

GOA UNIVERSITY



DEPARTMENT OF MANAGEMENT STUDIES

Integrated MBA (Hospitality, Travel and Tourism) Admission Bulletin



Imagine a career that takes you all over the world, where you have the skills and confidence to be a leader in your chosen field.

If this is your dream,

then consider a career in hospitality and tourism and get a head start with our Integrated MBA Hospitality Travel and Tourism at Goa University.

THE GUDMS INTEGRATED MBA ADVANTAGE

- Case Study Method of the Harvard / IIM Type
- Formal Credit Courses in Soft Skills / Contemporary Issues
- 100% Continuous Assessment
- On Line Journal Database
- On Line Interactions through Course Management Software "MOODLE"
- Interactions with Executives
- Industry Internship
- Mock Interviews by Executives
- Faculty including Visiting Faculty with IIM / Industry Background
- Wireless Connectivity for Laptop Use
- Opportunity to Opt for Courses from Other Disciplines
- Hostel Facility for Outstation Candidates
- Option to leave with BBA



A MESSAGE *of Welcome from the Dean.*



We have taken upon our shoulders the task of meeting the following objectives. By the time you join, we would have refined our processes to see that you do significantly benefit from these efforts of ours.

- ◆ Conceptual clarity on the part of all students on the fundamentals of business
- ◆ Extra emphasis on students who are weak
- ◆ When you join GUDMS, you can be sure you will not be left out. If you feel you will get lost in a premier Business School, do join us. We will see that we add value to you and make you feel confident.
- ◆ Familiarity with industry practices: For almost all courses, you will be doing industry-based assignments. Most of these are going to be with hospitality, travel and tourism enterprises, where you learn the grass root industry practices, the mundane.
- ◆ Visiting faculty from hospitality, travel and tourism industry will provide you the best of the industry practices.
- ◆ There are going to be quizzes and tests very frequently on contemporary issues that will keep you on toes on what is happening in the world around you beyond learning business.
- ◆ Each and every student will be involved in a managerial task in GUDMS and one of the teachers will be your mentor and you will also be graded on the efficiency and effectiveness with which you undertake the task.

It is rewarding for us teaching in such an Integrated MBA program. I am sure you will also find it the same way.

With warm regards,

Nandakumar Mekoth
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Our CORE TEAM...



Name	Areas Of Teaching/Research/Consultancy Interest
Dr. Nandakumar Mekoth	Services Marketing, Marketing Research, Finance
Dr. M.S. Dayanand	Marketing, Tourism, Product Management
Dr. Purva Hegde Desai	Finance, Marketing
Dr. R. Nirmala	Human Resources Management, Marketing
Dr. Nilesh Borde	Finance
Mr. Edgar D'Souza	Hospitality Operations and Management
Mr. Kevin D'Souza	Hospitality Operations and Management

Our Visiting and Guest Faculty in the past Included...

Mielle Batliwala	Director of Human Resources, Marriott Goa Resort & Spa
S. Vidyashankar	Director of Human Resources, Grand Hyatt, Goa
Derek Monteiro	Guest Relations Manager, Vivanta by Taj - Holiday Village
Salim Kazi	Ex. Director E.D.C Ltd.
Sandeep Kulshreshtha	Chairman, Academics, IITM, Gwalior
Louis Menezes	Tourism Consultant
Dr. Christo Fernandes	Faculty, Goa Institute of Management
Vishal Rane	Events Organiser, Faculty-Dempo College
Shripad Madkaikar	Deputy Manager Systems, State Bank of India
Allwold Silveira	R.J., Event Organizer, Playwright and Director
Dr. Cidalia Bodade	Professor in Communication, MES College
Rajan Morajkar	Manager-Operations, Hotel Rose Valley Marigold
Alka D'Souza	F&B Director, Ginger Hotels
Sibert Colaco	President, Training Institute for Professional Services, Mumbai
Lorraine Fernandes	Party Planner & Event Services, Lorraine's Revels
Selma Viegas	Consultant Nutritionist
Darryn Dias	Guest Relations Manager, ITC Fortune Select Regina

Student Life Extending Beyond The Classrooms...

