

Goa
University



Goa
Business
School



**INTEGRATED
MASTERS
IN BUSINESS
ADMINISTRATION**

Hospitality | Travel | Tourism

**ADMISSIONS
BROCHURE
2021**

*Grow
Beyond
Success*

Leadership



Prof. Varun Sahni
Vice-Chancellor
Goa University



Prof. M. S. Dayanand
Dean
Goa Business School



Prof. K. B. Subhash
Vice-Dean (Academics)
Goa Business School



Prof. P. K. Sudarsan
Vice-Dean (Research)
Goa Business School

Program Director's Note

“Having designed to train and bring out the core competence among the students to equip them, to help them compete and thrive in the arena of Hospitality, Travel and Tourism, Goa University has embarked upon an Integrated MBA program in this tourist haven. Hands on experience and soft skills are imparted to nurture and mould the interpersonal skills and abilities and managerial competence by designing a curriculum and syllabi commensurate to international standards. This is evident in the presence of our alumni in hospitality industries the world over, and that elevates IMBA (HTT) program over any other similar program offered elsewhere in the country. I wish my students a bright future in this career path.”



Prof. KGS Narayanan
Finance, HR, Marketing,
Organizational Behaviour, International
Business, Tourism and Hospitality

Goa University

Goa University was established under the Goa University Act of 1984 (Act No. 7 of 1984) and commenced operations on 1 June 1985. The university provides higher education in the Indian state of Goa. It is located on Taleigao Plateau on a picturesque campus spread over 427.49 acres with state-of-the-art infrastructure having faculty blocks, administrative building, library, sports facilities, student hostels, bank, post-office, health centre, staff quarters, etc. Campus-wide Internet connectivity with strong bandwidth is available for all 24 hours a day.



Goa Business School

The Goa Business School was established in 2019 by amalgamating the departments such as Commerce Computer Science & Technology, Economics and Management Studies. The merger has allowed the faculty and students to discover new benefits that remained hidden within department silos, rebrand, and showcase our strengths in research and teaching in these areas together. The students passing out from these departments have been absorbed in the industry within India and abroad in the past.

The I.M.B.A Vision

"To impart and innovate Hospitality, Culinary and Tourism Management education commensurate to the global standards"



Integrated MBA Hospitality | Travel | Tourism

The Integrated MBA program is a 5 year degree program offered by Goa Business School on the Goa University campus situated at Taleigao Plateau, Panaji, Goa. The program gives the students professional insight into the hospitality and tourism industry, plus a set of core management skills in the disciplines of Finance, Marketing, International Business and Human Resources. This degree leads not only to a prosperous career in hotels, resorts, cruise liners, travel and tour companies, and other service areas but also the students will be prepared to enter executive positions in industries other than those related to hospitality, travel, and tourism under managerial and executive positions. The course gives an opportunity to the students to actively develop their professional competence through excursions and internships in organizations, hotels, and other places of interest. It also helps open doors to new ideas and experiences.

Our Core Faculty

Prof. K.G.S Narayanan

Finance, Human Resources, Marketing, Organizational Behaviour, International Business, Tourism and Hospitality

Dr. Albino Thomson

Accommodation Operations & Hospitality Management

Dr. Poonam Janardan Sadekar

Tourism Cultural Studies & Entrepreneurship

Mr. Kevin D'Souza

Food Production, Hospitality Operations and Management

“It is with great pleasure and enthusiasm that we welcome the students joining the IMBA program. Each new batch brings with them newer ideas and verve to lighten up the campus. Along with the core courses in hospitality and tourism, the students are exposed to various other non-business courses and soft skills that would help nurture in them, the skills and knowledge required to make them indispensable in the ever growing and increasingly competitive tourism and hospitality industry. We strive to work towards transforming students into exemplary employees and conscientious citizens. I look forward to playing a part in helping students realise all their professional aspirations”

