

GOA UNIVERSITY



DEPARTMENT OF MANAGEMENT STUDIES

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

**Admission
Brochure**

Imagine a career that takes you all over the world, where you have the skills and confidence to be a leader in your chosen field.

If this is your dream,

then consider a career in hospitality and tourism and get a head start with our Integrated MBA Hospitality Travel and Tourism at Goa University.

THE GUDMS INTEGRATED MBA ADVANTAGE

- Case Study Method of the Harvard / IIM Type
- Formal Credit Courses in Soft Skills / Contemporary Issues
- 100% Continuous Assessment
- On Line Journal Database
- On Line Interactions through Course Management Software "MOODLE"
- Interactions with Executives
- Industry Internship
- Mock Interviews by Executives
- Faculty including Visiting Faculty with IIM / Industry Background
- Wireless Connectivity for Laptop Use
- Option to exit after BBA
- Hostel Facility for Outstation Candidates



...OUR CORE TEAM...

Name	Areas Of Teaching/Research/Consultancy Interest
Dr. Nandakumar Mekoth	Services Marketing, Marketing Research, Finance
Dr. M.S. Dayanand	Marketing, Tourism, Product Management
Dr. Purva Hegde Desai	Finance, Marketing
Dr. R. Nirmala	Human Resources Management, Marketing
Dr. Nilesh Borde	Finance
Mr. Edgar D'Souza	Hospitality Operations and Management
Mr. Kevin D'Souza	Hospitality Operations and Management
Mrs. Albino Roshan	Hospitality Operations and Management

OUR VISITING AND GUEST FACULTY IN THE PAST INCLUDED...

Mielle Batliwala	Director of Human Resources, Marriott Goa Resort & Spa
S. Vidyashankar	Director of Human Resources, Grand Hyatt, Goa
Derek Monteiro	Guest Relations Manager, Vivanta by Taj - Holiday Village
Salim Kazi	Ex. Director E.D.C Ltd.
Sandeep Kulshreshtha	Chairman, Academics, IITTM, Gwalior
Louis Menezes	Tourism Consultant
Vaibhav Sawant	Architect
Shripad Madkaikar	Deputy Manager Systems, State Bank of India
Alfwold Silveira	R.J, Event Organizer, Playwright and Director
Dr. Cidalia Bodade	Professor in Communication, MES College
Rajan Morajkar	Manager-Operations, Hotel Rose Valley Marigold
Alka D'Souza	F&B Director, Ginger Hotels
Sibert Colaco	President, Training Institute for Professional Services, Mumbai
Sameer Kapadi	Event Organizer
Selma Viegas	Consultant Nutritionist
Darryyn Dias	Hospitality Consultant
Binayak Datta	Chartered Accountant
Walter Mascarenhas	Corporate trainer

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

- Goa offers a high quality of life, a clean physical environment and a multicultural social environment
- Large number of Committees in GUDMS to participate and hone your management skills
- Opportunity to participate in regional and national curricular and co-curricular events
- Opportunity to organize events
- Life in GUDMS goes far beyond the mundane learning experience in a conventional University Department.
- In addition to class room activities, all students are given the opportunity to actively develop their professional competence through excursions to corporations, organizations, hotels and other places of interest. Much more than just a simple trip out for the day, each excursion includes management presentations demonstrating how different hotel, tourism and business management sectors operate. It also helps open doors to new ideas and experiences.



Beach Cleaning drives
Interactions



Field trips to 5 star Hotels



Executive



...HOSPITALITY, TRAVEL & TOURISM CAREERS...

The Future of Hospitality is Bright! Industry Predictions

- Over the next ten years, the travel and tourism sector is expected to grow by 4.2% per year.
 - Hospitality is expected to create 65 million new jobs in ten years.
 - More than 3,660 luxury hotel projects currently in the pipeline.

More than Hotel Management



Hospitality and Service



Travel and Tourism



Corporate Management

Integrated MBA programs will give you professional insight into the hospitality and tourism industry plus a set of core management skills for finance, marketing, statistics, and human resources. This degree can not only lead to a prosperous career in hotels, resorts, cruise liners, travel and tour companies, and other service areas but you will be prepared to enter management in any type of organization, not just those related to hospitality, travel and tourism.



