management functions and become manager
- CO2: Understand the characteristics and classifications of leadership and able to become a good business leader
- CO3: Learn in depth to work as a manager at top level or middle level Management
- CO4: Write down long term as well as short term plans for the organisation
- CO5: Understand and apply the principles of management for effective functioning of the organisation
- CO6: Learn in depth and apply the theories of Motivation to motivate the workers for better performance

**CDA23001**

**I SEMESTER  
BUSINESS ENVIRONMENT – DSC - 3**

**L: T: P - 3:1:0**

**Course Outcome:**

On successful completion of this course the students are able to:

CO1: Understand the characteristics and types of environment

CO2: Understand the management structure and nature

CO3: Learn in depth the digital Economic Environment

CO4: Understand the different forms of business organization.

CO5: Understand the Global business environment

CO6: Learn in depth the Concepts of Network Marketing, Franchising, Business Process Management, Knowledge Process Management-Business-Commerce and acquire Business foundation skills

**CDB21001**

**II SEMESTER  
BUSINESS DECISION THEORIES – DSC -4**

**L:T:P - 4:1:0**

**Course Outcome:**

On successful completion of this course the students can:

CO1: Understand in detail the economic theories to analyse situations and solve problems in business settings

CO2: Learn in detail with examples the economic environment to make appropriate business decisions

CO3: Deliberate the characteristics of consumers behaviour and able to analyse to take effective decisions

CO4: Write down the characteristics of forecast the demand for products

CO5: Understand in details with application, if applicable, of impact of cost on income

**CDB22001**

**II SEMESTER  
MANAGEMENT OF SERVICES – DSC -5**

**L:T:P - 3:1:0**

**Course Outcome:**

On successful completion of this course the students can:

CO1: Understand in detail and identify the requirements to start Tours and Travels Agency and able to manage effectively

CO2: Learn in depth to manage a retail business efficiently

CO3: Learn in depth the procedure to prepare advertisement copy and able to start advertisement agency

CO4: Understand the required characteristics to become an event manager and able to manage effectively

CO5: Specify in depth the required tools and techniques pertaining to management of transaction based service process

**CDB23001**

**II SEMESTER**

**FINANCIAL ACCOUNTING – II – DSC -6**

**L: T: P - 4:1:0**

**Course Outcomes:**

On successful completion of this course the students are able to:

CO1: Understand in depth the details of consignment transaction

CO2: Learn in depth the accounting procedure of joint venture and able to maintain the books of accounts

CO3: Identify the causes for differences between the cash balance in cash book and pass book statement

CO4: Understand in depth the details of hire purchase and installment agreement

**CDC21001**

**III SEMESTER**

**MANAGEMENT INFORMATION SYSTEM – DSC -7**

**L: T: P - 2:0:2**

**Course Outcome:**

On successful completion of this course the students are able to:

CO1: Understand in depth the evolution, significance and need of Management Information System

CO2: Learn in depth the structure of MIS based on management activity

CO3: Types of information systems - Operations support system - Transaction Processing Systems - Decision support System - Process Control Systems

CO4: Identify the Information required for various levels of management and Value of information in decision making

CO5: Understand in depth the details of Managing and Controlling information

CO6: Understand in depth the ERP Concepts, Evolution of ERP, and ERP packages,

**CDC22001**

**III SEMESTER**

**FINANCIAL ACCOUNTING –III – DSC – 8**

**L: T: P - 4:1:0**

**Course Outcome:**

On successful completion of this course the students can:

CO1: Learn in depth different sources of finance and become a corporate accountant

CO2: Understand the provision of Companies Act 2013

CO3: Identify the provisions for issue of debenture and bonds

CO4: Prepare the financial statement of companies as per the schedule of Companies Act 2013

CO5: Understand the details of liquidation of company and can become a liquidator

**CDC23001**

**III SEMESTER**

**COST ACCOUNTING – II – DSC -9**

**L:T:P - 4:1:0**

**Course Outcome:**

On successful completion of this course the students can:

- CO 1: Identify and classify different elements of cost and able to prepare cost sheet, estimation, tender and quotation
- CO 2: Learn in depth characteristics of a cost accountant and help the management in decision making
- CO 3: Deliberate in depth cost minimization and profit maximization
- CO 4: Deliberate the details of reconciliation of cost and financial statement
- CO5: Write down the characteristics of inventory, labour and overhead control techniques and apply the same in manufacturing concern