- ❖ Goa offers a high quality of life, a clean physical environment and a multicultural social environment
- ❖ Large number of Committees in GUDMS to participate and hone your management skills
- ❖ Opportunity to participate in regional and national curricular and co-curricular events
- ❖ Opportunity to organize events
- ❖ Life in GUDMS goes far beyond the mundane learning experience in a conventional University Department.
- ❖ In addition to class room activities, all students are given the opportunity to actively develop their professional competence through excursions to corporations, organizations, hotels and other places of interest. Much more than just a simple trip out for the day, each excursion includes management presentations demonstrating how different hotel, tourism and business management sectors operate. It also helps open doors to new ideas and experiences.



Beach Cleaning drives



Field trips to 5 star Hotels



Executive Interviews



...HOSPITALITY, TRAVEL & TOURISM CAREERS...

The Future of Hospitality is Bright! Industry Predictions

- Over the next ten years, the travel and tourism sector is expected to grow by 4.2% per year.
- Hospitality is expected to create 65 million new jobs in ten years.
- More than 3,660 luxury hotel projects currently in the pipeline.

More than Hotel Management



Hospitality and Service



Travel and Tourism



Corporate Management

Integrated MBA programs will give you professional insight into the hospitality and tourism industry plus a set of core management skills for finance, marketing, statistics, and human resources. This degree can not only lead to a prosperous career in hotels, resorts, cruise liners, travel and tour companies, and other service areas but you will be prepared to enter management in any type of organization, not just those related to hospitality, travel and tourism.



Integrated MBA Program Structure

TERM 1

Subject	Credits
Tourism Concepts 1	2
Strategic Management 1	2
Marketing Management 1	2
IT ¹ Skills 1	2
Management Process	2
Finance Management 1	2
Soft Skills ² Training 1	2
ONBC ³ 1	2
ONBC 2	2
TOTAL	18

TERM 2

Subject	Credits
Economics of Tourism 1	2
Strategic Management 2	2
Marketing Management 2	2
Human Resource Management 1	2
IT Skills 2	2
Finance Management 2	2
Soft Skills Training 2	2
ONBC 3	2
ONBC 4	2
TOTAL	18

TERM 3

Subject	Credits
Tourism Concepts 2	2
Food Production 1	2
Food and Beverage Practicals	2
Human Resource Management 2	2
Economics of Tourism 2	2
Organizational Behavior 1	2
Soft Skills Training 3	2
ONBC 5	2
ONBC 6	2
Total	18

- 1 Information Technology
- 2 Soft Skills Training would also include Subjects such as Communicating in any Indian Language such as Hindi, Marathi, Konkani, etc. or in any Foreign Language such as English, French, German, Portuguese, etc.
- 3 Optional Non Business Courses (ONBC) from already approved subjects under Humanities, Social Sciences, and Science and Technology including Indian History, Understanding Indian Society, Indian Heritage, History of Goa, Cultural History of Goa, Tourism Geography, etc. These courses are Level 1 courses and carry twice the weightage in credits as compared to Level 0 Courses at UG level.

TERM 4

Subject	Credits
Summer Internship in Hospitality related Organisation and Report	12
Summer Internship Seminar	6

TERM 5

Subject	Credits
Tourism Industry 1	2
Hotel Engineering 1	2
Food & Beverage Service 1	2
Front Office Operations 1	2
Facilities Planning	2
Food and Beverage Practical 1	2
Soft Skills Training 4	2
ONBC 7	2
ONBC 8	2
Total	18

TERM 6

Subject	Credits
Tourism Industry 2	2
Accommodation Operations 1	2
Food and Nutrition Science	2
Organizational Behavior 2	2
Food & Beverage Management 1	2
Food and Beverage Practical	2
Soft Skills Training 5	2
ONBC 9	2
ONBC 10	2
ONBC 11	2
Total	20

