

**GOA UNIVERSITY**



**DEPARTMENT OF MANAGEMENT STUDIES**

**INTEGRATED MBA (HOSPITALITY,  
TRAVEL AND TOURISM)**

**Admission  
Brochure**

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



## ...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 hospitality & 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,

Dr. Nandakumar Mekoth  
Professor and Dean,  
Faculty of Management Studies,  
Goa University, Goa 403 206  
INDIA

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## ...OUR CORE TEAM...

<b>Name</b>	<b>Areas Of Teaching/Research/Consultancy Interest</b>
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
Mrs. Albino Roshan	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, IITTM, 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
Alfwold 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
Darryyn Dias	Guest Relations Manager, ITC Fortune Select Regina

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



- 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 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.



# INTEGRATED MBA PROGRAM STRUCTURE

## Year 1

### TERM 1

Subject
Food and Beverage Service 1
Food Production 1
Front Office Operations 1
Accommodations Operations 1
Tourism Concepts 1
Management Process
Marketing Management 1
ONBC 1
ONBC 2

### TERM 2

Subject
Food and Beverage Practicals 1
Food Production Practicals 1
Front Office Operations Practicals
Soft Skills Training1
Marketing Management 2
Strategic Management
Economics of Tourism
ONBC 3
ONBC 4

### TERM 3

Subject
Food and Beverage Service 2
Financial Statement Analysis
Food Production 2
Food Science and Nutrition
Soft Skills Training 2
ONBC 5
ONBC 6
ONBC 7

### TERM 4

Su
<u>Summer Internship in Hospitality related Organisation and Report</u>
Summer Internship Seminar

## Year 2

### TERM 5

Subject
IT Skills 1
Tour Operations Management 1
Tourism Concepts 2
Case Analysis 1
Human Resource Management 1
Organisational Behaviour 1
Soft Skills Training 3
ONBC 8
ONBC 9

### TERM 6

Subject
Food and Beverage Service Practicals 2
Food Production Practicals 2
Accommodation Operations 2
Tourism Products of India 1
Organizational Behaviour 2
Event Management 1
ONBC 10
ONBC 11
ONBC 12

### TERM 7

Subject
Front Office Operations 2
Accommodation Operations 3
Tourism Products of India 2
Event Management 2
Hotel Laws
Tour Operations Management 2
ONBC 13
ONBC 14
ONBC 15

### TERM 8

Subject
Summer Internship in Hospitality related Organisation and Report
Summer Internship Seminar





**Year 3**

**TERM 9**

Subject
Food Production 3
Food & Beverage Service 3
Tourism Industry
Finance Management 1
Soft Skills Training 4
Management Information Systems 1 (F&B)
ONBC 16
ONBC 17

**TERM 10**

Subject
Food Production Practicals 3
Food and Beverage Service Practicals 3
Front Office Operations 3
IT Skills 2
Entrepreneurship
Soft Skills Training 5
ONBC 18
ONBC 19
ONBC 20

**TERM 11**

Subject
Interactions with Executives
Mock Interviews by Executives
Human Resource Management 2
Environmental Management
Case Analysis 1
Indian Social Political and Cultural Environment
ONBC 21
ONBC 22

**TERM 12**

Subject
Internships in Organizations and Report
Summer Internship Seminar

## Year 4

### TERM 13

Subject
Food and Beverage Management
Brand Management
Emerging Trends in Tourism
Tourism Geography
Business Economics 1
Case Analysis 2
Soft Skills Training 6
ONBC 23

### TERM 14

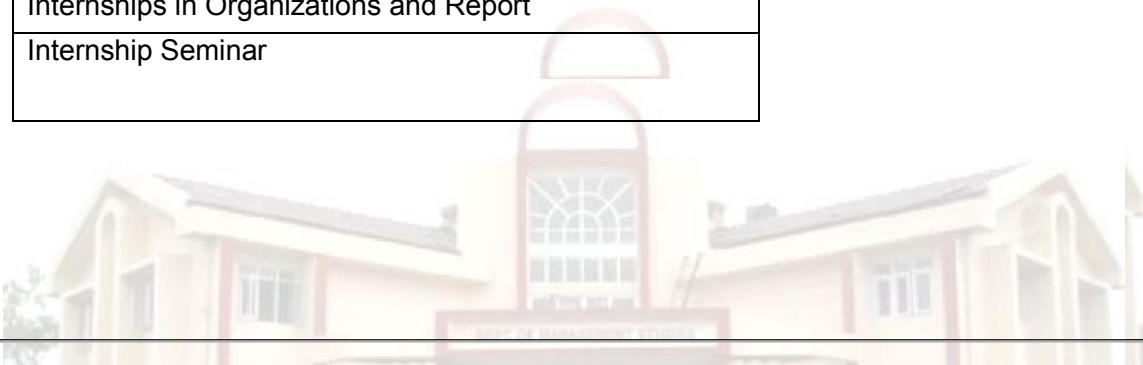
Strategic Management 2
Tourism and Tourists
International Tourism
Advertising Management
Business Economics 2
Soft Skills Training 7
ONBC 24

### TERM 15

Subject
Advanced Tourism Marketing
Travel Agency Management
Research Methods in Tourism
Advanced Human Resource Management
Case Analysis 3
Management Information Systems 2(Front Office)
Soft Skills Training 8
ONBC 25

### TERM 16

Subject
Internships in Organizations and Report
Internship Seminar



## Year 5

### TERM 17

Subject
Advanced Marketing Management
Financial Statement Analysis 2
Advanced Strategic Management
Case Analysis 4
Soft Skills Training 9
ONBC 26
ONBC 27

### TERM 18

Subject
Information Technology in Tourism
Finance Management 2
Management Information System (Tourism)
Legal Aspects of Tourism
Advanced Finance Management
Soft Skills Training 10
ONBC 28

### Term 19

Subject
Internship in Organizations and Reports
Internship Seminar

- 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.**
- **Program fee is ₹66000 per year.**
- **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.**
- **Note: All fees are subject to revisions and midway revisions shall be made applicable to the existing batches of the integrated MBA program as well.**

**DEPARTMENT OF MANAGEMENT STUDIES**



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**[www.unigoa.ac.in](http://www.unigoa.ac.in)**



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