**CDD21001**

**IV SEMESTER**  
**QUANTATIVE TECHNIQUES– DSC -10**

**L:T:P - 4:1:0**

**Course Outcome:**

On successful completion of this course the students can:

- CO1: Understand in depth the classification and operation of matrices and determinants
- CO2: Learn the details of progression and their application to business
- CO3: Understand in detail the concept of Ratio, proportion and variation
- CO4: Learn in depth the Laws of indices and logarithms and its application
- CO5: Understand the details of simple interest and compound interest

**CDD22001**

**IV SEMESTER**  
**COMMERCIAL LAW– DSC -11**

**L:T:P - 4:1:0**

**Course Outcome:**

On successful completion of this course the students can:

- CO1: Understand in details various laws related to business and able to work as legal adviser of Business enterprises
- CO2: Understand the characteristics of legal environment and practice business ethics
- CO3: Learn in depth and apply the basic legal knowledge to business enterprises
- CO4: Understand the characteristics of different intellectual properties and protect them
- CO5: Deliberate the provisions of competition Protection Act 2002
- CO6: Identify the provisions of special contracts

**CDD23001**

**IV SEMESTER**

**ORGANISATIONAL BEHAVIOUR– DSC -12**

**L:T:P - 3:1:0**

**Course Outcome:**

On successful completion of this course the students can:

CO1: Understand in detail behaviour of employees and able to manage them efficiently

CO2: Identify in details employees performance and able to motivate for effective performance

CO3: Learn in depth and analyse the behaviour of employees

CO4: Understand in details key positions in an organisation and able to occupy them

CO5: Learn in details with examples frame policies and strategies in organisation

**CDD24001**

**IV SEMESTER**

**MANAGEMENT ACCOUNTING – DSC -13**

**L:T:P - 4:1:0**

**Course Outcome:**

On successful completion of this course the students can:

CO1: Learn in depth the characteristics to become a management accountant and able to work effectively

CO2: Understand in detail the required characteristics to become a good decision maker and able to make effective decisions

CO3: Understand in depth the accounting for management and able to occupy key position in an organisation

CO4: Learn in depth the financial analysis techniques and able to analyse and interpret the financial statements

CO5: Learn in depth the details of different types of budget and able to prepare them

CO6: Understand in depth standard costing and variance analysis

**CDE21001**

**V SEMESTER  
COMPANY LAW– DSC -14**

**L:T:P - 3:1:0**

**Course Outcome:**

On successful completion of this course the students can:

CO1: Understand in depth Memorandum and Articles of Association and able to draft them

CO2: Learn in details the Formation of a Joint Stock Company

CO3: Write down the details of conducting the Board of Directors and Subcommittee meetings

CO4: Identify the provisions relating to Membership of a company

CO5: Learn in details Company frauds and their prevention

CO6: Understand in depth characteristics of different types of company and corporate veil

**CDE22001**

**V SEMESTER  
BUSINESS STATISTICS - I – DSC -15**

**L:T:P - 4:1:0**

**Course Outcome:**

On successful completion of this course the students can:

CO1: Understand in depth the characteristics of statistics and data collection

CO2: Learn in details with examples Measures of Central tendency

CO3: Understand the classification and characteristics of Measures of dispersion

CO4: Learn in detail the correlation and determine the relation between two variables

CO5: Understand in depth regression and able to find unknown variable value based on known variable value

**CDE23001**

**V SEMESTER  
TAX MANAGEMENT– I – DSC -16**

**L:T:P - 4:1:0**

**Course Outcome:**

On successful completion of this course the students can:

CO1: Learn in depth Income Tax Act of 1961 and able to practice as Tax Consultant and Tax



CO2: Identify the different heads of income and able to compute assessable income

CO3: Identify in detail different sections of IT Act to reduce tax liability

CO4: Deliberate in details with examples and appear before IT tribunal on behalf of his clients

CO5: Understand in details with examples IT Authorities and able to work in different position of CBDT

