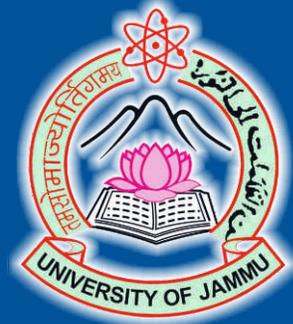


# MBA(HT)

ADMISSION  
BROCHURE 2019



School of  
**Hospitality &  
Tourism Management**  
UNIVERSITY OF JAMMU



# Message of Vice-Chancellor

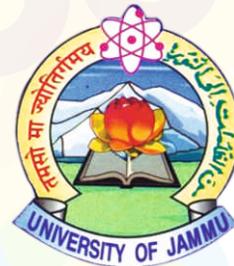


The University of Jammu is one of the India's Premier Research & Teaching Universities and has been rated by the National Assessment & Accreditation Council (NAAC) as an A+ Grade University.

Keeping the traditions of setting, monitoring, achieving and maintaining the standards of brilliance, The School of Hospitality & Tourism Management (SHTM), University of Jammu is moving progressively towards achieving the objective of being one of the best institutes in the field of Tourism & Hospitality education. The School has produced professionals and entrepreneurs par excellence since its inception. Along with the modern, global and innovative approach, the students are nurtured with ethical and social ethos and are transformed into leaders of tomorrow.

I invite the aspiring students to start their rewarding journey towards self fulfilment, growth and brilliance with us at the School of Hospitality & Tourism Management, University of Jammu.

**Prof. Manoj Kumar Dhar**  
Vice Chancellor  
University of Jammu



# Message of Dean

Over the decades, tourism has experienced continued growth and deepening diversification to become one of the fastest growing economic sectors in the world. India is known among modern travelers for its colorful culture, rich history, beautiful landscapes, breathtaking architecture and is expected to see more than 15 million tourists visiting India annually by 2025. Hospitality and tourism besides a major creator of value added, offers endless career opportunities to students ranging from working in travel agencies, customer ground handling (customer service) at airports, tour operator, ticketing officer, adventure tourism expert, transport officer, holiday consultant, logistics, recreation directors and event planners.

The School of Hospitality and Tourism Management at University of Jammu is progressively moving towards excellence and offers resourceful, entrepreneurial, innovative and global networking learning experience. This is achieved by qualified teaching staff, which provides a unique environment for intellectual exchange, joint research combined with academic excellence and practical orientation. The course equips students with a competitive advantage in securing a career in the hospitality and tourism industry.

I welcome the students to the rewarding career in hospitality and tourism industry and be a part of The School of Hospitality and Tourism Management.

**Prof. Neetu Andotra**  
Dean, Faculty of Business Studies  
University of Jammu



# Message of Director

The nation is undergoing a glorious period in the history of service business. As the economy develops and the per capita income increases, the relative share of employment amongst different sectors move in favor of services. But, the growth of the service industry is largely dependent upon the quality of human resources. It requires tremendous expertise and dynamism to succeed in this competitive environment. It is also important to develop the ability to continuously acquire new knowledge and adapt to emerging business realities.

The School for Hospitality & Tourism Management sets itself apart by offering the framework that extends to offer a diversified and multifunctional understanding of the tourism industry. We aim to provide high quality management education, action oriented research, value added consultation so as to bridge the gap between academics and corporate practices. Due emphasis is placed on training our students in real life situations of the corporate world and facilitating interaction with the best minds in the industry.

We look forward welcoming you to explore the unlimited opportunities of Tourism & Hospitality industry and shape your careers ahead.

Best Wishes

**Prof. Parikshat Singh Manhas**  
Director, SHTM  
University of Jammu

# about

## THE UNIVERSITY



The University of Jammu is A+ grade accredited university by National Assessment & Accreditation Council of India (NAAC) came into existence in 1969 as a result of bifurcation of the erstwhile University of Jammu and Kashmir.

Cradled in the lap of huge mountains at the foothills of the auspicious Trikuta Hills, beside the river Tawi at an altitude of 1030 ft. is the famed University of Jammu. A University with a vision to be a name to reckon within the business, and a mission of production and distribution of knowledge, has been the saga from the time of its inception.



The university had a National Flag hosted in the centre of the campus in front of the main library and the height of the flag is about 135ft.

The University spread over six offsite campuses at Kathua, Baderwah, Poonch, Udhampur, Ramnagar and Reasi.

The teaching departments are located in the Jammu campus. There is a central library, auditoriums, canteens, and kiosks for photocopying, STD/ISD facilities and other stationery items. In the campus there is a bookshop, a bank and a post office. There are canteens for refreshment at suitable places. For guests there is a well-maintained Guest House within the campus. A sports complex and grounds for different games and activities constitute another important feature of the New Campus at Jammu.

# about SHTM



## Education

### PROGRAMMES OFFERED BY THE SCHOOL

Ph.D (Tourism and Travel Management)  
MBA (Hospitality & Tourism) - 2 years  
BBA (Hotel Management) - 3 years  
PG Diploma in Global Destination Management - 1 Year  
Certificate Course in Global Understanding Course

University of Jammu started a two year Master's Degree Programme in Tourism Management in the year 2001-2002. The programme was started as a part of the Department of Management Studies. Within four years of its establishment, the programme was able to prove its credentials among the academia and industry. Looking into the success of the programme, Initially, the programme was started under the ambit of University of Jammu established Centre for Hospitality & Tourism Management on 27th July 2005 that is upgraded to School in 2009, with an objective to develop tourism professionals and promote research. In the year 2010, BBA (Hotel Management) course was also introduced in the department to train the students for Hospitality sector.

