

**Goa
University**



**Goa
Business
School**



**MASTER OF
BUSINESS
ADMINISTRATION
(INTEGRATED)**

Hospitality and Tourism

**ADMISSION
BROCHURE**

2023

*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 and Tourism, Goa University has embarked upon an MBA (Integrated) programme in this tourist heaven. 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 under New Education Policy commensurate to international standards. This is evident in the presence of our alumni in hospitality industry world over, and that elevates MBA (Integrated) programme over any 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.

Vision

“To impart and innovate Hospitality and Tourism Management education commensurate to the global standards”



MBA (INTEGRATED) Hospitality and Tourism

The MBA (Integrated) 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 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 MBA (Integrated) programme. Each new batch brings with them new 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."

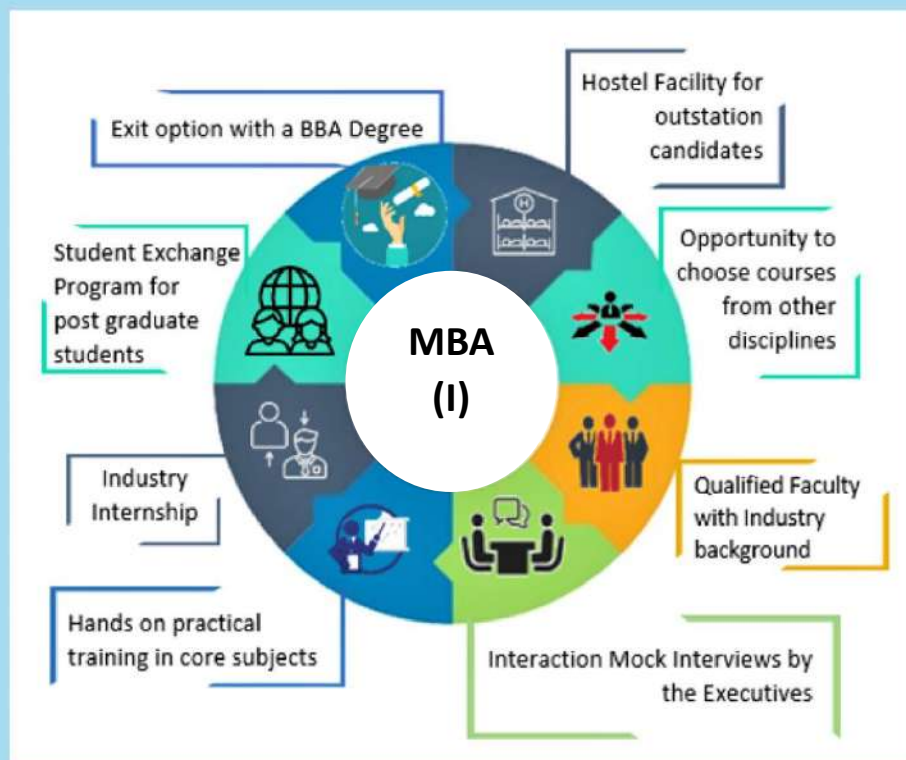
Dr. Albino Thomson

Accommodations Operations & Hospitality Management



Features of Our 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



The MBA (Integrated) 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 MBA (Integrated) 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 MBA (Integrated) 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



Admission and Eligibility

Eligibility for admission leading to the Five-Year Integrated Masters Programme shall be as follows:

- The candidate needs to pass Senior Secondary School examination in any stream (10 + 2 pass)
- A student shall have to also qualify a Goa University Entrance Test conducted by the Goa University and Personal Interview
- The merit list shall be prepared based on Test scores and Personal Interview
- A student who exits with UG Degree of the same Integrated Programme is eligible to take admission in Semester VII of the Integrated Programme within a period of two years and shall have to complete the Masters Degree Programme within a maximum duration of eight years.
- A Graduate from the same or related Discipline may seek admission in Semester VII of the Integrated Five-Year Master's Degree Programme. However, the admission shall be based on the score at the entrance test and the availability of seats.
- The number of students in a Class/Division shall not ordinarily exceed thirty eight.
- Reservation of seats shall be in accordance with the Directives of Government of Goa and adopted by Goa University.