**CDE24001**

**V SEMESTER**

**BUSINESS RESEARCH METHODS – SEC -1**

**L:T:P - 3:1:0**

**Course Outcome:**

On successful completion of this course the students can:

CO1: Learn in depth different methods of research, methodology, data collection, analysis and interpretation of data to become a good business researcher

CO2: Understand and able to report about various issues of different organisations through research report

CO3: Understand the details of types of Business Research and Research design

CO4: Identify and contribute to the discipline of commerce and management through the research

CO5: Deliberate the details of Data analysis and methods of analysis

CO6: Specify in detail the sampling with examples

**CDE25001**

**V SEMESTER**

**PROJECT MANAGEMENT –SEC -1**

**L:T:P - 3:1:0**

On successful completion of this course the students can:

CO1: Learn in depth the classification of projects, stages in project cycle, identification, formulation and implementation.

CO2: Understand and able to report about the role and responsibilities of project manager.

CO3: Understand the details of Project formulation, formulation stages and feasibility report

CO4: Identify the Administrative agencies for project approval, Ministry of Finance, Bureau of public enterprises planning commission Public Investment Board.

CO5: Understand and able to Estimate the Project Cost

CO6: Understand and able to prepare the project report.



**CDE26001**

**V SEMESTER**

**Marketing Management – DSE -1**

**Elective I - Principles of Marketing**

**L:T:P - 4:1:0**

**Course Outcome:**

On successful completion of the course students can:

CO1: Learn in depth characteristics of marketing

CO2: Write down the characteristics of a new product and able to launch a new product

CO3: Learn in depth and apply the strategies for pricing the product

CO4: Deliberate the factors influencing the consumer behavior

CO5: Understand the characteristics of online marketing and able to practice online marketing

CO6: Identify the future prospect and able to forecast demand for the products

**CDE27001**

**V SEMESTER**

**HUMAN RESOURCE MANAGEMENT – DSE -1**

**Elective I - Human Resource Management**

**L:T:P - 4:1:0**

**Course Outcome:**

On successful completion of this course the students can:

CO1: Learn in depth the Evolution and Development of HRM.

CO2: Understand the trade union movement era; social responsibility era; Human relations Era; behavioural Science Era; systems approach era and contingency approach era.

CO3: Understand the details of need for and Importance of HRP- Human Resource Planning process; Human Resource information system and Barriers to HRP.

CO4: Identify the Recruitment practices in India

CO5: Understand the Selection process

CO6: Understand the ability tests, Aptitude tests, Achievement tests, Intelligence tests, Personality tests- interviews objectives.

**CDE28001**

**V SEMESTER**

**FINANCIAL MANAGEMENT– DSE -1**

**Elective I - Financial Management**

**L:T:P - 4:1:0**

**Course Outcome:**

On successful completion of this course the students can:

CO1: Learn in depth the concepts of Profit Maximization and Wealth Maximization.

CO2: Understand and able to identify the Sources of finance.

CO3: Understand the concepts of Cost of Debt, Cost of Preference Capital, Cost of Equity, Cost of Equity under CAPM, Cost of Retained Earnings, -Weighted Cost of Capital.

CO4: Understand the theories of Capital Structure-Net Income approach, Net operating Income theory, Traditional Approach, MM Hypothesis.

CO5: Understand and identify the Factors influencing Dividend decision

CO6: Understand the relevance of Dividend Policy.

**CDE29001**

**V SEMESTER**

**BANKING AND INSURANCE– DSE -1**

**Elective I - Indian Banking System**

**L:T:P - 4:1:0**

**Course Outcome:**

On successful completion of this course the students can:

CO1: Learn in depth the structure of commercial banks in India.

CO2: Understand and identify the changing face of commercial banks,

CO3: Understand the classification of financial markets.

