



GOA UNIVERSITY

GOA BUSINESS SCHOOL



Master of Business Administration
(INTEGRATED) - HOSPITALITY & TOURISM

ADMISSION BROCHURE
2025

MBA (I), OPPOSITE MEN'S HOSTEL II, GOA UNIVERSITY, TALEIGAO PLATEAU, PANJIM, GOA - INDIA 403206

 office.imba2011@gmail.com

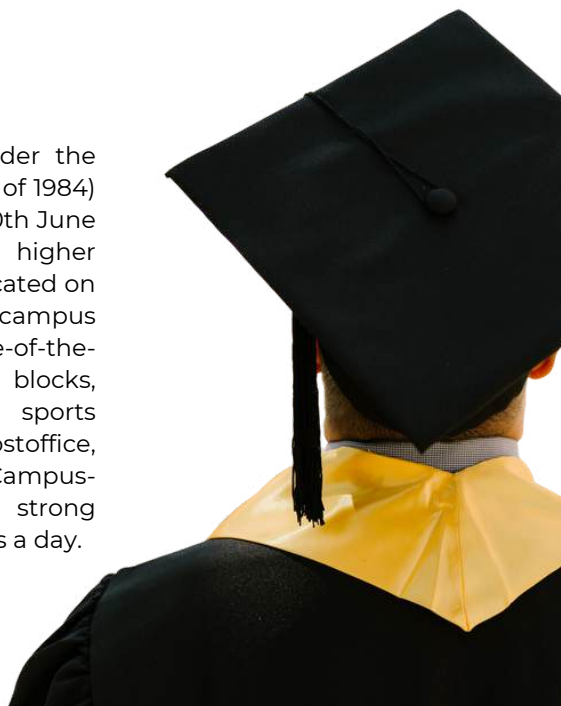
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ABOUT US

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 UNIVERSITY



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The Goa Business School was established in 2019 by amalgamating the departments such as Commerce, Computer Science & Technology, Economics Management Studies and Library and Information Science. 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.



LEADERSHIP



PROF. HARILAL B. MENON,
VICE-CHANCELLOR,
GOA UNIVERSITY



SR. PROF. PURVA HEDGE DESAI,
DEAN, GOA BUSINESS SCHOOL



PROF. NILESH BORDE,
VICE-DEAN (ACADEMICS),
GOA BUSINESS SCHOOL



PROF. PRANAB MUKHOPADHYAY,
VICE-DEAN (RESEARCH),
GOA BUSINESS SCHOOL

OUR TEAM



Faculty Members (standing Left to Right) Mr. Sadanand Gaonkar, Dr. Poonam Janardan Sadekar, Prof. KG Sankaranarayanan, Dr. Kevin D'Souza, Dr. Albino Thomson, Ms. Sujal Naik, Dr. Paresh Lingadkar.



Office Team (standing Left to Right) Suyesha Shelkar, Shilpa Shirodkar, Naresh Salgaonkar.

OUR CORE FACULTY MEMBERS



PROF. K. G. S. NARAYANAN

Finance, Human Resources, Marketing, Organizational Behavior, International Business, Tourism and Hospitality.



DR. KEVIN D'SOUZA

Food Production, Hospitality Operations and Management



DR. ALBINO THOMSON

Room Division, Hospitality Operations and Management



DR. POONAM JANARDAN SADEKAR

Tourism Culture Studies and Entrepreneurship



DR. PARESH LINGADKAR

Human Resource Management, Organizational Behaviour, Tourism Management



MS. SUJAL NAIK

International Tourism, Marketing Management



MR. SADANAND GAONKAR

Travel and Tourism Management, Human Resource

With dedication as their mantra and innovation as their tool, our faculty members sculpt the leaders of tomorrow.

PROGRAMME DIRECTOR'S NOTE

"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



ASSISTANT PROF. & PROGRAMME DIRECTOR, MBA (INTEGRATED)
HOSPITALITY & TOURISM, GOA BUSINESS SCHOOL



PROF. K. G. S. NARAYANAN

"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."



DR. KEVIN D'SOUZA

"Imagine shaping the future of travel, weaving unforgettable experiences, and leading the hospitality industry. That's the advantage of the Integrated MBA in Hospitality & Tourism. Powered by the NEP 2020, our program embraces a holistic and transformative approach. Our curriculum seamlessly blends hospitality expertise with business acumen, weaving managerial strategies with cultural insights and integrating technology with sustainable practices. This blend, combined with real-world simulations, guest lectures, and internships, ensures you not only understand the "why" but also master the crucial "how-to," graduating as a versatile, industry-ready professional." We invite you to rewrite the future of Hospitality and Tourism."