In pursuit of excellence, School of Hospitality and Tourism Management is committed to produce competent professionals, who are dynamic and responsible enough to assume offices in various managerial and administrative cadres in various tourism and related organizations. Students from all over the country learn to channelize their potential in the right direction and put up concerted efforts, which are well organized and implemented to give practical dimension to the theoretical aspects in Tourism Management. Recently the Department started a new Programme of PG Diploma in Global Destination Management.



### Mission

*"To draw upon various streams of thought and integrate these in educational processes to empower individuals with all the knowledge and direction that they need to become worthy citizens/professionals in their field".*

# Objectives

- ◆ To train professionals of high calibre and ethics, who would efficiently manage the resources of their respective employers thereby contributing to national development.
- ◆ To produce competent professionals to meet the managerial level requirement of tourism and allied industries.
- ◆ To provide a focal point for post-graduate level studies and professional development education with a distinctly integrated resource and business management orientation.
- ◆ To promote and execute courage and conduct policy, planning and management research design to enhance the effective and sustained use of the tourism resource base.
- ◆ To collaborate and network with industry and Governments of National and International level to promote research.

## Learning Outcomes

The MBA (HT) programme of University of Jammu is a mixture of Knowledge, Personal Development and Networking. On the one hand, it is designed to give each Student a comprehensive understanding of current issues in the Tourism Industry; on the other it dedicates considerable attention to developing skills.

It also provides the basis for building and consolidating a network of interpersonal relations, where colleagues, alumni, faculty and industry all provide the stimuli needed to continue the process of growth and sharing. These goals are achieved through various models of interaction viz., formal lectures, panel discussions, seminars, field trips, practical tours, destination orientation etc. As also, a compulsory statutory 6 to 8 weeks of summer training ensure that their theoretical knowledge is put to practice.

A fully developed computer lab enables our students to keep in line with latest technology. Exposure and accessibility to various books on tourism and related subjects, journals, magazines and to make sure that contemporary knowledge of the students is enhanced. One of the most distinctive features of the MBA (HT) programme is personal skills development. It is not possible to achieve important career objectives by focusing only on knowledge, without considering the impact of one's own communication on others.

## Personal Development

Personal development at SHTM aims at helping students to discover what is blocking them from achieving their full potential, aligning their behaviours with their objectives.

Areas of personal development include:

### Area of Personal Development include:

- ◆ Ethical Practices
- ◆ Assertiveness and Leadership
- ◆ Negotiation and Selling Techniques
- ◆ Managing Written Communication
- ◆ Public Speaking
- ◆ Listening as a Manager's key competence
- ◆ Teamwork and Team Building
- ◆ Inter-cultural Communication
- ◆ Managing Stress and Emotions
- ◆ Creativity and search for new ideas

## *Tourism Club*

The Tourism and Hospitality Club is an integral part of the school. This is essentially a student driven body managed and run by the students. It is a platform for engaging and consolidating the industry academia relations. Students sharpen their planning, organizing and decision making skills and learn the practical aspects of event management as well. Some activities undertaken this year by the club are:



## *International Conference 2018*

A two day Conference on “Sustainable Destination Excellence: Transforming Social Communities through Tourism Entrepreneurship.” during Feb 23-24, 2018 was organized by School of Hospitality and Tourism Management. Ms. Priya Sethi, Hon'ble Minister of State for Education, Culture, Tourism, Department of Horticulture, Floriculture and Parks, Government of Jammu and Kashmir was the chief guest while Mr. Samir Thapa, President of Asia Pacific Council on Hotel, Restaurant, and Institutional Education (APacCHRIE), was the keynote speaker. Prof. R.D.Sharma, Hon'ble Vice-Chancellor, Jammu University presided over the function and the conference was attended by over 250 International and National delegates, key Government officials of the tourism, industry professionals, faculty members, research scholars and students throughout the country.

## Tourism day 2018

School of Hospitality and Tourism Management (SHTM), in collaboration with IIPA, J&K Branch organized a seminar on "Jammu Tourism: Potential, Challenges & Way Forward" celebrating World Tourism Day on September 27. Sh. Parvez Dewan, IAS (Retd.), Former Secretary, Ministry of Tourism, Government of India; Sh. S M Sahni, Convener, INTACH, Sh. C M Seth, Vice-Chairman, IIPA (J&K); Prof. Parikshat Singh Manhas, Director, SHTM and Mr. Vaibhav Sharma, Co-Founder, Travelers Dost & Himalayas 360 spoke during the seminar. Dr. Anil Gupta, Joint Secretary, IIPA (J&K) conducted the proceedings of the function. The speakers focused on the rich tourism and cultural potential of all the districts of Jammu division thereby laying emphasis on entrepreneurial opportunities in this tourism sector.



## Teachers day 2018

Every year SHTM students organize teachers day for teachers in which students participate and perform different activities like dance, singing, games etc. Teachers also participate in these activities.