TERM 7

Subject	Credits
Food Production 2	2
Hotel Laws 1	2
Food and Beverage Service 2	2
Tour Operations Management 1	2
Food & Beverage Practical 2	2
Front Office Operations 2	2
Soft Skills Training 6	2
ONBC 12	2
ONBC 13	2
ONBC 14	2
Total	20

TERM 8

Subject	Credits
Summer Internship in Hospitality related Organisation Report	12
Summer Internship Seminar	6

TERM 9

Subject	Credits
Food Production 3	2
Food & Beverage Services 3	2
Accommodations Operations 2	2
Hotel Law 2	2
Environment Management 1	2
TE (Tourism Electives)	2
TE (Tourism Electives)	2
Food and Beverage Practical	2
Soft Skills Training 7	2
ONBC 15	2
ONBC 16	2
ONBC 17	2
Total	20

TERM 10

Subject	Credits
Front Office Operations 3	2
Food and Beverage Management 2	2
Environment Management 2	2
Food and Beverage Practical	2
Interactions with Executives	1
Mock Interviews by Executives	1
TE (Tourism Elective)	2
Accommodation Operations 3	2
ONBC 18	2
ONBC 19	2
Total	18

TERM 11

Subject	Credits
Tourism Products of India	2
Food & Beverage Practicals	2
Hotel Engineering	2
Sustainable Tourism	2
Indian Social Political and Cultural Environment	2
Case Analysis 1	2
Soft Skills Training1	2
ONBC 20	2
ONBC 21	2
ONBC 22	2
Total	20

TERM 12

Subject	Credits
Internships in Organizations and Report	12
Internship Seminar	6

TERM 13

Subject	Credits
Tourism Planning and Policies 1	2
Tour Operations Management 2	2
Emerging Trends in Tourism	2
Advanced Strategic Management	2
IT Skills in Tourism	2
Case Analysis 2	2
Soft Skills Training 2	2
ONBC 23	2
Total	16

TERM 14

Subject	Credits
Tourism Planning and Policies 2	2
Marketing of Hospitality and Tourism 1	2
Tourism and Tourists	2
International Tourism	2
Tour Operations Management 2	2
Case Analysis 3	2
Soft Skills Training 3	2
ONBC 24	2
Total	16

TERM 15

Subject	Credits
Advanced Tourism Marketing	2
Travel Agency Management 2	2
Research Methods in Tourism	2
Advanced Human Resource Management	2
Advanced Finance Management	2
Case Analysis 3	2
Soft Skills Training 3	2
ONBC 25	2
Total	16

TERM 16

Subject	Credits
Internships in Organizations and Report	12
Internship Seminar	6

TERM 17

Subject	Credits
Tourism Industry 1	2
TE (Tourism Electives)	2
TE (Tourism Electives)	2
Environmental Management	2
TE (Tourism Electives)	2
Case Analysis 4	2
Soft Skills Training 4	2
ONBC 26	2
Total	16

TERM 18

Subject	Credits
Tourism Industry 2	2
Information Technology in Tourism	2
TE (Tourism Electives)	2
TE (Tourism Electives)	2
Legal Aspects of Tourism	2
Case Analysis 5	2
Soft Skills Training 5	2
ONBC 27	2
Total	16

TERM 19

Subject	Credits
Internship in Organizations and Reports	12
Internship Seminar	6

- Courses and their allocation across terms are subject to change.
- Functional electives shall be offered within the constraints of students' demand and the resources available with the department from time to time.
- The reservation policy will be followed as per Goa University rules.
- As per section 26 (1) (g) of UGC Act, 1956, ragging is strictly prohibited and invites severe punishment as per the said Act.
- No refund of fee is admissible if the student withdraws admission on the last date or later.
- Above rule shall be applicable to all items of fee except refundable deposits

...Choosing The Right Business School
Is A Critical Decision You Can Make...
Be Proud If Your Decision Is To Choose Us...

DEPARTMENT OF MANAGEMENT STUDIES
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www.unigoa.ac.in

GUDMS: GrabUrDreaMS

