



GOA UNIVERSITY

GOA BUSINESS SCHOOL



**Master of Business
Administration (Integrated)
Hospitality & Tourism**

Admission Brochure 2024

About Us



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.

Leadership



**Prof. Harilal B. Menon,
Vice-Chancellor,
Goa University**



**Prof. Jyoti D. Pawar,
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 seated (Left to Right) Ms. Sujal Naik, Dr. Albino Thomson, Prof. KG Sankaranarayanan, Mr. Kevin D'Souza, Dr. Paresh Lingadkar, Mr. Sadanand Gaonkar, Dr. Poonam Janardan Sadekar. Office team Standing (Left to Right) Sarvesh Vaingankar, Naresh Salgaonkar, Shilpa Shirodkar, Suyesha Shelkar.

Our Core Faculty Members

Prof. K. G. S. Narayanan

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

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

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

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

Programme Director's Note

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 go beyond academics, nurturing your well-being and honing essential qualities like leadership and emotional intelligence, crucial for thriving in this people-centric industry.

We invite you to rewrite the future of Hospitality and Tourism. This is more than an MBA; it's an invitation to a community of passionate individuals shaping the world, one memorable experience at a time.



**Mr. Kevin D'Souza,
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. Albino Thomson

"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. 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, problem-solving 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 (I) Vision



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

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 industry, 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 excursions 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 Higher Secondary School Certificate (Std. XII) Examination conducted by the Goa Board / equivalent body, after successful completion of Grade12 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 Dean of the concerned School/Faculty and Chairperson(s) of Board(s) of Studies of concerned subjects shall decide the eligibility.
- A student shall have to also qualify a Programme-wise common 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 and adopted by Goa University.
- 80 percent weightage for entrance test and 20 percent for personal interview.

Programme Structure/Courses as per NEP

Sem	Code/Major-Core/credit	Minor	MC	AEC	SEC	VAC	I
I	MGH-100 Hospitality Management (4)	COM-111 Principles and Practice of Management (4)	FRE-131 Frenchness in Popular Culture (3)	ENG-151 Communicative English: Spoken and Written (2)	MGH-141 Front Office Operations (3(1T+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 Accounting (4)	Portugal TTC	MIL Hindi-1	MGH-142 Food and Beverage Operation (3(1T+2P))	VAC-101 Health and Wellness (2) VAC-110 Awareness of Cyber Crimes and Security (2)	
III	MGH-200 Food Production Theory 1 (4) MGH-201 Food And Beverage Theory 1(4(3T +1P))	MGH-211 Economics of Tourism	MGH-231 Ethical, Legal and Regulatory Aspects of	ENG-152 Digital Content Creation in English (2)	MGH-241 French Language Skills for Hospitality and Tourism (3(1T+2P))		
IV	MGH-202 Front Office Theory (4) MGH-203 Food Production Practical (4) MGH-204 Accommodation Operations (4) MGH-205 Accommodation Operations Practical (2)	MGH-221 Tourism Products of India (4)		MIL Hindi-2			
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	MGH-322 Internship – VET (4)					

Programme Structure/Courses as per NEP

	Consumer Behaviour (4) MGH-307 Food around the world Practical (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 Development and Product Management (4)					
X	MGH-504 Data Analytics in Hospitality and Tourism (4)						MGH-561 Internship (16)

- Student who wishes to quit after BBA (VI) have to undergo internship of 4 credits
- Above Programme Structure/ Courses are subject to change

Intake capacity & Admission fee

Intake Capacity: 30 students

Seat Matrix: UR:11, EWS:03, OBC:08, ST:04, Differently Abled: 01, 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.

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.