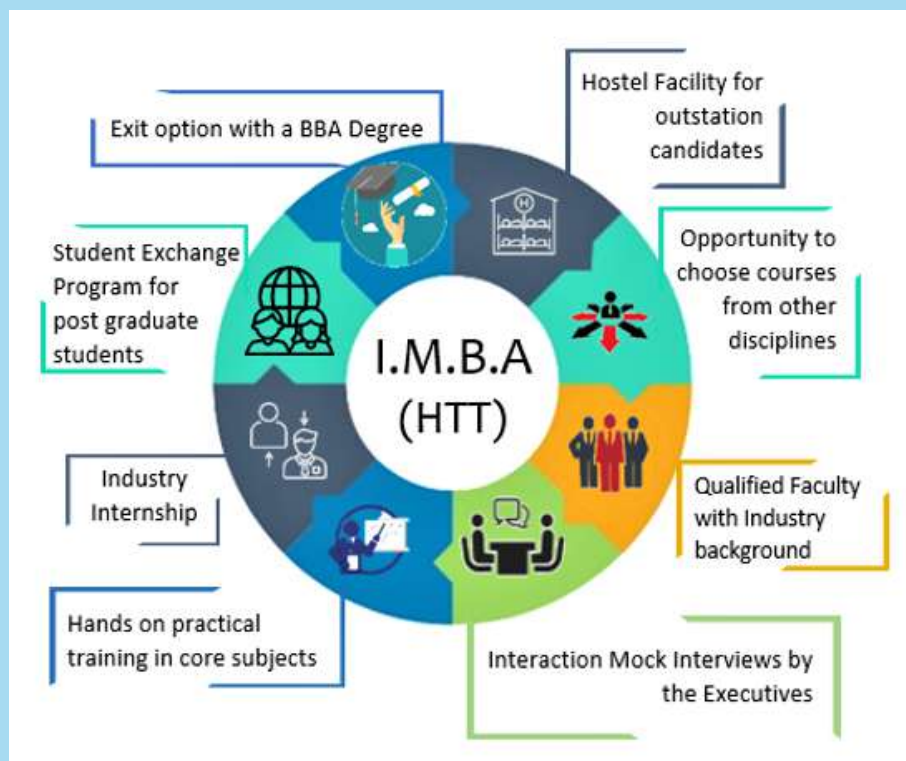
Dr. Albino Thomson

Accommodation Operations & Hospitality Management



Features of Our Program

- ▶ Case Study Method of Teaching of Harvard / Stanford / IIM type
- ▶ Formal Credit Courses in Soft Skills / Contemporary Issues
- ▶ Online Journal Database
- ▶ Digital Learning & Initiatives
- ▶ Wireless Connectivity for Laptop Use
- ▶ Online Interactions through Course Management Software
- ▶ Health & Counseling facilities
- ▶ Guest House & Seminar Halls
- ▶ Library & Book Bank facilities
- ▶ Sports facilities



“It is our priority and pleasure to provide students with the essential skills, and the best input from our industry experience, to prepare them for success in the hospitality industry. As a faculty member, I look forward to playing a positive role in the careers of bright energetic youngsters with tremendous potential.”

Mr. Kevin D’Souza

Food Production, Hospitality Operations and Management



Future Opportunities

The future of the Tourism & Hospitality Industry is bright, irrespective of the current pandemic situation the world over. According to UNWTO, over the next decade, the travel and tourism sector is expected to grow by 4.2% per year, with overall growth in the industry of 3.9 % in 2018, which is still outpacing global economic growth (3.2%). The year 2019 recorded 1.5 Billion tourist arrivals internationally. WTTC names the hospitality industry's importance as the main driver in global value creation. Recent figures suggest a global contribution of 8.8 trillion USD to the global economy in 2018, representing 10.4 % of the world's total GDP. The Hospitality industry alone accounts for 319 million jobs worldwide, excluding the various ancillary sectors that offer similar other career opportunities.