DR. POONAM JANARDAN SADEKAR

"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. PARESH LINGADKAR

"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."

**MS. SUJAL NAIK**

"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."

**MR. SADANAND GAONKAR**

"In pursuit of teaching excellence, the MBA (Integrated) in Hospitality and Tourism uses various innovative teaching-learning methods such as individual and group assignments, research and lab work, written/oral/mixed media projects, problemsolving opportunities, group discussions, thematic debates, and industry-led experience. Interactivity and continuous two-way communication between lecturers and students are deeply embedded in teaching and represent the basis of course delivery. The primary aim is to equip students for a better career, to be work-ready even before graduation, and to set them on the path to success. As a faculty of this discipline, my role is to provide academic leadership and impart enormous knowledge by fostering excellence in teaching, research, and professional activities."

MBA (INTEGRATED) - HOSPITALITY & 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 industries, In addition to 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 field trips and internships in organizations, hotels, and other places of interest. It also helps open doors to new ideas and experiences.

FEATURES OF OUR PROGRAMME

NEP Based Curriculum

Case Study Method of Teaching

Formal Credit Courses in Soft Skills / Contemporary Issues

Online Journal Database

Digital Learning & Initiatives

Wireless Connectivity for Laptop Use

Health & Counseling facilities

Guest House & Seminar Halls

Library & Book Bank facilities

Sports facilities

PROGRAMME OBJECTIVES

- To develop and impart expertise in the domain of Hospitality and Tourism. To impart management skills and practices with a focus on Domestic and International Tourism.
- To inculcate and develop entrepreneurial skills in the field of Hospitality and Tourism.
- To impart skills required for development of sustainable tourism products and destinations.

PROGRAMME SPECIFIC OUTCOMES

- PSO 1: Apply the concepts and skills necessary to achieve guest satisfaction.
- PSO 2: Demonstrate leadership and teamwork to achieve common goals.
- PSO 3: Conduct self in a professional and ethical manner, and practice industry-defined work ethics.
- PSO 4: Communicate effectively and confidently in the classroom, community, and industry.
- PSO 5: Demonstrate knowledge of multicultural perspectives to meet the needs of the guests and employees.
- PSO 6: Lead with the knowledge that the foundation of tourism is based on the respect for the host culture with the responsibility to perpetuate the unique values, traditions, and practices.
- PSO 7: Use knowledge of best practices to further sustainability (economic, environmental, and cultural/social) in the industry.
- PSO 8: Demonstrate ability to perform basic and supervisory level job functions in hotel and restaurant careers.



ADMISSION AND ELIGIBILITY (OA 39)

The Eligibility for admission to the Five-Year Integrated Master's Degree Programme shall be as follows:

- The candidate must pass the Higher Secondary School Certificate (Std. XII) Examination conducted by the Goa Board /equivalent body or equivalent stage of education corresponding to Level-4.
- A student not covered under any of the above categories but desirous of seeking admission to the said Programme may apply to the University/College. However, the Vice Chancellor along with the Dean of the concerned School/Faculty and Chairperson(s) of Board(s) of Studies of concerned subjects, shall decide the eligibility.
- A student shall also have to qualify a Programme-wise entrance test conducted by the Goa University or any other test conducted by the recognized bodies as decided and announced by the Admissions Committee of each Programme.
- The merit list shall be prepared based on test Scores and other parameters as decided by the respective Admissions Committee.
- A student admitted for Semester-I/III/V/VII/IX shall be deemed eligible for admission to Semester-II/IV/VI/VIII/X of each respective year.
- A student migrating from another recognized University from a similar integrated Programme with a three years UG degree desiring direct admission to the Integrated Master's Degree Programme shall be eligible for admission based on the earned Credits in the subjects for which admission is sought. This is subject to the provisions of the Academic Bank of Credits (ABC) Ordinance of Goa University. The Vice Chancellor along with Dean of the concerned School and Chairperson(s) of Board(s) of Studies of concerned subjects shall decide the eligibility.
- A student who exits the Integrated Master's Degree Programme with a UG Degree is eligible to take admission in Semester VII of the same Integrated Master's Degree Programme within a period of two years and shall have to complete the Master's Degree Programme within a maximum duration of eight years from the date of enrolment in Semester I of the Integrated Master's Degree Programme.
- A Graduate from the same or related Discipline may seek admission in Semester VII of the Integrated 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 30.
- Reservation of seats shall be in accordance with the Directives of Government of Goa as adopted by Goa University.
- Admission Criteria: Goa University entrance test and personal interview in 80:20 ratio.

