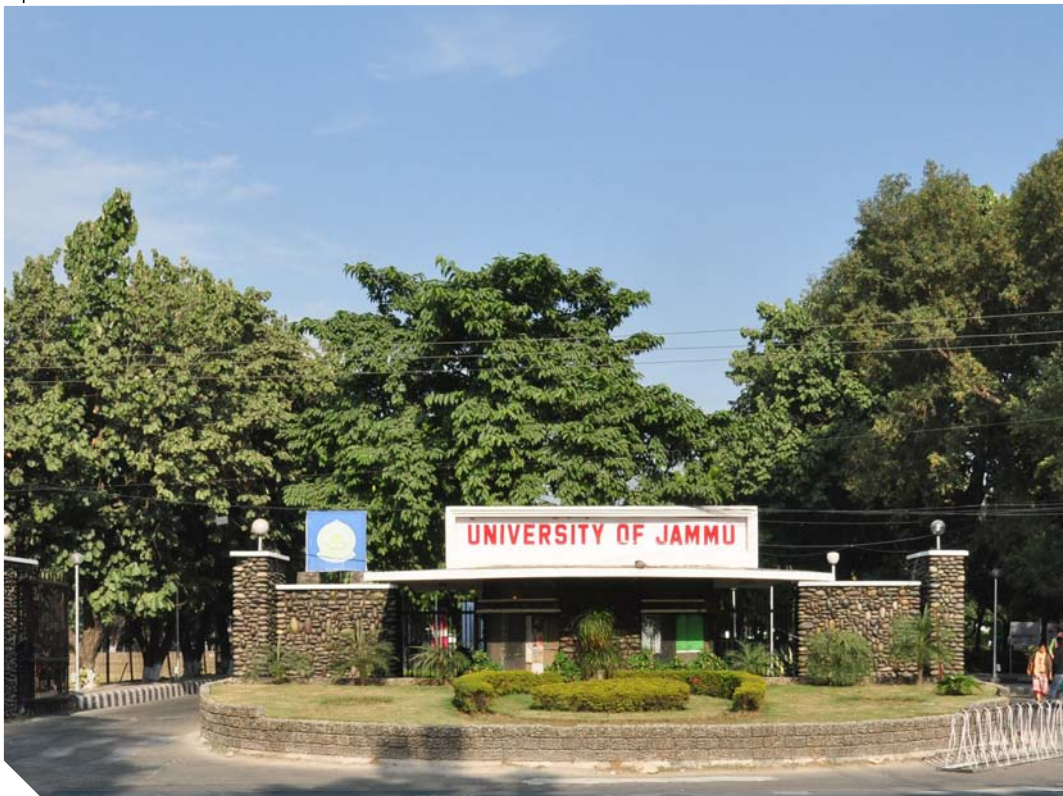


ADMISSION BROCHURE
2017



**UNIVERSITY
OF JAMMU**

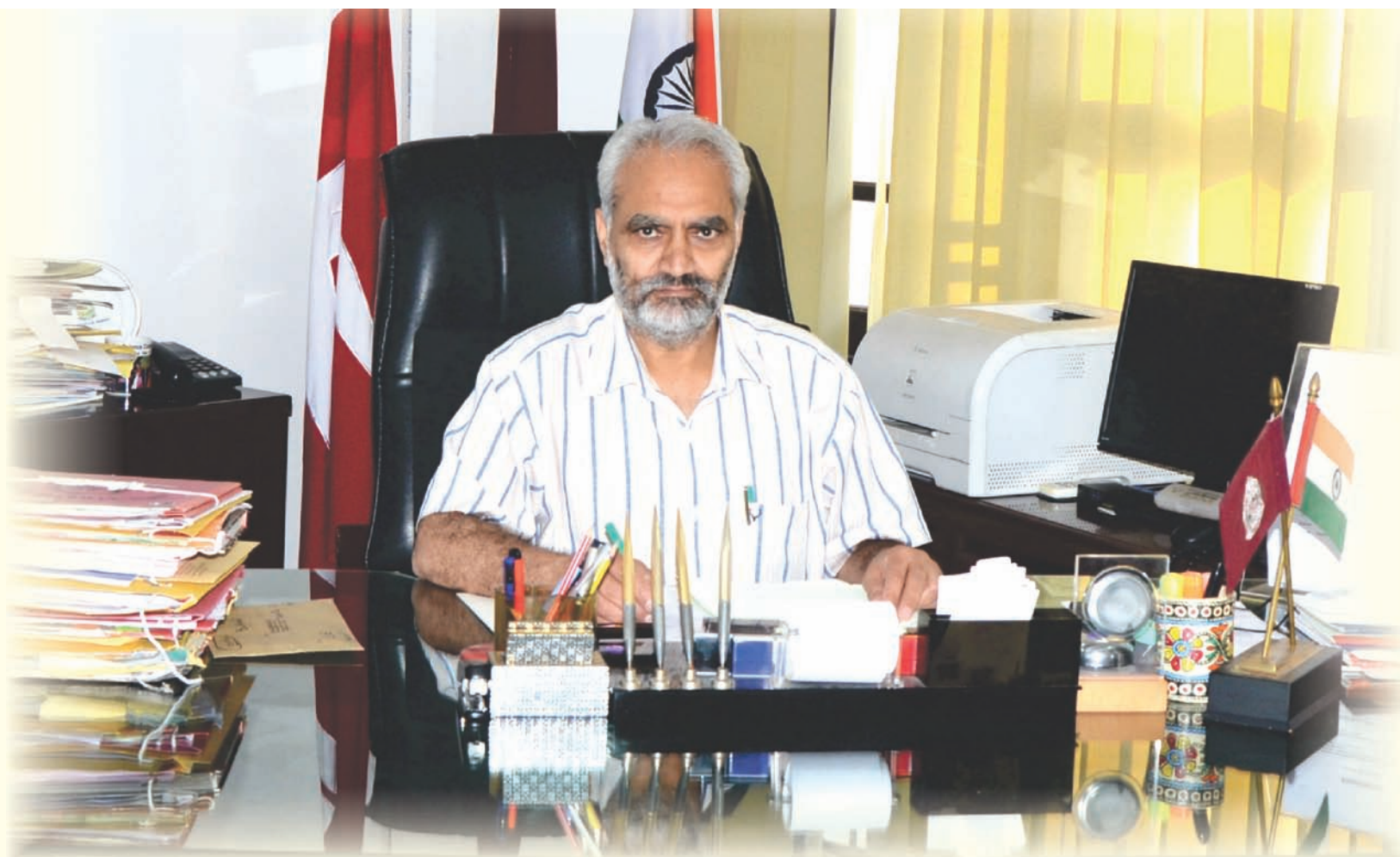
MBA
HOSPITALITY
&
TOURISM



School of
Hospitality &
Tourism Management
UNIVERSITY OF JAMMU

MBA-HT BATCH 2015-17





MESSAGE OF VICE-CHANCELLOR

It gives me immense pleasure to inform young students who are interested in the career-development programme that the School of Hospitality and Tourism Management (SHTM) is bringing out the admission brochure for MBA (HT) for the year 2017-19.

Keeping the traditions of setting, monitoring, achieving and maintaining the standards of brilliance, The School of Hospitality and Tourism Management (SHTM), University of Jammu is moving progressively towards achieving the objective of being one of the best institutes in the field of hospitality and tourism education across the nation.

It is our endeavour to contribute to the corporate world by providing our students with the best training so that they can contribute efficiently and effectively in elevating the status of the organisation that they serve and emerge as successful corporate leaders in near future. There is no doubt that our students will prove to be an asset in the hospitality, tourism and related fields.

I invite the students to take this journey towards excellence and self-fulfilment with us at the School of Hospitality and Tourism Management (SHTM) University of Jammu, Jammu to make rewarding career.

With Best Wishes

PROFESSOR R. D. SHARMA

VICE-CHANCELLOR
UNIVERSITY OF JAMMU





MESSAGE OF DEAN

School of Hospitality and Tourism Management (SHTM) at the University of Jammu, Jammu is committed to provide our students with the best possible education to prepare them for future careers in tourism and hospitality management.

With its largest and fastest growth in terms of both the contribution to the GDP and to employment, tourism as an area of learning and career is gaining popularity and importance the world over. When it comes to J&K, the State has a huge potential to attract all types of tourists viz., cultural, religious, adventure, scenic, leisure etc. In fact human resource is the most important factor to deliver quality service, which requires professionalism and specialization and the knowledge of operational and managerial functions in different sectors viz., hospitality, transportation, entertainment and destination development and management.

At the School of Hospitality and Tourism Management, we train young minds to emerge as leaders in the Tourism Industry. As the Dean of this Faculty, it gives me pleasure to welcome you and get admission in the SHTM to build your career in tourism and hospitality. Please come and visit us and just find, how exciting it is to be involved in the educational part of what has been acknowledged as the world's leading economic sector.