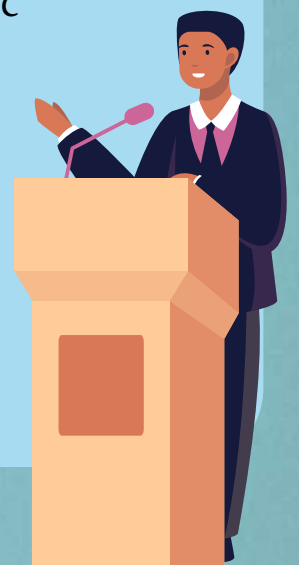


Our Successful Placements



Our Visiting Faculty In The Past Has Included

- ▶ Mr. Alfwold Silveira - R.J, Event Organiser, Playwright and Director
- ▶ Mrs. Alka D'Souza - Entrepreneur
- ▶ Mr. Ballava Naik - Individual Psychology
- ▶ Mr. Binayak Datta - Chartered Accountant
- ▶ Mrs. Charmaine Dias - Finance
- ▶ Dr. Cidalia Bodade - Communication Skills
- ▶ Mr. Darryn Dias - Hospitality Consultant
- ▶ Mr. Datta Damodar Naik - Travel Writing
- ▶ Dr. Derek Monteiro - Guest Relations Manager, Vivanta by Taj
- ▶ Mr. Edgar D'Souza - Food & Beverage, Hospitality Operations
- ▶ Mr. Francis Xavier - Management Information Systems
- ▶ Mr. Hari Mekoth - Marketing
- ▶ Chef Ines Lobo - Chef Consultant
- ▶ Mrs. Lisa Maria Dias Noronha - German Language
- ▶ Ms. Madhumita Mahatme - Emotional Intelligence & Career Guidance
- ▶ Mrs. Mavis Henriques - Psychology, Environment Management
- ▶ Mrs. Nikita Chodankar - Event Management, Mass Media Communication
- ▶ Dr. Prajal Sakhardande - Historian, expert on Heritage of Goa
- ▶ Chef Prasad Paul - Chef Consultant
- ▶ Mrs. Rebecca Pinto - Communication Skills
- ▶ Mr. Sameer Kapadi - Event Organizer, Director BizzNBuzz Inc
- ▶ Mrs. Selma Viegas - Consultant Nutritionist
- ▶ Dr. Sibert Colaco - President, TIPS, Mumbai
- ▶ Mrs. Tahira Desa - Tourism, Finance & Management
- ▶ Mrs. Vaishnavi Kamat - IT Skills
- ▶ Mr. Walter Mascarenhas - Corporate Trainer



“The subject of Hospitality, Travel and Tourism being extremely dynamic draws content from multi-disciplinary areas such 'Business Research Methods, 'HR', 'IT', 'General Management' etc. Non-Business courses such as 'Interview Facing Skills', 'Music and Film Appreciation' etc hone the soft skills of the student and lead to complete personality development. Industry experts add the cutting edge , reduce the gap between academia and industry and make the students ready to be absorbed directly into an organization immediately after graduation/post-graduation. As an external faculty at IMBA(HTT) - Goa University, my effort has always been to draw from my corporate exposure and give the absolute best to students. Personally, I feel this integrated course of 5 years is one of the best in Goa.”

Ms. Madhumita Mahatme
Emotional Intelligence & Career Guidance



“The IMBA program is unique and exceptional, both in its curriculum & approach as well as in the fact that it offers the option of a lateral integration into the MBA program. To use a culinary metaphor, the curriculum is ‘a wholesome blend of meaty core subjects, as well as light and tasteful soft-skills components. Peppered with fun activities and generously garnished with hands-on training & practicals, it is the recipe for a delectable, balanced and complete course’. No doubt, it is this skill-based and multi-disciplinary approach that has encouraged students to grow in confidence, develop a strong sense of responsibility and even venture into their own initiatives or start-ups on completion of the course. I’ve been fortunate to be a part of the visiting faculty here, and greatly value my association with the IMBA Program.”

Ms. Runa Menezes
Soft Skills

“As a visiting faculty at the IMBA course, it is my endeavor to share with the students my experience from the corporate world, bringing forth how concepts studied are applicable in a real work situation. The bright and receptive students of this course are exposed to a wide range of subjects from the fields of Hospitality and Travel Management, General Management, Theater and Music, Psychology and Ethics, among others. This helps the students develop a well-rounded outlook professionally and personally.”

Mr. Ravi Carvalho
Marketing, Advertising & Management



Food & Beverage Learning



Integrated MBA provides not only theoretical knowledge but also hands-on experience in the practical field. You get a chance to learn various regional and international cuisines from well-known and highly experienced Chefs having experience in reputed National and International Hotels. We have with us Chef Ines Lobo, Chef Prasad Paul and others who pass on their invaluable expertise and learning to aspiring students.