Selection Criteria

- 80 Marks: Goa University Entrance Test
- 20 Marks: Personal Interview

"The Hospitality, Travel and Tourism industry is an ever-growing industry which welcomes innovation and creativity. The MBA (Integrated) 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 insights 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



Our Visiting Faculty in the past had included:

- Fr. (Dr) Bonafice Furtado – Psychology
- Mr. Ballave Naik – Individual and Society
- Mrs. Charmaine D'Souza – Food & Beverage, Hospitality Operations
- Dr. Cidalia Bodade – Communication skills
- Mr. Edgar D'Souza - Food & Beverage, Hospitality Operations
- Mr. Francis Xavier – Management Information Systems
- Chef Ines Lobo – Chef Consultant
- Mrs. Lisa Maria Dias Noronha – German Language
- Mrs. Mavis Henriques – Psychology, Environment Management
- Chef Prasad Paul - Chef Consultant
- Mrs. Selma Viegas – Consultant Nutritionist
- Mr. Walter Mascarenhas – Corporate Trainer

Admission Fee

Intake Capacity: 38 students

Seat Matrix: UR:14, EWS:04, OBC:10, ST:05, PwD: 02, SC:01, Other University:02

Programme fee for Indian Students: Rs. 17,300 (Approx)

Enrolment fee (Goa University students) Rs. 600

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

SEMESTER-WISE DISTRIBUTION OF CREDITS AMONG THE CATEGORIES OF COURSES

Sem	Major-Core	Minor	MC	AEC	SEC	I	D	VAC	Total Credits
I	4	4	3	2	3			4*** (2+2)	20
II	4	4	3	2	3			4 (2+2)	20
III	8 (4+4)	4	3	2	3			-	20
IV	14 (4+4+4+2)	4 VET	-	2	-				20
V	14 (4+4+4+2)	4 VET	-	-		2		-	20
VI	16 (4+4+4+4)	4 VET	-	-	-			-	20
VII	16 (4+4+4+4)	4	-		-			-	20
VIII	16 (4+4+4+4)	4	-						20
IX	16 (4**+4+4*+4*)	4	-		-			-	20
X	4*	-					16		20
Total	100+12(E)= 112	36	09	08	9	2	16	08	200

* Research Specific Elective Courses from Major Stream

**RM- Research Methodology Course is compulsory.

*** In semester I, one of the 2 credit courses under VAC shall be Environmental studies (EVS)

Food & Beverage Learning



MBA (Integrated) 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.

MBA (Integrated) 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 equipment 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 equipment 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

MBA (Integrated) 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 MBA (Integrated) programme 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 MBA (Integrated) 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, Management, Etiquette and Emotional Intelligence and other subjects which are needed to function efficiently in our modern corporate world.



Future Opportunities

The future of the Hospitality and Tourism Industry is bright, irrespective of the pandemic situation the world over. According to UNWTO, the tourism and travel market in India is projected to reach US\$125 billion by FY27 from an estimated US\$75 billion in FY20. It is estimated to advance at CAGR of 15.5% from 2022 to 2031. India ranks 6th according to WTTC in terms of Travel & Tourism total contribution to GDP in 2022 to 2031. The Global Travel and Tourism market is expected to reach US\$ 16.20 billion by the end of 2031. The Hospitality and Tourism Industry accounts for 350 millions jobs worldwide, excluding the various ancillary sectors that offer similar other career opportunities.



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 MBA (Integrated) have participated in numerous events such as Guinness World Records, URBA, Culinary and Bartending Competitions and many more.





Batch 2018-23



Batch 2019-24



Batch 2020-25



Fun Times @ MBA (Integrated)



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(Integrated) 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 MBA(Integrated). MBA(Integrated) 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: MBA(Integrated) is all about developing yourself, transforming yourself and the changes you will experience in coming years."

-Nrupen Deshpande, Batch 2012

"Being part of MBA(Integrated) was a tremendous journey with ups and downs. I have 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 am a Social media associate & Content Writer at Qurez."

-Tessie Fernandes, Batch 2015

"The Five years spent at MBA(Integrated) 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, MBA(Integrated) has helped me inculcate the skills of good communication, leadership, and team building. Overall, MBA(Integrated) is not just a course but a place to be."

-Myra Cabral, Batch 2016

MBA(Integrated) in Hospitality, Travel and Tourism at Goa University offers unique combination of learning and self- development. Currently I am working at 'The Oberoi', Bangaluru. This would not have been possible without all the support and guidance from Faculties and other staff members. The atmosphere in the MBA(Integrated) course is full of motivation and healthy competition. The faculty members make sure that all the sessions are interactive and interesting in nature. They use a lot of case studies, discussions, role-plays, and many innovative ways of evaluation. The institute organizes various industrial visits, guest lectures, events to give a hands-on experience to its students. It is not only academic but our professors also motivate us to indulge in extracurricular activities which helps an all-round development of students.

-Vrushali Amonker, IMBA 2017 Batch

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

Mobile: 8329739488

Programme Director

Dr. KGS Narayanan

Mobile: 9422055719

Email : 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