Our Visiting Faculty

- **Ms. Saili Parab**
- **Mr. Sameer Kapdi**
- **Ms. Charmayne D'souza**
- **Ms. Lisa Noronha**
- **Mr. Francis Xavier**
- **Ms. Ines Soares**
- **Ms. Selma Viegas**
- **Ms. Zaini Furtado**
- **Mr. Richard Valladeres**
- **Dr. Cidalia Bodade**
- **Ms. Shareen Antony**
- **Ms. Janice Valanka Zuzarte**
- **Dr. Boniface Furtado**
- **Mr. Ravi Carvalho**

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

Hospitality Learning

MBA (Integrated) provides not only theoretical knowledge but practical exposure for Hospitality subjects. You get a chance to learn various regional and international cuisines from experienced Chefs 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.



*** All the above dishes in the Pictures are prepared by our students
*Picture Credits: Batch 2020 & 2021**

A clean and well-maintained environment is crucial for guest satisfaction. Housekeeping practical teaches students how to meet and exceed guest expectations by ensuring rooms and facilities are clean, comfortable, and welcoming. Hence, it is a crucial component of a hospitality degree as it equips students with the skills, knowledge, and experience needed to excel in the dynamic and demanding field of hospitality management. Housekeeping practical provides students with real-world, hands-on experience managing and maintaining hotel rooms, public areas, and facilities, handling special cleaning equipment, addressing guest complaints, or managing unexpected situations. Housekeeping practicals provide opportunities for students to work in teams with colleagues, which helps improve interpersonal skills that are crucial in the hospitality industry. Practical experience in housekeeping prepares students for careers in various roles within the hospitality industry, such as housekeeping supervisors, managers, or even general managers.



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 Hospitality and Tourism Industry is bright. The Global Travel and Tourism market is expected to reach US\$ 16.20 billion by end of 2031. The Hospitality and Tourism industry accounts for 350 million jobs worldwide, excluding the various ancillary sector that offer similar other career opportunities. 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 total contribution to GDP in 2022 to 2031.

Our Successful Placements





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

Fun Times at MBA (Integrated)



Frolic 2024



Prasad Desai winning a Medal at westzone national karate championship



Farewell of Outgoing Batch 2019



Industrial Visit to Coffee Plantation



Teacher's Day Celebration



Sifa securing 3rd place at Khelo India Women's League Phase-3 held in Puduchery Tamil Nadu



Paws for a Cause



Wallpaper competition



Food Production

Many paths, one destination: Success stories from our alumni network



Myra Cabral
IMBA Batch 2016

"The Five years spent at MBA(Integrated) have contributed to my over all 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.

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 handson 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 Batch 2017



Tamara Furtado
IMBA Batch 2018

The 5 years spent at IMBA were an album of tons of memories that included both-learning and fun. I am so glad i chose this place as it has greatly helped me grow not just in my professionally but personally as well. Its a place where knowledge has no bounds and learning is made fun, a place where you grow as an individual so that by the end of the year you go out as a complete different person - Strong, Bold and Confident and I'm proud to see this transition in myself over the past 5 years. Something I've truly learnt and that has stayed with me is leadership, confidence and team-work. The professors at this institute are pure mentors who are always there to mold and guide you into the person you want to be. Started off with my internship at the Goa Marriott Resort and Spa in 2019 and currently working as a Guest Relations Ambassador and known for being the Guest Voice Champion at the property.

I am grateful for the opportunity to have pursued the Integrated MBA in Hospitality, Travel & Tourism program. This comprehensive course provided me with a solid foundation in both the theoretical and practical aspects of the industry. The faculty members are experts in their respective fields, who not only conveyed knowledge but also offered valuable insights from their own experiences, and are always accessible to support and mentor students. This course has been an eye-opening journey that has equipped me with invaluable skills and knowledge in the dynamic fields of hospitality, travel, and tourism. The curriculum is well-designed, incorporating both theoretical concepts and practical applications, which has prepared me to excel in the industry. I highly recommend this program to anyone passionate about pursuing a successful career in the hospitality and tourism sectors.



Sunmeet Naik
IMBA Batch 2019

MBA(I) Admission 2024

Pre Admission Details

Application Process is online only.

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

**APPLY
NOW**



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