IMBA allows you to learn and practice your culinary skills and showcase them for several events and competitions, which help boost the students' morale. We also have subjects that include bakery & fruit, vegetable, and ice carving. We want our students to be ready as they enter the industry, and hence, we teach them to focus on every detail and train them on the use of all the industrial equipments which makes them industry-ready.



The food and beverage service segment teaches the students every basic details to learn and grow and reach greater heights. Apart from basic service and setup knowledge, IMBA also focuses on bartending where students get a chance to make cocktails and mocktails. Our institution is fully equipped with all the necessary equipments and hence our students get the opportunity to learn using actual ingredients. Being a part of IMBA is a golden opportunity to grab all the benefits and learning to make you ready for the industry.



Business & Managerial Learning

Integrated MBA is not merely about Hotel Management and as the name suggests, we have uniquely integrated various facets of a business degree with those of our hospitality and tourism related subjects. We provide you experience in Corporate Management, Entrepreneurship, Human Resources, Financial Analysis and much more.

The Integrated MBA program will give you professional insight into the hospitality and tourism industry plus a set of core management skills for finance, marketing and human resources that can benefit a young and talented professional across a number of industries. This degree can not only lead to a prosperous career in hotels, resorts, cruise liners, travel and tour companies but you will be prepared to enter management in any type of organization as the combination of subjects taught by our passionate faculty transforms you into a skilled professional.

A core value, we at IMBA believe, is not just to make our students into skilled professionals but into confident, independent and optimistic human beings that contribute positively to our society and we accomplish this through imparting Soft Skill courses such as Presentation & Negotiation Skills, Interview Facing Skills, Creative Writing, Oral Communication, Time Management, Etiquette and Emotional Intelligence and other subjects which are needed to function efficiently in our modern corporate world.



Student Life Beyond The Classroom

The Campus offers a lot of different extra-curricular and co-curricular activities for the overall development of the students. We organise various kinds of activities like Frolic, Field Trips, Official Freshers party, Tours and other cultural activities.



With the support of the staff, the students have the opportunity to participate in regional and national curricular and co-curricular events. The learning experience goes beyond the mundane education of conventional University Departments. In addition to classroom activities, all students are given the opportunity to actively develop their professional competence through field trips or educational tours to companies, hotels, and other places of interest. Rather than just a simple outing, each excursion includes management presentations demonstrating how different hotels, tourism and business management sectors operate. It also helps open doors to new ideas.

In the past, these students of IMBA have participated in numerous events such as Guinness World Records, URBA, Culinary and Bartending Competitions and many more.



ADMISSION PROCESS

► Eligibility Criteria

1. Applicants must complete the online application form.
2. The candidate needs to pass 12th Standard.
3. State Board of Higher Secondary School Certificate (HSSC) or Equivalent Examination Certificate.
4. All eligible candidates will be notified of the dates for Entrance Test and Personal Interview.
5. Candidates will also get an update on the status of the application through the official Goa University website.
6. Every student is responsible to fulfilling eligibility criteria as per Goa University rules, failing which admission to the program shall be cancelled.
7. Reservation policy followed by Goa University will be applicable.
8. Those appearing for their 12th Standard exams are also eligible to apply for the program.

► Selection Criteria

The admission merit list will be decided on a score of 100 marks.

The weightage is as follows:

- 50 Marks - Goa University Entrance Test
- 40 Marks - Personal Interview
- 10 Marks - Weightage for XII STD (HSSC) score.

*HSSC results marksheet must be uploaded for candidates to be eligible for admission to the course.

“The Hospitality, Travel and Tourism industry is an ever-growing industry which welcomes innovation and creativity. The IMBA course is thus an all-rounded course designed to meet the industry's requirements of creating skilled personnel through its curriculum, as well as developing the various talents of an individual. I am glad to provide insight to our students in these years of learning, to motivate you to develop yourselves and to pursue your dreams. I look forward to welcoming our new batch.”