CO4: Understand and identify the obligations of a banker

CO5: Understand of types of accounts

CO6: Understand and identify the Special types of customers

**CDE30001**

**V SEMESTER**

**TOURISM MANAGEMENT– DSE -1**

**Elective I - Fundamentals of Tourism**

**L:T:P - 4:1:0**

**Course Outcome:**

On successful completion of this course the students can:

CO1: Understand and identify the types of Tourism

CO2: Understand in depth the History of Tourism and Tourism in India

CO3: Able to identify the Infrastructure in Tourism

CO4: Learn in depth and identify the factors affecting tourism

CO5: Able to identify the trends in tourist statistics with respect to Karnataka and India

CO6: Understand the impact of tourism in India

**CDE26201**

**V SEMESTER**

**MARKETING MANAGEMENT – DSE -2**

**Elective II - Rural Marketing and Consumer Behaviour**

**L: T: P - 4:1:0**

**Course Outcome:**

On successful completion of this course the students can:

CO1: Understand and identify the factors affecting rural consumer behaviour

CO2: Understand in depth the Product branding and promotion in rural market

CO3: Able to identify the importance of consumer behaviour in marketing decisions

CO4: Learn in depth and identify the influence of culture on consumer behaviour

CO5: Understand the concepts of Consumer reference groups and group dynamics

CO6: Able to identify the Consumer decision making process

**CDE27201**

**V SEMESTER**

**HUMAN RESOURCE MANAGEMENT - DSE -2**

**Elective II - Human Resource Development**

**L:T:P - 4:1:0**

**Course Outcome:**

On successful completion of this course the students can:

CO1: Understand in depth the techniques to manage Human Resources at work place and able to occupy a position of H R Manager

CO2: Specify the details of identifying causes and able to settle problems

CO3: Deliberate the methods and techniques of training to train the Human Resources and create assets for the organisation

CO4: Identify methods of wage payment and incentives and able to adopt different methods of wage payments and incentive plans

CO5: Understand the details of becoming a motivator and counsellor

**CDE28201**

**V SEMESTER**

**FINANCIAL MANAGEMENT – DSE -2**

**Elective II – Working Capital Management**

**L: T: P - 4:1:0**

**Course Outcome:**

On successful completion of this course the students can:

CO1: Understand and identify the nature and types of Working Capital

CO2: Understand in depth the approaches to Financing of Current assets and Working Capital Estimation

CO3: Able to identify the objectives of Cash Management

CO4: Learn in depth and identify Cost and Benefits of receivables

CO5: Able to identify the types of inventories

CO6: Understand the concept of Financing of Working Capital

**CDE29201**

**V SEMESTER**

**BANKING INSURANCE - DSE -2**

**ELECTIVE II - Banking Information Technology**

**L:T:P - 4:1:0**

**Course Outcome:**

On successful completion of this course the students can:

CO1: Understand in depth the concept of bank mechanization

CO2: Understand in depth the concept of Electronic fund transfer system

CO3: Able to identify the objectives of Electronic Clearing System, procedure, cyber trading and mechanism

CO4: Learn in depth and identify Cyber crime and cyber laws, penalty for damage to computer and computer system, hacking with computer system

CO5: Able to identify the MICR based national clearing system and Code allotment under MICR,

CO6: Understand the concept of Security considerations

**CDE30201**

**V SEMESTER**

**TOURISM MANAGEMENT– DSE -2**

**ELECTIVE II – Tourism Planning and Organization**

**L:T:P - 4:1:0**

**Course Outcome:**

On successful completion of this course the students can:

CO1: Understand in depth the concept of Planning approaches for different forms of Tourism

CO2: Understand the concept of Travel organization

CO3: Able to identify the Functions of a Travel Agency

CO4: Learn in depth and identify Evolution of Tour operation business – Functions of Tour Operators, Sources of Income of Travel Agency and Tour Operator

CO5: Able to identify the Duties and Responsibilities - Tour guiding - Tour escort - Tour managers –Tour guides

CO6: Understand the Procedure for setting up of Travel Agency and Tour Operating Enterprises

**CDF21001**

**VI SEMESTER**

**ENTREPRENEURSHIP DEVELOPMENT – DSC -17**

**L: T: P - 3:1:0**

**Course Outcome:**

On successful completion of this course the students can:

CO1: Learn in depth qualities of an entrepreneur and able to become an entrepreneur

CO2: Write down the details of financial schemes offered by banks and government agencies and able to access them easily

CO3: Learn the details of mobilization of resources

CO4: Learn in depth the characteristics of customer and able to identify the customer



**CDF22001**

**VI SEMESTER  
BUSINESS STATISTICS - II – DSC -18**

**L:T:P - 3:1:0**

**Course Outcome:**

On successful completion of this course the students can:

CO1: Understand in depth the components of time series analysis and measurement of trend

CO2: Learn in detail the features of linear programming and apply to solve business problem

CO3: Understand the statistical decision making process under certainty and uncertainty

CO4: Learn in detail the theories of probability

CO5: Understand in depth the properties of theoretical distributions and their application to business problem

**CDF23001**

**VI SEMESTER  
TAX MANAGEMENT – II – DSC -19**

**L:T:P - 3:1:0**

**Course Outcome:**

On successful completion of this course the students are able to:

CO1: Understand the concept of Depreciation and rates of depreciation

CO2: Understand and identify the types of Capital Assets.

CO3: Understand in detail the concept of Income from other Sources

CO4: Learn in depth the computation of Total Income and Tax Liability

CO5: Learn in depth the concept of Tax deducted at Source

CO6: Understand in detail the concept of Goods and Service Tax

**CDF24001****VI SEMESTER****BUSINESS POLICY –SEC – 2****L:T:P - 3:1:0****Course Outcome:**

On successful completion of this course the students are able to:

CO1: Understand the concept of Business policy and Strategic Management

CO2: Understand and identify the Strategic planning in Organisation

CO3: Understand in detail the concept of Strategy Formulation. Strategic & Situational Analysis

CO4 :Learn in depth the concept of SWOT Analysis

CO5: Learn in depth the concept of Financial Strategy and Production Strategy

CO6: Understand in detail the Human Resource Strategy

**CDF25001****VI SEMESTER****Project Report– SEC - 2****L: T: P–1:0:3**

C1 – Proposal of Project Work - 15 Marks

C2 – Progress of Project Work - 15 Marks

Viva - 20 Marks

Valuation of Report – 50 Marks

**Course Outcome:**

On successful completion of the project work the students are able to:

CO1: Understand in depth the gap between theory and practical through internship

CO2: Understand in detail with examples the procedure and able to write a report on the various issues of an organisation

CO3: Specify the details in depth and able to communicate effectively

CO4: Learn in detail and able to absorb as an employee by the employer

CO5: Specify and analyse the components of project report and prepare the report effectively

**CDF26401**

**VI SEMESTER**  
**MARKETING MANAGEMENT– DSE -3**  
**Elective III – Advertising**

**L:T:P - 4:1:0**

**Course Outcome:**

On successful completion of this course the students are able to:

CO1: Understand the objectives, Scope and Growth of Modern Advertising

CO2: Understand and identify types of Advertising

CO3: Understand in detail the concept of Elements of Advertisement

CO4: Learn in depth the essentials of good advertisement copy

CO5: Understand and identify the Factors influencing the choice of an Advertising agency –  
Types of agencies

CO6: Understand in detail the Advertising ethics

**CDF27401**

**VI SEMESTER**  
**HUMAN RESOURCE MANAGEMENT– DSE -3**  
**Elective III –Performance Appraisal and Compensation Management**

**L:T:P - 4:1:0**

**Course Outcome:**

On successful completion of this course the students are able to:

CO1: Understand and identify the objectives, principles, factors influencing wage and salary  
Administration

CO2: Understand the concept of wage policy in India

CO3: Learn in depth the objectives of fringe benefits.

CO4: Learn in depth the Methods of performance appraisal

CO5: Understand and identify the essentials of an effective appraisal system

CO6: Understand in detail the concept of **motivation**

**CDF28401**

**VI SEMESTER**  
**FINANCIAL MANAGEMENT– DSE -3**  
**Elective III – Financial Services**

**L:T:P - 4:1:0**

**Course Outcome:**

On successful completion of this course the students are able to:

- CO1: Understand and identify the features, importance, contribution of financial service in promoting industry and service
- CO2: Understand the concept of money market and capital market.
- CO3: Learn in depth the growth of merchant banking in India
- CO4: Learn in depth the Scope of merchant banking services
- CO5: Understand the concept of Mutual Funds
- CO6: Understand in detail the concept of Factoring

**CDF29401**

**VI SEMESTER**  
**BANKING AND INSURANCE– DSE -3**  
**Elective III –Principles of Insurance**

**L:T:P - 4:1:0**

**Course Outcome:**

On successful completion of this course the students are able to:

- CO1: Understand and identify the nature of business risk, causes of business risk, types of business risk and methods of handling risk,
- CO2: Understand and identify the characteristics, purpose, need and benefits of insurance
- CO3: Learn in depth the principles of insurance
- CO4: Understand the concept of Life insurance
- CO5: Understand the concept of Structure and operation of insurance business
- CO6: Understand in detail the concept of Life Insurance Agency

**CDF30401**

**VI SEMESTER**

**TOURISM MANAGEMENT– DSE -3**

**Elective III –Tourism Management**

**L:T:P - 4:1:0**

**Course Outcome:**

On successful completion of this course the students are able to:

CO1: Understand the concept of Managing of Services in tourism

CO2: Understand the concept of Front Office organization structure

CO3: Learn in depth the Role of State Tourism Development Corporation in the development of tourism in Karnataka.

CO4: Understand the concept of increasing competitiveness for globalization

CO5: Understand and identify the National Parks and Wildlife sanctuaries,

CO6: Understand and identify the types of Accommodation

**CDF26601**

**VI SEMESTER**

**MARKETING MANAGEMENT– DSE -4**

**Elective VI –Retail and Supply Chain Management**

**L:T:P - 4:1:0**

**Course Outcome:**

On successful completion of this course the students are able to:

CO1: Understand the concept of evolution of Retailing in India

CO2: Understand the concept of Emerging Trends in Retailing,

CO3: Learn in depth the Role of Design & Layout, Location Planning and its importance,

CO4: Understand the concept of Floor Space Management

CO5: Understand and identify the Elements/Components of Retail Store Operation

CO6: Understand the Concepts and importance of a Supply Chain

**CDF27601**

**VI SEMESTER**

**Human Resource Management– DSE -4**

**Elective VI – Employee Empowerment and Industrial Relations**

**L:T:P - 4:1:0**

**Course Outcome:**

On successful completion of this course the students are able to:

CO1: Understand and identify conditions necessary for employee empowerment

CO2: Understand the concept of Quality circles

CO3: Learn in depth the types of social Security

CO4: Understand the concept of trade unions and problems of Trade Union.

CO5: Understand and identify the measures to strengthen trade Union movement in India

CO6: Understand the concept of Strategic HRM

**CDF28601**

**VI SEMESTER**

**FINANCIAL MANAGEMENT– DSE -4**

**Elective IV – Investment Analysis and Portfolio Management**

**Course Outcome:**

On successful completion of this course the students are able to:

CO1: Understand the concept of Investment

CO2: Understand the concept of Portfolio Management Process- Approaches to Investment Decision making  
Portfolio Management Process- Approaches to Investment Decision making

CO3: Learn in depth the Capital Market instruments

CO4: Understand the concept of Risk and Return

CO5: Understand the concept of Portfolio Return and Risk-Measurement

CO6: Understand the concept of Markowitz model.



**CDF29601**

**VI SEMESTER**  
**BANKING AND INSURANCE– DSE -4**  
**Elective IV – General Insurance**

**L:T:P - 4:1:0**

**Course Outcome:**

On successful completion of this course the students are able to:

CO1: Understand the concept of General Insurance business in India

CO2: Understand the concept of GIC of India and its subsidiaries

CO3: Learn in depth the Classification of General Insurance

CO4: Understand the concept of Marine Insurance

CO5: Understand and identify the Types of marine insurance policies

CO6: Understand the concept of Health insurance

**CDF30601**

**VI SEMESTER**  
**TOURISM MANAGEMENT– DSE -4**  
**Elective IV – TOURISM MARKETING**

**L:T:P - 4:1:0**

**Course Outcome:**

On successful completion of this course the students are able to:

CO1: Understand the concept of Tourism Marketing

CO2: Understand the concept of State tourism offices and Local Bodies, Private Organizations, Non-Governmental Organizations in Tourism

CO3: Learn in depth the Tourism Marketing Environment

CO4: Understand the concept of Tourism Pricing and Promotion

CO5: Understand and identify the factors influencing Tourism Pricing, Methods of Price fixation, Pricing Strategies

CO6: Understand and identify the Promotional Tools in Tourism