## Ministry of Tourism Assistance

University of Jammu aims to create an institute of repute in the area of Hospitality and Tourism Management. Ministry of Tourism, Government of India has extended financial assistance of Rs. 2 Crores to the university under the scheme of Financial Assistance No.F.72/22/2008/HRD (section E, Sub Section C). Under this scheme, University of Jammu has started 3-year BBA (Hotel Management) from 2010 academic session with an objective to provide skilled trained manpower in the area of Hospitality Services.

# Rangsutra 2018



SHTM celebrated three day long festival of "Rangsutra, Celebrating the colours of J&K and country at large." Prof. Manoj Dhar, Hon'ble Vice Chancellor, University of Jammu was the chief guest for the function. The function was attended by culinary experts of Culinary Association of India, Principals of various degree colleges and schools, NCC cadets and students of various schools and SHTM.

The highlight of the inaugural ceremony was street food station which showcased the local cuisine of J&K organized by the students of BBA(HM). Various competitions were held which included "Craveable Craftery" a salad decoration competition, in which students from SHTM and other colleges also participated.

On the second day, SHTM organized "Gastronomia

Culinaria"- a Food Workshop, for the students of SHTM, where culinary experts and various other chefs from "Culinary Association of India" came to enhance the culinary skills of students. Competitions such as "Nukkad Natak", "Glittery Blessings"- Kaleera making competition, "Waste Zero" - Best out of waste, "Chitrakala" - Video jockey competition were conducted on this day.

During the Valedictory Ceremony Prof. Manoj Dhar, the Hon'ble Vice Chancellor, University of Jammu was the chief guest for the function. Students of SHTM showcased the cultural heritage of the state through dance and drama. The winners of the competitions were awarded with prizes.



# Course Structure for MBA (Hospitality & Tourism)

## Course Code Title of Course

### Semester I

PSMHTC 0101	Principles of Management
PSMHTC 0102	Tourism Concepts and Linkages
PSMHTC 0103	Tourism World Geography
PSMHTC 0104	Hospitality Management
PSMHTC 0105	Managerial Economics
PSMHTC 0106	Business Research Methods
PSMHTC 0107	Business Communication
PSMHTC 0108	Foreign Language-I
PSMHVC 0109	Viva Voce

### Semester II

PSMHTC 0201	Tourism Resources of India
PSMHTC 0202	Travel Agency and Tour Operations
PSMHTC 0203	Marketing for Hospitality and Tourism
PSMHTC 0204	Accounts and Financial Management
PSMHTC 0205	Human Resource Management
PSMHTC 0206	Legal Aspects of Hospitality and Tourism
PSMHTC 0207	Soft skills for Hospitality and Tourism
PSMHTC 0208	Foreign Language- II
PSMHVC 0209	Viva Voce

### Semester III

PSMHTC 0301	Tourist Behavior and Marketing Research
PSMHTC 0302	Tour guiding and Interpretation
PSMHTC 0303	Tourism Resources of Jammu and Kashmir
PSMHDC 0304	Project Supervision Based on Summer Internship

## Course Code Title of Course

### Semester III

PSMHVC 0305	Viva Voce
PSMHTO 0001	Foundation Course in Hospitality Management
<b>STREAM – HOSPITALITY</b>	
PSMHTE 0306	Front Office Management
PSMHTE 0307	House Keeping Management
PSMHTE 0308	Food and Beverage Management
PSMHTE 0309	Customer Relationship Management

### STREAM – TOURISM

PSMHTE 0310	Itinerary Preparation and Tour Packaging
PSMHTE 0311	Destination Planning and Management

### Semester IV

PSMHTC 0401	Strategic Management
PSMHTC 0402	E-Tourism and Digital Marketing
PSMHTC 0403	Tourism Entrepreneurship
PSMHTC 0404	Special Interest Tourism
PSMHTC 0405	Tourism Transportation
PSMHDC 0406	Dissertation Report
PSMHVC 0407	Viva Voce
PSMHTO 0002	Tourism Concepts & Principles

**\*The student will have to undergo Compulsory Summer Internship for a period of 6 to 8 weeks after the examinations of Semester II**

**\*\* The students might have to opt for MOOC courses offered on UGC Swayam Platform**



# Admission

## Details of MBA (HT)

### Eligibility

The minimum qualification required for admission to the Course is as follows :

A Bachelor's Degree of 10+2+3 pattern in any discipline from the University of Jammu or any other University recognized by the University of Jammu or any other qualification recognized as equivalent thereto by the University of Jammu with at least 50% of the aggregate marks (40% for the candidates belonging to the Scheduled Castes / Scheduled Tribes);

OR

A pass in the final examination of the Institute of Chartered Accountants; Cost and Works Accountants; Company Secretaries;

OR

A.M.I.E. (Engineering) with at least 50% of the aggregate number of marks (40% for Scheduled Castes /Scheduled Tribes).

Not with standing anything contained in the Statutes, a candidate who has appeared or is appearing in the final year of the qualifying examination and is expecting to pass with the requisite percentage of aggregate number of marks in the said examination is also eligible to apply. In case such a candidate is called for the Group Discussion and Personal Interview, the permission to appear in these shall be granted only if he / she produces a certificate from the Head of the Institution last attended, if he / she is a regular candidate, and from the Controller of Examinations, if he / she is a private candidate, testifying that he / she has appeared in full at least in the written part of the final year of the qualifying examination.