PROGRAMME STRUCTURE/COURSES AS PER NEP

Sem	Code/Major-Core/credit	Minor	MC	AEC	SEC	VAC	I	D
I	MGH-100 Hospitality Management (4)	COM-111 Principles and Practice of Management (4)	MGH-131 Cultural Heritage of Goa (3)	ENG-151 Communi- cative English: Spoken and Written (2) FRE-131 Frenchness in Popular Culture (3)	MGH-141 Front Office Operations (3(IT+2P))	VAC-100 Environmental studies I (2) VAC- 108 Introduction to Folktales of India (3)		
II	MGH-101 Fundamentals of Tourism (4)	MGF-112 Fundamentals of Accountin- g (4)	MGH-132 Event Management (3)	ENG-152 Digital Content Creation in English (2) Portugal TTC	MGH-142 Food and Beverage Operation (3(IT+2P))	VAC-101 Health and Wellness (2) VAC- 110 Awareness of Cyber Crimes and Security (2)		
III	MGH-200 Food Production Theory I (4) MGH-201 Food And Beverage Theory I(4(3T +1P))	MGH-211 Economics of Tourism	MGH-231 Ethical, Legal and Regulatory Aspects of		MGH-241 French Language Skills for Hospitality and Tourism (3(IT+2P))			
IV	MGH-202 Front Office Theory (4) MGH-203 Food Production Practical (4) MGH-204 Accommodati- on Operations (4) MGH-205 Accommodati- on Operations Practical (2)	MGH-221 Tourism Products of India (4)						

V	MGH-300 Bakery and Confectionary (4(3T+1P)) MGH-301 MIS in Hospitality (4(3T+1P)) MGH-302 Human Resource Management (4) MGH-303 Goan Cuisine Practical (2)	MGH-321 Internship (4)					MGH-361 Internship (2)	
VI	MGH-304 Marketing for Hospitality and Tourism (4) MGH-305 Entrepreneurship and Start up in Tourism (4) MGH-306 Consumer Behaviour (4) MGH-307 Food around the world Practical (4)	MGH-322 Internship – VET (4)						
VII	MGH-400 Food and Beverage Management (4) MGH-401 Front Office Management (4) MGH-402 Tour Operations and Travel Agency Management (4) MGH-403 Hotel Law (4)	MGH-411 Advertising Management in Tourism (4)						
VIII	MGH-404 Emerging Trends in Tourism (4) MGH-405 Airfares and Ticketing (4) MGH-406 Hospitality cost control and Inventory Management (4) MGH- 407 Event Planning and Logistics (4)	MGH-412 International Tourism Management (4)						

IX	MGH-500 Research Methodology (4) MGH-501 Case writing and Analysis (4) MGH-502 Qualitative Research Methods (4) MGH-503 Quantitative Research Methods (4)	MGH-511 Destination Developme nt and Product Manageme nt (4)						
X	MGH-504 Data Analytics in Hospitality and Tourism (4)						MGH-561 Internship (16)	

PROGRAMME FEE

- Programme fee for Indian Students: **Rs. 17,000***
- 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.
- Intake Capacity: 30 seats.

GROOMING AND DISCIPLINE

As you embark on this exciting journey in hospitality, remember that professionalism is key, both in attitude and appearance. Impeccable grooming isn't just an expectation, it's an industry standard. Guests judge establishments by their staff's presentation, which is why we have a dress code, your "costume" for success. It reflects dedication and fosters respect for the industry and your peers. But grooming is more than looks. It instils confidence and a positive self-image. When you feel good about yourself, you interact with guests and colleagues more effectively, enhancing your performance and communication. Remember, you project your best self when you feel your best. Our program thrives on mutual respect, both towards faculty and fellow students. We treat everyone with courtesy and consideration, creating a collaborative and supportive learning environment. Regular attendance is crucial. We track participation and keep parents informed. Providing a reliable contact number of one parent/ guardian during application is mandatory to ensure smooth communication. By embracing professionalism, respect, and dedication, you pave the way for a fulfilling career. We equip you with the skills and knowledge, combined with your passion, to shine bright in the hospitality industry.