Dr. Poonam Janardan Sadekar
Tourism, Cultural Studies & Entrepreneurship



FEE STRUCTURE PER YEAR

Intake Capacity:- 38 students

Program Fee for Indian Students : Rs. 85,162/-

Fees Break-Up :-

- ▶ Tuition Fee (Yearly) : 80262
- ▶ Gym, Student Union, Identity Card : 520
- ▶ Student Aid Fund : 150
- ▶ Lab Fee/Computer Fee : 980
- ▶ Annual Internet Fee : 550
- ▶ Annual Library Fee : 570
- ▶ Caution Deposit : 2130
- ▶ Total Fees : 85162

Hostel Fee per year : Rs. 4,300/-

Hostel Caution Deposit (refundable) : Rs.1,500/-

Eligibility Fee :-

- ▶ For Students other than Goa Board : Rs. 350/-
- ▶ For Foreign Students: US \$ 50/-

*Note: All above fee items are subject to revisions and midway revisions shall be made applicable to the current batches of the Integrated MBA program as well.

Credit Requirements of the Program

	Core Business	Core Soft Skill	Elective Business	Non-Business	Internships Report & Seminar	Total Credits
BBA (Total)	52	12	30	24	22	140
MBA (Total)	34	6	24	6	28	98
IMBA Total	86	18	54	30	50	238

- Courses and their credit allocation across terms are subject to change.
- The reservation policy will be followed as per Goa University rules. (refer to students handbook)
- As per section 26 (1) (g) of UGC Act, 1956, ragging is strictly prohibited and invites severe punishment as per 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.

Core Business Courses

Food and Beverage Service Theory 1
Food Production Theory 1
Front Office Operations 1
Front Office Practical 1
Food and Beverage Service Practical 1
Food Production Practical 1
Accommodation Operations Theory 1
Accommodation Operations Practical 1
Food and Beverage Service Theory 2
Food and Beverage Service Practical 2
Food Production Theory 2
Food Production Practical 2
Front Office Practical 2
Accommodations Operations 2
Food and Beverage Service Theory 3
Food and Beverage Service Practical 3
Food and Beverage Management
Food Production Theory 3
Food Production Practical 3
Bakery
Front Office Management
Tourism Concepts
Marketing of Hospitality & Tourism
Travel Agency Management
Economics of Tourism
Strategic Management
Entrepreneurship
Management Information Systems

Non-Business Courses

Critical Thinking
Film Appreciation
Creative Writing
Character Development
Power of Positive Thinking
Interior Decoration
Literature Appreciation
Appreciation and Understanding of Theatre

Elective Business Courses

Management Process
Tourism Products of India
Financial Statement Analysis
Food Science and Nutrition
Human Resources Management 1
IT Skills
Tourists & Tourism
Marketing Management
Tourism Industry
Case Writing & Analysis
Organisational Behaviour
Travel writing
Food around the world
Fruit and vegetable carving

Core Soft Skills Courses

Oral Communication Skills
Written Communication
Presentation Skills
Interview Facing Skills
Negotiation Skills
Etiquettes
Time Management
Mock interviews by Executives
Neuro Linguistic programming
Group discussion
German language

Hygiene and Sanitation
Individual and society
Music Appreciation
Cultural Heritage of Goa – 1
Cultural Heritage of Goa – 2
Diet Meal Planning
Basics of Professional Photography
Psychology

Accreditation & Rankings

- ▶ Goa University 2014-19 has been accredited by the National Assessment and Accreditation Council (NAAC) of India with 'A' Grade.
- ▶ The National Institutional Ranking Framework (NIRF) in its cycle of ranking Indian Higher Educational Institutions in the year 2020, ranked Goa University at 81st rank among the Universities.
- ▶ QS World University rankings, World University rankings agency has ranked Goa University in the range of 61-65 among Indian Universities for the academic year 2020-21.
- ▶ Among the QS World University Rankings for 'BRICS countries 2019', Goa University is among the group of 241-250 Universities.



Alumni Testimonials

“THE GOLDEN ERA OF MY LIFE. Goa University is the incubator that transforms life of a person by giving knowledge, confidence, self-esteem and go-getter attitude. The 5 years were full of challenges and obviously full of fun where we studied hard and partied hard. We got to experience and develop new skills as part of our learning. I would like to thank our mentors, Mr Kevin D'Souza under whose guidance we enjoyed cooking; we also learnt about making cocktails and mocktails with best F&B Professional Mr. Edgar D'souza; and we had an amazing housekeeping experience under the guidance of Mrs. Albino Roshan.