ACTIVITIES AS PART OF THE IMBA PROGRAM





INTEGRATED MBA PROGRAM STRUCTURE

YEAR 1

Term 1	Term 2	Term 3	Term 4
Subject	Subject	Subject	
Food and Beverage Service 1	Food and Beverage Practicals 1	Food and Beverage Service 2	Summer Internship Report
Food Production 1	Food Production Practicals 1	Financial Statement Analysis	Summer Internship Seminar
Front Office Operations 1	Front Office Operations Practicals	Food Production 2	
Accomodations Operations 1	Soft Skills Training1	Food Science and Nutrition	
Tourism Concepts 1	Marketing Management 2	Soft Skills Training 2	
Management Process	Strategic Management	ONBC 5	
Marketing Management 1	Economics of Tourism	ONBC 6	
ONBC 1	ONBC 3	ONBC 7	
ONBC 2	ONBC 4		

YEAR 2

Term 5	Term 6	Term 7	Term 8
Subject	Subject	Subject	
IT Skills 1	Food and Beverage Service Practicals 2	Front Office Operations 2	Summer Internship Report
Tour Operations Management 1	Food Production Practicals 2	Accommodation Operations 3	Summer Internship Seminar
Tourism Concepts 2	Accommodation Operations 2	Tourism Products of India 2	
Case Analysis 1	Tourism Products of India 1	Event Management 2	
Human Resource Management 1	Organizational Behaviour 2	Hotel Laws	
Organisational Behaviour 1	Event Management 1	Tour Operations Management 2	
Soft Skills Training 3	ONBC 10	ONBC 13	
ONBC 8	ONBC 11	ONBC 14	
ONBC 9	ONBC 12	ONBC 15	

YEAR 3

Term 9	Term 10	Term 11	Term 8
Subject	Subject	Subject	
Food Production 3	Food Production Practicals 3	Interactions with Executives	Summer Internship Report
Food & Beverage Service 3	Food and Beverage Service Practicals 3	Mock Interviews by Executives	Summer Internship Seminar
Tourism Industry	Front Office Operations 3	Human Resource Management 2	
Finance Management 1	IT Skills 2	Environmental Management	
Soft Skills Training 4	Entrepreneurship	Case Analysis 1	
Management Information Systems 1 (F&B)	Soft Skills Training 5	Indian Social Political and Cultural Environment	
ONBC 16	ONBC 18	ONBC 21	
ONBC 17	ONBC 19	ONBC 22	

YEAR 4

Term 13	Term 14	Term 15	Term 16
Subject	Subject	Subject	
Food and Beverage Management	Strategic Management 2	Advanced Tourism Marketing	Summer Internship Report
Brand Management	Tourism and Tourists	Travel Agency Management	Summer Internship Seminar
Emerging Trends in Tourism	International Tourism	Research Methods in Tourism	
Tourism Geography	Advertising Management	Advanced Human Resource Management	
Business Economics 1	Business Economics 2	Case Analysis 3	
Case Analysis 2	Soft Skills Training 7	Management Information Systems 2(Front Office)	
Soft Skills Training 6	ONBC 24	Soft Skills Training 8	
ONBC 23		ONBC 25	

YEAR 5

Term 17	Term 18	Term 19
Subject	Subject	Subject
Advanced Marketing Management	Information Technology in Tourism	Summer Internship Report
Financial Statement Analysis 2	Finance Management 2	Summer Internship Seminar
Advanced Strategic Management	Management Information System (Tourism)	
Case Analysis 4	Legal Aspects of Tourism	
Soft Skills Training 9	Advanced Finance Management	
ONBC 26	Soft Skills Training 10	
ONBC 27	ONBC 28	

- Courses and their allocation across terms are subject to change.
- Functional electives shall be offered within the constraints of students' demand and the resources available with the department from time to time.

- **The reservation policy will be followed as per Goa University rules.**
- **As per section 26 (1) (g) of UGC Act, 1956, ragging is strictly prohibited and invites severe punishment as per the said Act.**
- **Program fee is ₹69000 per year.**
- **No refund of fee is admissible if the student withdraws admission on the last date or later.**
- **Above rule shall be applicable to all items of fee except refundable deposits.**
- **Note: All fees are subject to revisions and midway revisions shall be made applicable to the existing batches of the integrated MBA program as well.**

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www.unigoa.ac.in



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