

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
Professor and Dean, Faculty of Management Studies,
Goa University, Goa 403 206 INDIA

Phone 91-832-6519060 (Off)
Mobile 91-9422442577
Email nmekoth@unigoa.ac.in nmekoth@rediffmail.com

...OUR CORE TEAM...

Name	Areas Of Teaching/Research/Consultancy Interest
Nandakumar Mekoth	Services Marketing, Marketing Research, Finance
M.S. Dayanand	Marketing, Tourism, Product Management
Purva Hegde Desai	Finance, Marketing
R. Nirmala	Human Resources Management, Marketing
Nilesh Borde	Finance
Tejashri Colvalcar	IT Skills, Systems
Kirti Tyagi	Human Resources Management
Edgar D'Souza	Hospitality Operations and Management
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
Henrique Diz	Head, Dept of Eco. Mgmt & Indl. Engg, Universidade De Aveiro
Joaquim Da Costa	Dept of Eco.Mgmt .& Indl Engg. Universidade De Aveiro
Joe Faustinho	Asian School of Mgmt, Manila
K.P.Fabian	Former Ambassador to Rome
Peter Augsdorfer	Faculty, Ingolstadt University of Applied Sciences, Germany
Carlos Costa	Chairman, Tourism Management, Universidade De Aveiro
Suhas Mallya	Staff Scientist, National Center for Software Technology
Narayan Prabhu	GM- HR V. M. Salgaonkar & Bros.
Ajit Parulekar	Faculty, Goa Institute of Management
Blaise Costabir	Managing Director, Zarhak Moulders Pvt Ltd
G.K.Sharma	Faculty, IIM Calicut
Guilman Fernandes	HR Manager, Reliance-Salgaonkar Thermal Power Plant
J.J. Louis	GM - HR & Admn., Usha Ispat Ltd
Lalit Kumar Shah	Chartered Accountant, Panaji-Goa
M .A.Sundaram	Former Senior VP, Zuari Agro chemicals Ltd
Madhav Desai	Chief manager (Training) State Bank of India
Mario D'Souza	Director, Magnum Creative Advertising
Nomrota Menon	Consultant, Panaji-Goa
Vinay Raikar	HR consultant, Panaji-Goa

Plus our 1000+ alumni network spread across corporate, government, academic, and research organizations and those who opted for entrepreneurship.

...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 drive



Field trip to Goa Marriott



Executive Interactions

...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.



OTHER IMPORTANT ACTIVITIES OF THE DEPARTMENT

- A full-fledged Case Study based PhD program in Management.
 - The Case Studies developed by our PhD students are used in our MBA program.
 - Most of the PhD students and their guides have published internationally.
 - Weekly discussion forum and an electronic discussion group for collective guidance to hone the skills
- A full time two year regular MBA program
- The department oversees Goa University's other management programs such as
 - PGDMs (Post-Graduate Diplomas in Management, in the areas of General Management, Travel and Tourism, Event Management, etc)
 - BBA (Bachelor of Business Administration) and
 - MBA (Logistics Management) run by INS Hamla at Mumbai



INTEGRATED MBA PROGRAM STRUCTURE

TERM 1

Subject	Credits
Tourism Concepts 1	2
Strategic Management 1	2
Marketing Management 1	2
IT1 Skills 1	2
Management Process	2
Finance Management 1	2
Soft Skills Training ¹²	2
ONBC3 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 and 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
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
<u>Internships in Organizations and Report</u>	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

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
<u>Internships in Organizations and Report</u>	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
<u>Internship in Organizations and Reports</u>	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.

...THESE ARE ALL YOU NEED TO DO TO SEEK YOUR ADMISSION TO GUDMS...

Eligibility: A pass in the XIIth standard.

Selection Process: Admission for the **30** seats based on merit.

Important Tips:

- Procure Goa University IMBA prospectus cum application form from the Department of Management Studies, Goa University, Goa 403206 by sending a DD for Rs.500/- (Rupees Five Hundred Only) in favor of “Registrar, Goa University” payable at any bank in Panaji (Panjim) **OR** download the application form from www.unigoa.ac.in and send the filled in form with the required DD. Application form also available for sale at State Bank of India, near Hotel Mandovi, Panjim. Applications incomplete or received without DD will not be accepted.
- Submit filled in form to the Department of Management Studies, Goa University, Goa 403206 on or before June 21, 2013.

**All correspondences to: The Coordinator (Admissions), Integrated MBA,
Department of Management Studies, Goa University, Goa 403206.
Phone: 91-832 6519094, 6519377, Mobile: 9763555405
Email: edgardsouza@hotmail.com**

FEE AND MISCELLANEOUS DEPOSITS

● Fee per year:

- ▶ Program fee for Indian students: Rs.60,000/-
- ▶ For foreign students: Rs.60,000/- plus Rs.22500

● Caution deposit (refundable): Rs.1,500/-

● Hostel fee per year: Rs.4,300/-

● Hostel caution deposit (refundable): Rs.1,500/-

● Eligibility fee:

- ▶ For students other than Goa University/ Goa Board: Rs.350/-
- ▶ For foreign students: Rs.2500

● Other fees (approximately):

- ▶ Miscellaneous fees: Rs.3000 (approximately)

Note: All fee items are subject to revisions and midway revisions shall be made applicable to the existing batches of the integrated MBA program as well.

Important:

Last Date for the Receipt of Duly Filled in Application Form at

Department of Management Studies, Goa University: June 21, 2013

Last date for payment of fees of Rs 60,000 by DD in favour of “The Registrar, Goa University” is June 28, 2013

Application No.:

GOA UNIVERSITY
Goa 403206 INDIA



Application Form: Integrated MBA 2013-2018 Batch

1. Name (Block letters) :
2. Address for communication (Block letters) valid till July 2013 :
Pin code :
Phone No. with STD/ISD code : Mobile :
E-mail ID (if any) :
3. Please mark if you have domicile in Goa
a) Yes
b) No Name of the State _____
4. Please mark only if you belong to the category as specified by Govt. of Goa (attach certificate):
a) Scheduled Caste b) Scheduled Tribe
c) Other Backward Communities
5. Please mark the category/ies to which you belong in the appropriate box/es.
a) Physically Disabled and from the State of Goa
b) Defense Personnel category
(Applicants should be serving in the defense forces)
c) Foreign National
d) Parent employed in Gulf (attach proof)
6. How did you come to know about the Goa University integrated MBA:
7. Declaration: I hereby declare that the information furnished above is true to the best of my knowledge and belief. I understand that my admission to the integrated MBA program may be forfeited if any of the above information is found to be incorrect.

Date: _____ Signature: _____

The filled up application form should be sent to the **Coordinator (Admissions), Integrated MBA, Department of Management Studies, Goa University, Goa 403 206** so as to reach by June 21, 2013. No certificate of academic credentials need be attached with this form. No receipt will be sent by the University.

PLEASE SEND 2 (TWO) Self Addressed Envelopes of size 9 inches by 4 inches (9"x 4") along with the filled in application form.

...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



GOA UNIVERSITY

www.unigoa.ac.in

GUDMS: GrabUrDreaMS

"You will begin to touch heaven, Jonathan, in the moment that you touch perfect speed. And that isn't flying a thousand miles an hour, or a million, or flying at the speed of light. Because any number is a limit, and perfection doesn't have limits. Perfect speed, my son, is being there."

--Jonathan Livingston Seagull: A Story--

GUDMS: GrabUrDreaMS