“Grooming is the art of self-respect, discipline is the key to success.”



OUR VISITING FACULTY

Ms. Saili Parab

Ms. Charmayne D'souza

Ms. Lisa Noronha

Mr. Francis Xavier

Ms. Selma Viegas

Mr. Richard Valladeres

Mr. Ravi Carvalho

Mr. Boniface Antony Furtado

Ms. Maria Ines Sushila Soares E Lobo

Mr. Zaini Furtado

Mr. Rajaiah Prasad Paul

Ms. Shareen Antony

“Bridging academia and industry, our Guest faculties bring real-world wisdom to the classroom, enriching minds with practical insights.”



F&B DIVISION

Food and Beverage (F&B) service in Integrated MBA (Hospitality & Tourism) program focuses on equipping students with both operational and managerial skills essential for the hospitality industry. The curriculum typically covers restaurant management, menu planning, cost control, customer service excellence, and emerging trends like sustainability and digitalization in F&B services. Practical training, case studies, and industry exposure help students develop a strategic understanding of how F&B operations contribute to overall guest experience and business profitability.



All the above dishes & mockatils in the Pictures are prepared by our students *Picture Credits: Batch 2021 & 2022

ROOM DIVISION

Front office operations in an Integrated MBA (Hospitality & Tourism) program emphasize the management of guest interactions, reservations, and customer relations within hotels and other hospitality establishments. Students learn about key areas such as reception management, revenue optimization, concierge services, and the use of property management systems (PMS) for efficient operations. The curriculum integrates both theoretical knowledge and hands-on training to develop problem-solving, communication, and service excellence skills. A strong front office strategy is essential for enhancing guest satisfaction, building brand loyalty, and maximizing revenue in the competitive hospitality industry.



BUSINESS & MANAGERIAL LEARNING



MBA (Integrated) is not merely about Hospitality and Tourism as the name suggests, we have also uniquely integrated various facets of a business degree. 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 young and talented professional across a number of industries. This degree leads to prosperous career in hotels, resorts, cruise liners, travel, tour companies and managerial positions 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, Etiquette and Emotional Intelligence and other subjects which are needed to function efficiently in our modern corporate world.

FUTURE OPPORTUNITIES

The future of Hospitality and Tourism Industry is bright. The Hospitality and Tourism industry accounts for 350 million jobs worldwide, excluding the various ancillary sector that offer similar other career opportunities. The Global Travel and Tourism market is expected to reach US\$ 16.20 billion by end of 2031. According to UNWTO, the Tourism and Travel market in India is projected to reach US\$125 billion by FY 2027 from an estimated US\$75 billion in FY 2020. It is estimated to advance at CAGR of 15.5 % from 2022 to 2031. India ranks 6th according to WTTC in terms of Travel and Tourism sector's total contribution to GDP in 2022 to 2031.

OUR PLACEMENT PARTNERS





The programme 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 opportunities 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.

STUDENT LIFE BEYOND CAMPUS

ENTRADA



DANDELI TOUR



NATIONAL LEVEL EVENT

MAGNIFY



FIELD TRIP

Students of MBA (Integrated) participate in numerous events such as Guinness World Records, Intercollegiate, Culinary and Bartending Competitions and many more.

SHOWCASING RECOGNITION & HONOURS



SUCCESS STORIES FROM OUR ALUMNI NETWORK

"The Integrated MBA in Hospitality, Travel and Tourism program was a pivotal experience in shaping my professional journey. The professors were deeply committed to my continued success, offering both rigorous academic instruction and invaluable mentorship in and out of the classroom throughout my three years of Bachelor's and two years of Master's degree.

I particularly valued the emphasis on practical learning, the case study approach, and industrial training. This focus allowed me to develop practical skills within the Hospitality and Tourism industry while also specializing in Marketing subjects. In tandem, I also polished my soft skills such as Leadership, Critical Thinking, and Time Management, which are directly applicable to my career path. The institution and faculty fostered a collaborative and supportive network of peers, which aided in my all-round social development. I credit the Integrated MBA program at Goa Business School of Goa University for providing me with the strong foundation and confidence I needed to thrive in my career post-graduation."