### Admission Process

The candidates have to appear in the CAT (Common Admission test) conducted by IIMs or MAT (Management Aptitude Test) conducted by the AIMA shall be considered for admission. The admission shall be made on the basis of CAT in the first instance. If the seats remain vacant then the seats shall be filled during AIMA-MAT score of September, 2018/ December, 2018/ February, 2019/ May, 2019 (which ever is relevant at the time of interview and subject to available of Seats). The candidates are also expected to satisfy that they fulfil all eligibility requirements failing which the School shall not be held responsible. The candidates are also required to apply separately to School of Hospitality & Tourism Management, University of Jammu, Jammu-180006, for which the admission forms are available in the School and also at University website [www.jammuuniversity.in](http://www.jammuuniversity.in)

Selection for admission to the course shall be made on the basis of: (a) Written Entrance Test i.e. CAT (Common Admission test) being conducted by IIMs or MAT being administered by AIMA b) Group Discussion and Personal Interview.



The details about CAT and MAT are available on the Websites [iimcat.ac.in](http://iimcat.ac.in) and [www.aima-ind.org](http://www.aima-ind.org) respectively.

- ◆ Marks secured in the Written Entrance Test - 80%
- ◆ Personal Interview – 10%
- ◆ Group Discussion – 10%

Besides the filling up of CAT/MAT form, the candidates shall also have to apply separately on the Application Form for the MBA (HT) Programme of the School of Hospitality and Tourism Management, University of Jammu, Jammu which can be obtained from the office of SHTM by Hand / Post, through Cash Payment or against a Bank Draft for Rs. 800/- (Rupees Eight Hundred only) drawn in favour 'Director, SHTM, University of Jammu', payable at Jammu and additionally with a self addressed envelope (23 cm x30 cm) bearing postal stamps worth Rs. 60/-. For last date of Sale of forms as well as received of forms Please refer to the admission notification as / advertisements issue by the department from time to time. The Candidates can also contact the office of SHTM for this information.

The admission of a candidate in the open merit and the reserved categories as also for the payment seats shall be made strictly in order of merit and as per the Statutes of the University as in vogue by the Institution concerned. All admissions shall be made as per the prescribed Statutes governing the Masters Degree Programme in Business Administration in Hospitality & Tourism (MBA-HT).

No admission shall be made after five days of the decision of the Appellate Committee or after fifteen days from the commencement of the class work, whichever is later. All appeals whatsoever relating to admission shall be entertained within one week of the closing of the admission process. Name/s of the candidate/s selected for admission shall be notified from time to time on the notice board of the School. The candidates in their own interest are required to keep in touch with the School and comply with the instructions issued from time to time vide various admission notices in this regard. The selection shall be cancelled and no complaint entertained in case of non-compliance to such admission notice (s).

# Intake of MBA (HT)

SHTM (20 SEATS)

OPEN MERIT (67%) AND RESEARVED SEATS (33%)

INCLUDES OPEN AND RESERVED CATEGORY

Besides the normal number of seats as mentioned above, University of Jammu also admits candidates against self financing seats. The amount of payment to be realized from the candidates seeking admission against the self financing seats shall be Rupees Two Lac only in addition to the normal fees or as notified by the University from time to time.

The candidate opting for the self financing seat may exercise his/her option in writing in this respect at the time of the submission of the Application Form. The seat under this category shall be allotted strictly on the basis of merit-cum-choice and as per the Statutes governing the Course

The University may, subject to fulfillment of eligibility conditions, consider the admission of one candidate in the MBA (HT) Course belonging to Kashmiri Migrant families, in order of merit, not

exceeding one in a particular course provided that such a candidate produces documentary evidence of belonging to a family registered as a Kashmiri Migrant subject to production of the said Certificate from the Relief Commissioner. Such admission may be authorized by the Dean Academic Affairs against a seat which shall be supernumerary in the program.

The University may, subject to fulfillment of eligibility conditions consider the admission of one candidate in the MBA(HT) Course to the wards of permanent employees of the University of Jammu (Teaching / Non Teaching), in order of merit, not exceeding one in the particular Course. Such admission may be authorized by the Dean Academic Affairs against a seat which shall be supernumerary in the course.

## RESERVED CATEGORY SEATS:

After selection of candidates is made on the basis of the Open Merit i.e., 67% of the total number of seats available in the course, the remaining 33% seats notwithstanding anything contrary to as contained in any law, S.R.O. or regulation in force in the State shall be filled up in accordance with the criterion as under :

Note: 1. This is as per the MBA(HT) Statutes. The Candidates may also refer to the specimen of the Affidavits, Certificates for furnishing the same as applicable and as exhibited at the end of this Admission Brochure. 2. To be a beneficiary of reservation, the candidate must be a permanent resident of J&K State, except when applying under categories (ii) i.e. Sports / Cultural and Literary activities and (iii) i.e. NCC/NSS/ Bharat Scouts and Guides activity, for which the candidate must have passed the qualifying examination from the University of Jammu.

