

**Goa  
University**



**Goa  
Business  
School**



# INTEGRATED MASTERS IN BUSINESS ADMINISTRATION

Hospitality | Travel | Tourism

**ADMISSION  
BROCHURE  
2022**

*Grow  
Beyond  
Success*



## Leadership



Prof. Harilal B. Menon  
Vice-Chancellor  
Goa University



Prof. Jyoti D. Pawar  
Dean  
Goa Business School



Prof. Nilesh A. Borde  
Vice-Dean (Academics)  
Goa Business School



Prof. Pranab Mukhopadhyay  
Vice-Dean (Research)  
Goa Business School

## Programme Director's Note

“Having designed to train and bring out the core competence among the students to equip them, to compete and thrive in the arena of Hospitality, Travel and Tourism, Goa University has embarked upon an Integrated MBA programme 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) programme over any other similar programme 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 its operations on 10th June 1985. This University provides higher education in the 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, postoffice, 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 the 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 Programme is a 5 year degree programme offered by Goa Business School on the Goa University campus situated at Taleigao Plateau, Panaji, Goa. The programme 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

**Ms Sujal Naik**

International Tourism,  
Marketing Management

**Mr. Sadanand Gaonkar**

Travel and Tourism Management,  
Human Resource

**Dr. Paresh Lingadkar**

Human Resource Management,  
Organizational Behaviour, Tourism Management

“It is with great pleasure and enthusiasm that we welcome the students joining the IMBA Programme 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**

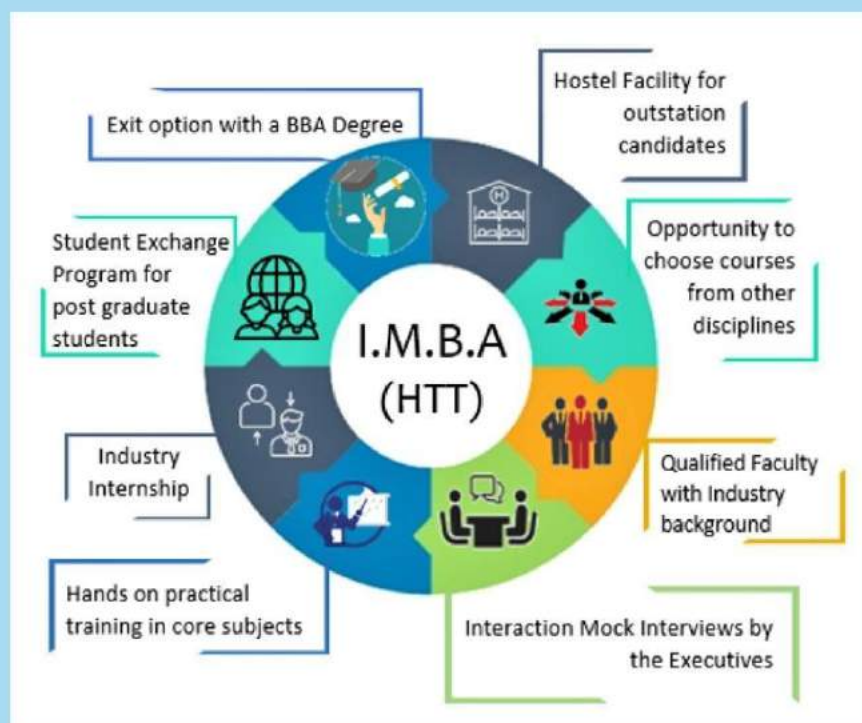
Accommodation Operations & Hospitality Management





## Features of the Programme

- ▶ 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 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 IMBA has been established to provide qualified human assets with highest intellectual and cultural knowledge in addition to the professional skills and to contribute to the development of Indian tourism sector. As a faculty, my role is to impart professional skills and abilities with the support of application classes to our young dynamic minds.

Dr. Paresh Lingadkar  
Human Resource Management,  
Organizational Behaviour, Tourism Management



The integrated MBA programme will provide the students with a practical perspective on the hospitality and tourism industry, as well as a set of essential management skills that will aid in nurturing student's careers.

As an educator, I am looking forward to having a positive part to play in helping the students in achieving their career goals. We are ecstatic to welcome our new batch of students.

Ms Sujal Naik  
International Tourism, Marketing Management

Combining cutting-edge teaching with industry-led experience, the IMBA Programme focuses on the skills, understanding and knowledge to be a leader in hospitality, travel and tourism management. The primary aim is to equip students for a rewarding career in a range of hospitality roles, to be work-ready even prior to graduation and to set you on the path to success. As a faculty of this discipline, my role is to provide academic leadership through demonstrating and fostering excellence in research, teaching and professional activities.

Mr Sadanand Gaonkar  
Travel and Tourism Management, Human Resource





## 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 MBAProgramme 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-circular and co-circular 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. State Board of Higher Secondary School Certificate (HSSC) or Equivalent Examination Certificate.
3. All eligible candidates will be notified of the dates for Entrance Test and Personal Interview.
4. Candidates will also get an update on the status of the application through the official Goa University website.
5. Every student is responsible to fulfill criteria as per Goa University rules, failing which admission to the programme shall be cancelled.
6. Reservation policy followed by Goa University will be applicable.
7. Those appearing for their 12th Standard exams are also eligible to apply
8. **Reservation of seats: General 14, OBC 10, SC 01, ST 05, EWS 04, PWD 02, Other Boards 02**

### ► Selection Criteria

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

The weightage is as follows:

- **70 Marks – Goa University Entrance Test**
- **30 Marks – Personal Interview**

**\* CBSE or ICSE board students can also apply subject to submission of marksheet or passing certificate on declaration of results**

“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

Programme Fee For Indian Nationality Students : 16,260/-

Fees Break-Up :-

- ▶ Tuition Fee (Yearly) : 10,500
- ▶ Gym, Student Union, Identity Card : 550
- ▶ Student Aid Fund : 160
- ▶ Lab Fee/Computer Fee : 1,030
- ▶ Annual Internet Fee : 580
- ▶ Annual Library Fee : 600
- ▶ Caution Deposit : 2,240
- ▶ Enrolment Fee : 600

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

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

Eligibility Fee :-

- ▶ For Students other than Goa Board : Rs. 600/-
- ▶ For Foreign Students: 3,620/-
- Refund of fee shall be as per UGC Guidelines

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

## Credit Requirements of the Programme

	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	20	90
IMBA Total	86	18	54	30	42	230

- Courses and their credit allocation across terms are subject to change.
- 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 said Act.



### **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

- ▶ 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 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

Dr. Paresh Lingadkar

Email : [paresh.lingadkar@unigoa.ac.in](mailto:paresh.lingadkar@unigoa.ac.in)

Mobile : 8929739488

## Programme Director

Dr. KGS Narayanan

Tel : +919422055719

Email : [office.imba2011@gmail.com](mailto:office.imba2011@gmail.com)

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

Address : Goa University,

Taleigao Plateau, Goa 403206



Scan QR Code To  
Download Syllabus

## Our Social Media



@imbahtt



@IntegratedMbaHTT



@IMBA HTT Official