I also thank our MBA professors as well who taught us about all MBA core subjects. In short, it was a fully loaded package. Internships were also the most important part of IMBA. IMBA also helps you in flourishing in other sectors also for example finance, in which we were groomed in such a way that we managed good jobs in the finance sector. Currently I am working as Assistant Branch Manager for the multinational company Reliance Nippon. I would like to give only one message: IMBA is all about developing yourself, transforming yourself and the changes you will experience in coming years.”

-Nrupen Deshpande, Batch 2012

“IMBA has been a great opportunity and learning platform. The faculty - student relationship is a very cordial one which is essential for a healthy line of communication and grievance redressal. The course material is well balanced with theory and practical elements. Apart from the core subjects the course offers, there are several soft skill subjects that are also vital and can help you develop a better personality and hold your own in the business world. Currently I'm the MD at Buzz Events and also own a start-up called Easy Eats. I will always be grateful for the learning's instilled in us by our teachers/mentors.”

- Jonathan Pinto, Batch 2013

“Being part of IMBA was a tremendous journey with ups and downs. I've clearly seen a transition in me in all of the 5 years. Something which I truly learnt and has stayed with me to date is TEAM WORK. I have really gained a lot of insight in working with a team which is helping me a lot in my current job. At the moment I'm a Social media associate & Content Writer at Qurez.”

~Tessie Fernandes, Batch 2015

"The Five years spent at IMBA have contributed to my overall development. The faculty is very approachable, friendly, supportive, and motivating. I have learnt not just through academics but also through opportunities given to participate in various inter-college events. The Industrial Training at the end of every semester gave me exposure to the industry and helped me choose my career path. IMBA has helped me inculcate the skills of good communication, leadership, and team building. Overall, IMBA is not just a course but a place to be.”

~Myra Cabral, Batch 2016



Batch 2016-21



Batch 2017-22



Batch 2018-23

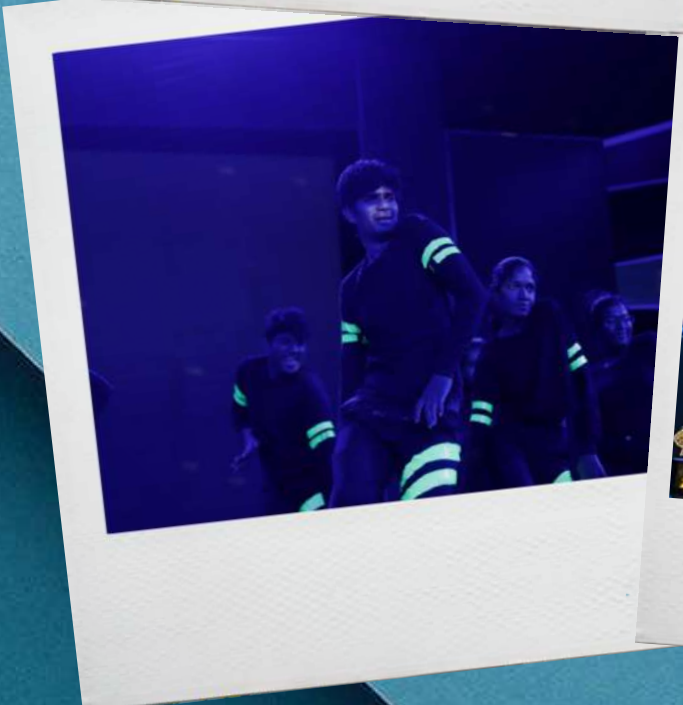


Batch 2019-24



Batch 2020-25

Fun Times @ IMBA



Learning Never Stops

APPLY TODAY!

Pre-admission Details

The application process is online only.

Website : <https://www.unigoa.ac.in>

Admission Coordinator

Mr. Kevin D'Souza

Email : kevin@unigoa.ac.in

Mobile : +919822083659

Contact Details

Tel : +919422055719

Email : office.imba2011@gmail.com

Website : <https://www.unigoa.ac.in>

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