Category	Description		Percentage
(i)	Scheduled Castes		8 %
(ii)	a) Sports person	4%	6%
	b) Persons who have excelled in Cultural/Literary Activities	2%	
(iii)	a) Persons who have participated with distinction in NCC activities	2%	4%
	b) Persons who have participated with distinction in NSS/Bharat Scouts and Guides Activity	2%	

Category	Description	Percentage
(iv)	Defense Services Personnel including Ex-Servicemen and their children who are permanent residents of the state and have had a satisfactory service record.	2%
(v)	Candidates belonging to the areas adjoining the Actual Line of Control	2%
(vi)	Candidates belonging to Scheduled Tribes (Gujjar, Bakerwals, Caddies, Baltis)	5%
(vii)	Candidates belonging to S.T. (Resident of the Districts of Leh & Kargil).	2%
(viii)	Candidates belonging to Backward Areas other than that of the Districts of Leh and Kargil.	2%
(ix)	Candidates belonging to the Weak and Under-privileged Classes as notified in S.R.O. by the State from time to time	2%

**Note:**

1. The candidates applying under the self financing seats shall have to pay an amount of Rupees Two Lac for the course over and above the normal fee as normal fee as mentioned above or as prescribed by the University at the time of admission to Ist Semester of course. The payment made against the payment seat is not refundable.
2. The fee structure for all semesters is subject to revision including the fee for the , as approved by the University authorities from time to time.

Note: The statutes are available on University website - [www.jammuuniversity.in](http://www.jammuuniversity.in). The candidates are advised to go through the statutes before taking admission.

## PLACEMENT & SUMMER TRAINING

- Thomas Cook
- Kouni India Pvt. Ltd.
- Orbitz Tour & Trade Fairs
- Travel Inn (India) Pvt. Ltd.
- Sita World Travel
- Cox & Kings
- Indo Asia Tour Pvt. Ltd.
- Holiday Makers (India) Pvt. Ltd.
- Le-Passage to India
- Eternity Tour & Travel Pvt. Ltd.
- Travel Pal Tour & Travel Pvt. Ltd.
- Holiday Links
- Yatrik.com
- Travel Corporation of India, Pvt. Ltd.
- JKTDC
- Shri Mata Vaishno Devi Shrine Board
- Hotel Mughal Sheraton, Agra
- Orbitz Corporate and Leisure Travels
- Makemytrip.com
- Country Inn-Raddison Group
- India Insight Tours Pvt. Ltd.
- Ambe World Travels, New Delhi
- Southern Travels (P) Ltd. New Delhi
- Wander Lust Pvt. Ltd. New Delhi
- JIM & WS, Pahalgam
- SOTC
- Yatra.com
- Holiday India
- Images
- Mercury Travels
- Lemon Tree Hotels
- FCM Travel Solutions
- Travel and You Holiday Pvt. Ltd.

# Instructions

- ◆ Candidates interested in seeking admission to the MBA (HT) course in SHTM are required to apply separately to SHTM.
- ◆ Please fill in this form carefully and send it, by registered post or hand over the same personally in the office of the Director, SHTM, New Campus, University of Jammu, Jammu-180006. Incomplete/Late application forms shall be rejected and no further correspondence shall be entertained in this regard.
- ◆ Final selection to the MBA(HT) course will be based on the CAT and MAT score, academic evaluation and the subsequent Group Discussion and Personal Interview to be held at SHTM, University of Jammu. Please attach a Character Certificate (latest) from the Head of the Institution last attended or from a Gazetted Officer.
- ◆ No certificate shall be entertained after the form is received in the School. Details of enclosures must be specified. Candidates applying under a Reserved Category must attach a certificate to this effect and the certificate so attached shall be considered only if it is in conformity with the latest order/SRO issued for the purpose, by the Government of Jammu and Kashmir/University of Jammu.
- ◆ The candidates called for Group Discussion and Personal Interview shall have to produce all the required certificates in original, along with their photocopies failing which their candidature shall not be considered.
- ◆ If a selected candidate fails to produce original certificates or deposit the required fee within the specified period, his / her selection to the course shall be cancelled and the seat falling vacant shall thus be allotted to the candidate next in order of merit.
- ◆ The candidates having any grievance may apply on the appeal form, available from the University. The appeal form with all formalities duly completed shall have to be submitted in the Office of the Dean Academic Affairs within the dates notified for the purpose by the University.
- ◆ In case of any discrepancy/dispute, the Statutes/Regulations governing the MBA(HT) programme of the University coupled with the general Statutes of the University shall be followed. All legal disputes relating to MBA(HT) programme shall be subject to the jurisdiction of Jammu only.
- ◆ A candidate opting for the self financing seat may exercise his/her option in writing in this respect at the time of the submission of the Application Form. The seat under the self financing/ management quota shall be allotted strictly on the basis of merit-cum-choice and as per the Statutes governing the course. Such candidates who are invited for GD/Personal Interview and are also interested to be considered for payment seat shall have to deposit a separate additional non-refundable bank draft of Rs. 500/- payable in favour of 'Director, SHTM, University of Jammu' payable at Jammu, at the time of GD / Personal Interview.

## **RULES OF DISCIPLINE:**

1. Students shall be responsible for their conduct and are prohibited from doing anything either inside or outside the department or university campus that will amount to a breach of discipline or interference in the discipline and normal working of the department or university.
2. A student shall be liable to disciplinary action for violation of any of the rules framed by the university authorities from time to time. Disciplinary action may involve warning, and / or fine, and / or suspension from classes, from the examination, from use of the Departmental Library or even from the Department as such, or any other action as deemed fit by the concerned authorities.

