

# Information Brochure

## 2010- 2011

### Master of Business Administration in Tourism (MBA in Tourism)



Centre for Mountain Tourism & Hospitality Studies

HNB Garhwal – A Central University Srinagar Garhwal (Uttarakhand) India.

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# **Master of Business Administration in Tourism (MBA in Tourism)**

## **1. Two Year Full Time M.B.A. Tourism Programme:**

There shall be one full time Master's Degree Programme in Tourism (M.B.A.). The duration of the Programme shall be two years (Two full Academic Years of Four Semesters of six month each). Accordingly each year is divided in two semester- First and Third Semesters from July to December and Second and Fourth Semesters from January to June. There shall be actual teaching for a minimum of Ninety (90) Days in each Semester. The Examination for First and Third Semesters shall ordinarily be held in the month of December and for Second and Fourth Semester in the month of May or on such dates as convenient to the University.

## **2. Intake: Total number of seats:**

There shall be a maximum of thirty (30) seats for each year or such number of seats as may be approved by the University. The reservation of the sets for various category students shall be as per the norms prescribed by the Central Government from time to time.

**3- Course fee:** The fee for the course and other charges and norms for refund of fee shall be as prescribed by the University from time to time

## **4. Eligibility for Admission to the Programme:**

No student shall be eligible for admission to Two Year Full Time M.B.A. in Tourism unless he/she has successfully completed a Three Year under Graduate Degree with prescribed number of Credits through the Examinations conducted by a University/Autonomous Institution or possesses such qualifications as recognized by the University. Further a candidate holding three year Bachelor Degree in any discipline from a recognized University without credit system shall also be eligible. The maximum age of a candidate for taking admission in the programme and the gap between the last degree/diploma courses shall be as per the norms prescribed by the university from time to time

**4. Selection Procedure:** The Candidates seeking admission to Two Year Full Time M.B.A. in Tourism will have to appear in a written test followed by Group Discussion and Personal Interview. The written test may be conducted by the University or by such agency as may be authorized by the University. The Board for Group Discussion and Personal Interview shall be such as constituted by the University. The final merit for admission shall be prepared based on the score of written test, marks obtained in the Group Discussion and Personal Interview. Those candidates appearing in final merit list in inter-se merit shall be eligible for taking admission after completing the procedural formalities including payment of prescribed fees and other charges. Should some seats remain vacant on failure of the candidates to take admission in the Programme, those in the subsequent order of merit list (waitlisted candidates) shall be eligible for admission.

## **5. Semesters**

- (a) An academic year shall consist of two semesters:  
Odd Semester (I and III Semesters): generally July to November  
Even Semester (II and IV Semesters): generally December to April

The academic calendar for each semester shall be notified well before the commencement of the semester by the Dean School of Management.

- (b) A semester shall normally extend over a period of 15 weeks. Each week shall have 30 hours of instruction including lab/field work as applicable.

## **6. Credits**

- a. Credit defines the quantum of contents / syllabus prescribed for a course and determines the number of hours of instruction required per week. Thus credits shall be assigned on the basis of the number of lectures / tutorials / laboratory work/ project work and other forms of learning required to complete the course contents in a 15 week schedule:
- b. 1 Credit = 1 hour of lecture/instruction per week (1 Credit course = 15 hours of lectures per semester) Instruction can be in the form of lectures / tutorials / laboratory work / fieldwork or other forms. In determining the number of hours of instruction required for a course involving field-work, 3 hours of field work shall be considered equivalent to 1 hour of lecture.

## **7. Roll Numbers and Enrollment Numbers**

The Dean of School of Management shall allot a roll number to the students after payment realization, thorough scrutiny and verification of the required documents for a particular course. After the completion of the admission procedure the enrolment number for the students shall be allotted by the University at the entry point which shall remain same for the entire period of study in the University.

## **8. Course Numbering**

MBA (Tourism) shall be identified by the following code.