Joel Fernandes
Batch 2011



Roy Mathew
BATCH 2015

"The 5 years of IMBA hospitality, Travel and Tourism and general Management has given me so much of knowledge and industrial exposure as it covers up all the 4 major depts in the hospitality sector, plus offers subjects in Travel and Tourism and the 3 specializing in General management subject's plus the soft skills subjects to enhance your communication skills, all under one roof. I am currently working as a Sr Employee Relation's/ Consultant development manager at Emonics LLC. Thank you to all the professors at IMBA for helping me grow! #Grateful."

SUCCESS STORIES FROM OUR ALUMNI NETWORK

Pursuing an Integrated MBA in Hospitality, Travel & Tourism has been a transformative journey, equipping me with both theoretical knowledge and practical insights into the dynamic world of hospitality.

Beyond academics, the course fostered critical The program provided a well-rounded curriculum, covering key aspects such as hotel operations, travel management, and customer experience. thinking, leadership skills, and industry adaptability through internships, case studies, and hands-on projects. Engaging with industry professionals and real-world scenarios prepared me to navigate the ever-evolving hospitality landscape with confidence. This program has not only strengthened my business acumen but also deepened my passion for delivering exceptional guest experiences, making it a truly enriching academic and professional experience.



Crosby Sequeira
Batch 2016



Bianca Colaco
BATCH 2017

Pursuing an IMBA in Hospitality, Travel, and Tourism was a transformative experience that shaped both my career and personal growth.

The program provided a perfect blend of business management and hands-on industry exposure, preparing me for the dynamic world of hospitality. From in-depth courses to real-world internships, every aspect of IMBA helped me build essential skills in hotel operations, customer experience, and leadership.

Today, as a HR professional at The Westin Mumbai Powai Lake & Lakeside Chalet - Mumbai Marriott Executive Apartments, I see the direct impact of my IMBA education every day. It gave me the knowledge, resilience, and passion needed to excel in hospitality, and I'm grateful for the journey that brought me here.

SUCCESS STORIES FROM OUR ALUMNI NETWORK

"The Integrated MBA in Hospitality, Travel and Tourism program was a pivotal experience in shaping my professional journey. The professors were deeply committed to my continued success, offering both rigorous academic instruction and invaluable mentorship in and out of the classroom throughout my three years of Bachelor's and two years of Master's degree.

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Shaunak Pai
BATCH 2018



Eeshaa Verlekar
BATCH 2019

"MBA (Integrated) in Hospitality, Travel & Tourism Management at Goa University has been a life-changing journey for me! The five years spent in this program have shaped my skills through academics and extracurriculars, helping me learn, adapt, and grow with new experiences. The faculty and staff have been constant pillars of support and guidance, instilling confidence and helping me discover my passion for Marketing & Advertising. This path led me to secure the role of an Account Manager at Arting Out Loud—an emerging marketing agency from Lucknow."

SUCCESS STORIES FROM OUR ALUMNI NETWORK



AKSHAY ANUP GUJAR, BATCH 2011
REVENUE ANALYST
GRAND HYATT GOA



ANJALI KRISHNANAND NAIK, BATCH 2012
INVESTMENT SPECIALIST
HDFC ASSET MANAGEMENT COMPANY PVT LTD.



SHAREEN LEISTER ALPHONSO, BATCH 2013
ASSISTANT PROFESSOR,
DON BOSCO COLLEGE, PANJIM



Mohini Saxena Batch 2014
Data Analyst, Peroptyx
Melbourne, Australia



SHARONELLE DA SILVA, BATCH 2015
DIRECTOR OF LUXURY WEDDING PLANNING
ADMINISTRATION & EVENT SALES
PREMIER FLAVOUR, LONDON



AMEYA PRAMOD SHANBHAG, BATCH 2016
ENTERTAINMENT STAGE STAFF
PRINCESS CRUISES



JADE FERNANDES, BATCH 2017
CATERING SALES EXECUTIVE
TAJ CIDADE DE GOA HORIZON AND HERITAGE



PRAJAKTA MARDOLKAR, MBA BATCH 2018
ASST HR & ADMIN
ELSTEEL MODULAR PRODUCTS INDIA PVT LTD



MELINDA MANISHA RODRIGUES
BATCH 2018
CAKE ARTIST, ENTREPRENEUR, MEL BAKES

MBA(I) ADMISSION 2025

PRE ADMISSION DETAILS

Application Process in online mode only

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

IMBA OFFICE

Email ID: office.imba2011@gmail.com

Ph. No: 8669609282 Address: IMBA, Goa University, Taleigao Plateau, Goa.
403206

ADMISSION COORDINATOR

Dr. Paresh Lingadkar

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