3. Students shall conduct themselves in a polite manner both towards the staff members, faculty members and towards their fellow students. Insubordination, unbecoming language or ungentlemanly conduct including teasing etc. shall be severely dealt with.
4. Students shall maintain perfect silence in class rooms, laboratories and library and desist from disorderly behavior. They must not loiter in the corridors or in front of class rooms or office rooms and must keep as quiet as possible at all times. During their free periods students should work quietly in the Library or Reading Room or spend the time without causing any disturbance. Smoking in the campus is prohibited.
5. Students shall take proper care of the University furniture and premises, and they must not spoil or cause any damage to, or tamper with University property, furniture and fittings. They shall not spoil the lawns.
6. Students shall leave their vehicles locked in the area provided for this purpose. No vehicle shall be parked in any other part of the area where traffic blockage or congestion is caused.
7. No Society can be formed in the university without the permission of the authorities nor shall any person be invited to address a meeting in the university without the prior permission of the authorities.
8. Any kind of arms, even if licensed, shall not be carried in the department or university campus. If any student bears any sort of threat, he shall inform the concerned authority.

### **ANTI-RAGGING COMMITTEE**

Ragging in any form on the Campus, including hostels, shall be taken as a very serious offence and shall be called for action of the nature of serious indiscipline.

The following are the members of the Anti-Ragging Committee and can be contacted in case of any problem faced by the students with regards to ragging in the department.

1. Prof. Parikshat Singh Manhas, Director, SHTM
2. Dr. Suvidha Khanna, Assistant Professor

## *Academic Calendar* **FOR MBA (H&T)**

July 2019	Ist Semester starts
October 2019	Mid Semester Test (1st Semester)
November 2019	End Term Examination (1st sem)
December 2019	2nd Semester starts
<b>WINTER BREAK</b>	
February 2020	Mid Semester Test (2nd Semester)
April 2020	End Term Examination (2nd Semester)
June/July 2020	Summer Training
August 2020	3rd Semester Starts
October 2020	Mid Semester Test (3rd Semester)
November 2020	End Term Examination (3rd Semester)
December 2020	4th Semester Starts
<b>WINTER BREAK</b>	
February 2021	Mid Semester Test (4th Semester)
April 2021	End Term Examination (4th Semester)

*\*Subject to change As per University calendar*

## VISITING FACULTY FROM THE INDUSTRY

- Prof. G.G. Saxena, IAS (Retd), Former M.D and CEO of Delhi Tourism, Transport development corporation Ltd, New Delhi.
- Prof. Sandeep, Kulshreshtha, IITTM, Gwalior
- Prof. S. P. Bansal, Maharaja Agrasen University, Solan
- Prof. S. C. Bagri, Uttaranchal University
- Prof. Manoj Kr. Sharma, University Business School, Punjab University, Chandigarh (President, AIMA)
- Prof. Manjula Choudhary, IITTM, Noida
- Mr. ChanderShekhar, Barua, IITTM, Gwalior
- Prof. R. A. Sharma, Jiwaji University
- Prof. Kapil Kumar, IGNOU-Delhi
- Prof. K. K. Uppal, Punjab University, Chandigarh
- Prof. S.K. Mishra, Former Director, IITTM, Gwalior
- Prof. Navin K. Mathur, Jodhpur University
- Prof. Badar Alam Iqbal, Full Bright Visiting Professor, Clafin University, USA and Department of Commerce Aligarh Muslim University
- Prof Gautam Sen, Emeritus Professors MILE on a Adjoined Faculty NIAS, Pune India
- Chef Jaswinder Singh, Assistant Professor, Punjab University, Chandigarh.
- Chef Saurabh Khurana, Assistant Professor, Chandigarh University.
- Mr. Anish Slath, Assistant Professor, Panjab University, Chandigarh.
- Chef Sanjeev Verma, Vice President, Chef Association of Five Rivers & Managing Director, Pashtoon Group of Restaurants.
- Chef Naman Arora, Owner of Naman pizzeria and barbecue, Chandigarh.
- Chef T. K Razdan, Director, CIHM, Chandigarh.
- Prof. Sampad Swain, Head Tourism Department Pondicherry University, Pondicherry.
- Prof. Rann Singh Dhaliwal, School of Management Studies, Punjabi University, Patiala.
- Dr. Satish Mittal, School of Management, Gautam Buddha University, Noida.
- Prof. Kulbhushan Chandel, Department of Commerce & Management, Himachal Pradesh, Shimla.
- Prof. Lav Kush Mishra, Director, Institute of Tourism and Hotel Management, Dr. B.R. Ambedkar University, Agra.
- Mr. Ambuj Saxena, Co-Founder, BNB Nation, GMS Hospitality Services Pvt. Ltd. New Delhi.
- Mr. Harpreet, Head, Department of Hotel Management, Amritsar College of Engineering & Technology, Amritsar.
- Mr. Rattan Lal Kotwal, Consultant, Former Tourism Marketing and Development Advisor-Commonwealth Secretariat London, U.K. presently Gurgaon.