**CMTHS/SOM**

## **Course Structure**

The MBA in Tourism Programme shall be divided into four semesters and the study modules are as follows:-

# Course Structure

## FIRST SEMESTER

Course No.	Title of course	Credit			
		L	T	P	C
<b>CMTHS/SOM/C-101</b>	Principles and Practices of Management	03	0	0	03
<b>CMTHS/SOM/C-102</b>	Marketing: Concepts & Principles	03	0	0	03
<b>CMTHS/SOM/C-103</b>	Business Environment	03	0	0	03
<b>CMTHS/SOM/C-104</b>	Tourism: Concepts and Principles	03	0	0	03
<b>CMTHS/SOM/C-105</b>	Tourist Resources of India	03	0	0	03
<b>CMTHS/SOM/C-106</b>	Business Communication	03	0	0	03
<b>CMTHS/SOM/C-107</b>	Computer Application in Tourism & Hospitality Industry	03	0	0	03
<b>CMTHS/SOM/C-108</b>	Field Tour and Viva-Voce	0	0	02	02
<b>Total</b>		<b>23</b>			

## SECOND SEMESTER

Course No.	Title of Course	Credit			
		L	T	P	C
<b>CMTHS/SOM/ C- 201</b>	Introduction to Travel Agency and Tour Operation Business	03	0	0	03
<b>CMTHS/SOM/ C- 202</b>	Research Methodology	03	0	0	03
<b>CMTHS/SOM/ C- 203</b>	Organizational Behaviour	03	0	0	03
<b>CMTHS/SOM/ C- 204</b>	International Air Fare, Ticketing and Air Cargo Operation	03	0	0	03
<b>CMTHS/SOM/ C 205</b>	Introduction to Basic Accounts & Financial Management	03	0	0	03
<b>CMTHS/SOM/ C- 206</b>	Management in the Hospitality Industry	03	0	0	03
<b>CMTHS/SOM/ C- 207</b>	Human Resource Management	03	0	0	03
<b>CMTHS/SOM/ C- 208</b>	Field Tour Report and Viva-Voce	0	0	02	02
	Total	21		02	23
<b>CMTHS'SOM/S209</b>	Self study course on Water Sports			03	03

### THIRD SEMESTER

Course No.	Title of Course	Credit			
		L	T	P	C
CMTHS/SOM/ C -301	Conference, Convention & Event Management	03	0	0	03
CMTHS/SOM/ C- 302	Ecotourism Principles & Practices	03	0	0	03
CMTHS/SOM/ C -303	The Growth of International Tourism	03	0	0	03
CMTHS/SOM/ C -304	Inbound and Outbound Tour Operation	03	0	0	03
<b>(Any one Group as Elective Major and Any One Paper From the Other Group as Elective Minor)</b>					
CMTHS/SOM/EM-305	Marketing Management Group				
	(a) Tourism and Hospitality Marketing (b) Consumer Behaviour	03 03	0 0	0 0	03 03
CMTHS/SOM/EM-306	Financial Management Group:				
	(a) Advanced Financial Management (b) Working Capital Management	03 03	0 0	0 0	03 03
CMTHS/SOM/EM-307	Human Resource Group:				
	(a) Legal Environment & Industrial Relationship (b) Performance Appraisal & Counseling	03 03	0 0	0 0	03 03
CMTHS/SOM/EM-308	Training Report and Viva-Voce	0	0	02	02
<b>Total</b>		<b>23</b>			
CMTHS/SOM/S309	Self study course on Trekkin Tourism		<b>03</b>		<b>03</b>

#### FOURTH SEMESTER

Course No.	Title of Course	Credit			
		L	T	P	C
CMTHS/SOM/ C- 401	Tourism Policy and Planning	03	0	0	03
CMTHS/SOM/ C- 402	Foreign Language ( French )	03	0	0	03
<b>(Any one Group as Elective Major and Any One Paper From the Other Group as Elective Minor)</b>					
CMTHS/SOM/EM- 403	Marketing Group:				
	(a) Advertising, Publicity & Public Relation in Tourism & Hospitality Business	03 03	0 0	0 0	03 03
	(b) Airline Marketing				
CMTHS/SOM/EM- 404	Finance Group:				
	(a) Global Financial Marketing	03	0	0	03
	(b) Security Analysis & Portfolio Management	03	0	0	03
CMTHS/SOM/EM- 405	Human Resource Group:				
	(a) Wages and Salary Administration	03	0	0	03
	(b) Corporate Restructuring and Human Dimension	03	0	0	03
CMTHS/SOM/EM- 406	Project report / Dissertation and Viva-Voce	0	02	02	04
<b>Total</b>		<b>19</b>			
<b>Grand Total</b>		<b>88</b>			
<b>CMTHS/SOM/S407 Self Study course on Jungle camping, rock climbing and rescue operation</b>		<b>03</b>		<b>03</b>	