## VISITING FACULTY FROM FOREIGN INSTITUTES

- Dr. Dilya Woodward, Director, Kazakh British Center for Professional Development Newton Al Farabi.
- Mr. His-Lin Liu, Deputy Director-General, Tourism Bureau, M.O.T.C., R.O.C. Taiwan.
- Dr. Amir Shani, Senior Lecturer, Department of Hotel and Tourism Management at Ben-Gurion University of the Negev.
- DATO' Sarjit Singh Sekhon, Associate Director, CRiT-Centre of Research and Innovation in Hospitality, Tourism and Food Studies, Taylor's University Malaysia.
- Zsarnoczky Martin Balazs, CEO, Casa De La Musica, Budapest, Hungary.
- MA. Christina G Aquino APacCHRIE President, Executive Director for Planning and Development DQMR Lyceum of the Philippines University, Manila.
- Prof. (Dr.) Marta Jusztin Budapest Business School.
- Dr. César Castañeda, Director of Operations, World Centre of Excellence for Destinations (CED).
- Dr. Andy Nazarechuk, Dean, UNLV Singapore William F. Harrah College of Hotel Administration Vice President, Asia-Pacific Council on Hotel, Restaurant & Institutional Education APacCHRIE.
- Dr. Vikneswaran Nair, Associate Professor (Sustainable Tourism Management) Director, Research & Development, Taylor's University Past President, Asia-Pacific Council on Hotel, Restaurant & Institutional Education (APacCHRIE) Past Secretary, Tourism Educators Association of Malaysia (TEAM).
- Samir Thapa, CHE, Chairman & Founding Principal, Silver Mountain School of Hotel Management, Nepal. American Hospitality Academy, USA.
- Seongseop (Samuel) Kim, Ph.D., Professor, College of Hospitality & Tourism, Sejong, University, Seoul, Korea.

# FACULTY PROFILE



## Prof. Parikshat Singh Manhas

Ph. D, Post Master's in ECIS (Seattle University, USA), MBA, MTM



Dr. Parikshat Singh Manhas is Director, School of Hospitality and Tourism Management. He is a Visiting Professor in various Foreign Universities including Taylor's School of Hospitality, Malaysia, Zhubanov State University of Akotbe, Republic of Kazakhstan, Bashkir State University, Ufa, Bashkortostan, Russia and Graduate School of Business, ESAN University, Lima, Peru. He is also Regional Director - Asian and Eastern Europe for World Centre of Excellence for Destinations (CED).

He has been awarded various Major Research Funded Projects by UGC and ICSSR. He has won Career Award for Best Young Teacher (CAYT) and several fellowships which include Hungarian Faculty Research Fellow, Shastrri Indo-Canadian fellowship etc. He is Editorial Board Member of several renowned journals such as JHTC, ICHRIE, APJIHT, TEAM, and JHT. He is also Member Advisory Council for different boards and institutions including CRIT, APacCHRIE and ICHRIE. He has authored 10 books and more than 100 research papers which have been published in Journals, Edited Books and in the Conference Proceedings.



## Prof. Deepak Raj Gupta

(Ph.D), MDP (IIM-A), IVLP (U.S.A)

He has done his MDP (Marketing) from IIM-Ahmadabad. His academic interests are in the area of Tourism Marketing, Business Statistics and Research Methods. He has participated in various International, National Conferences, Seminars and Workshops. He is the founding Director of School of Hospitality and Tourism Management, University of Jammu.



## Dr. Suvidha Khanna, (Ph. D)

MTM-Gold Medalist

She is working as an Assistant Professor in SHTM since 2007. Prior to that, she worked in the Department as UGC-JRF for 2 years. She pursued doctorate in the area of Hospitality, relating Gender Issues and HRM. She also did PGDBA, PGDJMC and PGDHRM. She has attended workshops as an expert for revising the curriculum of Three years Diploma Programme in "Travel and Tourism" for the state of J&K at NITTR, Chandigarh. Her articles and research papers have been publishing in various books, magazines and journals. She has also participated in National and International conferences and seminars. She has been presented the best paper award at the Indian Hospitality Congress, 2008 by the International Journal of Contemporary Hospitality Management. She is also actively involved in the conduct of various Research and Cultural Events. She has been awarded various Major Research Projects by UGC and ICSSR.

## Dr. Anil Gupta, (Ph. D)

MBA (Gold Medalist), FPM (ICFAI)



Dr. Anil Gupta is working as Senior Assistant Professor with School of Hospitality and Tourism Management, Faculty of Business Studies, University of Jammu since 2005 after serving the industry for 5 years. He is also serving as Assistant Dean (SW) with the University and as Joint Secretary at Indian Institute of Public Administration (IIPA), J&K Regional Branch. He is actively involved in Research and Training. He actively researches in the domain of Community Based Tourism, Technology Adoption, Sports and Tourism Marketing, Social Media Engagement and has published in leading journals including Journal of Retailing and Consumer Services, Marketing Intelligence and Planning, International Journal of Bank Marketing, Journal of Hospitality and Tourism Technology.

## Dr. Manik Arora

Ph.D. in Tourism, MTM



He is working as a Lecturer with the school from last four years. He has done his Masters in Tourism Management and is UGC-NET qualified. He has 2 years Industry experience as an Executive Tours. He has worked with Uniglobe Air Travel Bureau, Gurgaon and Holiday Links Pvt. Ltd. He has completed his doctoral degree from the same department. His teaching interests are in interpersonal skills and Service Marketing.