## **TRAVEL AGENCIES/TOUR OPERATORS**

Orbit Tours & Trade Fairs Pvt. Ltd.  
Kuoni India Trails  
Island Jungle Resorts, Iceland, Europe  
Mezoon Travels, Oman  
Konnichiwa Maharaja Tours, Tokyo, Japan  
Nepal Everest expedition, Kathmandu  
World Expedition, New Delhi  
Inter Globe Air Transport, Lucknow  
Lotus Travels, New Delhi  
Time & Tide, New Delhi  
Shikhar Travels, New Delhi  
T.C.I., New Delhi  
SITA World Travels, New Delhi  
Incent Travels, New Delhi  
Travel House, New Delhi  
Vacation Travels, New Delhi  
Gulf Travels, New Delhi  
Goyanka Tours & Travels, New Delhi Trafford Tours, New Delhi  
Kai Travels, New Delhi  
Oasis International, New Delhi  
Instant Travels, New Delhi  
Ind Travels, New Delhi  
Thomas Cook, New Delhi  
Holiday Makers (I) Pvt. Ltd., New Delhi Amber Tours Pvt. Ltd., New Delhi Travelesque, New Delhi  
Uniglobe, New Delhi  
Rajasthan Tours Pvt. Ltd. Jaipur  
Mod Travels, New Delhi  
Garhwal Motor Owner's Union Ltd. Services International, New Delhi  
Oasis World, New Delhi  
Connexons Tourism Services, New Delhi  
Aviskar Tours and Travels, New Delhi  
Oriental Vacations & Journeys, New Delhi  
Panicker's Travel, New Delhi  
Horizon Holidays, New Delhi

## **AIRLINES**

## **HOTELS**

Air India	Surya Best Western, New Delhi
British Airways	The Claridges, New Delhi
Jet Airways	Hotel Chandela, Khajuraho
K.L.M.	Gomti Hotel, Lucknow
Ethiopian Airlines	Hotel International, New Delhi
Kenyan Airlines	Suman Motels, Mumbai
Jet Airlines	Hotel Metro, New Delhi
Indian Airlines	Shivgarh Resorts, Lucknow
	Suman Hotel & Motels, Mumbai

## **ENTREPRENEURSHIP VENTURES**

Garhwal Himalayan Exploration, Rishikesh  
 Step Himalayan Adventures, Rishikesh  
 Adventures, Rishikesh  
 Hotel Prachi, Srinagar Garhwal  
 Pinaki Hill Resorts, Rudraprayag  
 Sangrila Restaurant, Gulabrai, Rudraprayag . Hotel Sun & Snow, Pauri  
 Hotel Skylark, Pauri  
 Hotel Trishul, Gwaldam  
 Buggyal Adventures, Gwaldam  
 Hotel Meghdoot, Uttarkashi

### **INSTITUTES**

Indian Institute of Tourism and Travel Management, Gwalior  
 Nepal College of Travel & Tourism Management . Kathmandu, Nepal  
 Trade Wings Institute of Tourism & Hotel Management, Dehradun  
 IMS, Gaziabad  
 Bundelkhand University, Jhansi  
 Institute of Tourism & Hotel Management, Bikaner

## **PUBLIC SECTOR ORGANISATIONS**

Department of Tourism, Government of India, New Delhi  
 Garhwal Mandai Vikas Nigam, Dehradun  
 Kumaon Mandai Vikas Nigam, Nainital  
 J & K Tourism, Sri nagar

Manipur Tourism  
Tehri Hydro Development Corporation, New Tehri  
U.P. Tourism, Lucknow