**Dr. Nidhi Pathania**  
Ph.D. in Tourism, MTM

She is working as a Lecturer in SHTM. She has done her Masters in Tourism Management from University of Jammu. She has 3 years Industry experience as Team Leader (Inbound) Groups Department at Luxury India Holidays Pvt. Ltd. Gurgaon. She has also got 02 years teaching experience as Guest Faculty at Nits Polytechnic and Govt. Polytechnic Bikram Chowk. She has also worked as Research Fellow in an ICSSR funded project. She has completed her doctoral degree from School of Hospitality and Tourism Management. Her area of interests in teaching include Travel Behaviour, Financial Management and Entrepreneurship. Her Research work has been published in several books and journals. She has also attended various National and International conferences.



**Priyanka Sharma**

She is working as a Teaching Assistant in SHTM. She has done her masters in Tourism and Hospitality Management from University of Jammu. Besides this, she also did Post masters Diploma in Disaster management. She has 4 years teaching experience. Her academic interests are in Destination Management, Tourism Concepts and Linkages, Travel Agency Operations. Her research papers have been published in Journals, and Books. She has also participated in National and International conferences.



**Er. Raveesh Sharma**  
MBA (Tourism and Travel Management)-IITM, NOIDA  
PGDBA (Operations) -Symbiosis ,Pune  
BE (Electrical)- MIET, University of Jammu

Er.Raveesh Sharma, Teaching Assistant, School of Hospitality and Tourism Management. His academic interests are in the areas of Travel Agency Management and Tour Operations, Food and Beverage services, Basic of adventure and sports tourism, MICE and Destination Management and Branding. He has done basic course in French. He has four years of corporate experience and ten months of teaching experience. He is a certified trainer from THSC- Gurugram. He has done Basic Mountaineering course and Advance Mountaineering course from central govt. institutes and is a certified Mountaineer. He is an affiliated member of Indian Mountaineering Foundation, New Delhi.



**Chef Sukhminder Singh**  
B.SC (H&HA), MHM

He is working as Teaching Assistant in SHTM. He has done B.SC in Hospitality and Hotel Administration from Panjab University, Chandigarh and MHM&CT from Kurukshetra University, Kurukshetra. He has 3 years of teaching experience as a Chef. His academic interests are in Food Production Operations and Food Beverage Service.

**Arun Sharma**  
MBA, MTM, MA (French), MA (English)

**Dr. Vivek Sharma**  
Sr. Assistant Professor  
Department of Life Long Learning

# GUEST FACULTY

# Alumni

## Messages

We learn all the times and SHTM was one strong part in my life. I am sure that I got just as much, if not more from SHTM. Tourism studies give you platform to study the entire planet including the nature, people, destinations, cultures, languages, politics, geography and almost everything. This powers your knowledge and imagination. These five years in corporate world has given me a gift to mingle my imagination with knowledge by visiting around the planet. All thanks to SHTM & faculty members. I wish luck to all current SHTM students for the same who just need to utilize the best of SHTM and world of opportunities are waiting for them.

**Aman Khajuria , Sr. MGE Operations- Emirates Group**

SHTM provides all the values that are required to stand out in the industry. The skills that I acquired while enrolled in MBA (HT) program, serve as an incredible asset to my everyday work. My experience at SHTM has meant career advancement to a highly responsible and challenging position in travel industry. I am sure I could not have made a better choice.

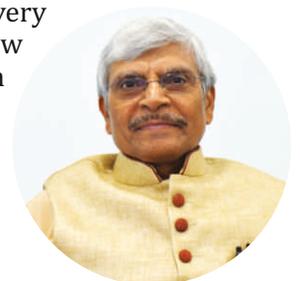
**Arun Jamwal, Asst. Manager, Outbound Operations Travel Boutique Online**

Hello SHTMIANS Its was pleasure to be part of SHTM Family.i would like to thank SHTM for giving me opportunity to learn & enhance my skills in travel and tourism industry. guys travel and tourism industry is rapidly growing from last 5 years and it has shown tremendous scope for MBA/MTM students. LAST but last least Life is all about CHANCES and OPPORTUNITIES. Never leave anything to CHANCE and never let an OPPORTUNITY get away.

**Vaibhav Sharma, Director, TravelersDost & Himalayan 360**

## Corporate Messages

Every time I visit this SHTM and deliver my talk on tourism, I find MBA and BBA students very keen to learn. On the basis of my talks, most of the students were able to create vision as to how ordinary resources could be converted into tourism products. When I shared that a tourist on an average spends 45% amount on shopping in India and 15% on food and drink etc, most of scholars could convey that they may consider arranging shopping arcades, malls etc to attract more a more tourists besides attracting them to special Indian authentic cuisines. I wish that at least 25% students should engage themselves into entrepreneurship and hoteliers/ restaurants owners.



**Dr. G.G. Saxena,**  
IAS (Retd)  
M.Tech., LL.B, Ph.D.



**Prof. Gautam Sen**  
Emeritus Professor MILE and  
Adjunct Faculty, NIAS, Pune, India

The Students of SHTM should understand the potential of the hospitality industry not only because it is the fastest growing industry globally, but Indian's contribution is indeed spectacular because it'll grow at the rate of \$ 100 billion every year showing accumulative annual growth of 14%. It is my fond hope that students who are on the cutting edge of this discipline will make valuable contribution to enhance the potential of this industry.



Please address your communications to  
Convener Placement Committee

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