With Best Wishes



PROFESSOR KESHAV SHARMA

Dean, FACULTY OF BUSINESS STUDIES
UNIVERSITY OF JAMMU



MESSAGE OF CONVENER

The School of Hospitality and Tourism Management offers a unique environment where the students are empowered through learning and numerous other curricular and co-curricular opportunities.

Tourism is one of the largest and most dynamic sectors of the modern economy providing not only jobs but a myriad of other opportunities. When it comes to J&K, the State has a huge potential to attract all type of tourist viz., cultural, religious, adventure, scenic, leisure etc.

The MBA (HT) programme has been structured in such a way that, it builds a strong foundation in the major domains of tourism management education, allowing the students further on, to develop expertise in the area of their choice. SHTM maintains a strong link with industry mentors by continuous interactions.

On behalf of the faculty, students and staff at the School of Hospitality and Tourism Management, University of Jammu, I welcome you all to the new generation of SHTM. The focus here is on blend of academics, cutting edge research and innovation through interdisciplinary activities. In line with University's legacy of providing quality education to its students, the School uses the latest technology to impart education.

School of Hospitality and Tourism Management believes in unfolding the brighter wings of pedagogy to the budding students.

PROFESSOR DEEPAK RAJ GUPTA

Convener

UNIVERSITY OF JAMMU





MESSAGE OF DIRECTOR

As SHTM celebrates its remarkable journey spanning more than a decade, during which we have succeeded in carving a niche for ourself among the top tourism management institutions in the country. As an institute of excellence we aim to provide high-quality tourism management education, action-centric research and value-added consulting.

Our vision is to create future leaders who manage and create powerful organizations in the emerging corporate landscape. The guiding philosophy of the school throughout has been creation of knowledge influencing hospitality and tourism management practices and integration with industry and government at state, national as well as international level to promote academics and research. We believe in a very personalized approach towards education where our faculty interacts with each student continuously to review his or her professional, academic and personal development. Our School maintains a small class size, so students feel like a member of our "Unique Tourism and Hospitality Family". The students also have the opportunity to participate in numerous extracurricular activities. Our institute facilitates learning not only from academicians and eminent industry captains, but peer learning as well.

Our programmes are at par with the international standards. The course contents are very enriching and action oriented. Various pedagogic tools help our students develop not only a holistic business perspective but an ability to seize opportunities in a competitive business environment. Our tourism management programmes are exclusively industry focused so as to equip the students with latest techniques in context of domestic and international business environment. Thus at SHTM, we are committed towards creating a vibrant community of value creators for our country while working towards the betterment of the society.

I welcome you all to explore the wealth of opportunities at School of Hospitality and Tourism Management by becoming a part of SHTM family.



PROFESSOR PARIKSHAT SINGH MANHAS
SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT
UNIVERSITY OF JAMMU



A BOUT THE UNIVERSITY

The University of Jammu, an ISO 9001-2000 certified and A+ grade accredited University by National Assessment & Accreditation Council of India (NAAC), came into existence in 1969 following the bifurcation of the erstwhile University of Jammu & Kashmir.

Cradled in the lap of 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, where imparting education is not just a duty but a commitment towards the advancement of the society. 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 spread over six offsite campuses at Kathua, Bhaderwah, Poonch, Udhampur, Ramnagar, and Reasi, provides instruction in 55 branches of learning both at the post-graduate and under-graduate level and makes provision for research and advancement.

The University of Jammu holds examinations, grants degrees, generates knowledge and confers diverse academic distinctions on persons who pursue approved

courses of study in the University or in the Constituent Colleges / Institutions approved for the purpose as also on those who appear as external/private candidates.

The University also admits, maintains, and recognizes 29 Government and 108 Affiliate colleges and other institutions. Primarily a research, teaching, affiliating and an examining body, it is involved in the promotion of arts, science, and other branches of learning.

The University of Jammu contributes towards nation building through training of young people in various disciplines and is providing value based education to make them enlightened citizens. The University takes



pride in its assets which include a well equipped gymnasium and fitness centre; hostel facilities for both boys and girls; café and canteens which add relevance to the “Health is Wealth” concept.

The University possesses a magnificent high-tech General Zorawar Singh Auditorium comprising of Art Gallery, Photo Gallery, Exhibition Halls, Heritage Museum, Conference Halls, TV Studio, FM Radio Station, a Cafeteria, Media Centre and a Art Studio for the children.

Situated in the heart of Wi-Fi campus of the University, is Dhanvantri, the Central Library which is equipped with over four lakh books, facilities like video conferencing, EBSCO, EDUSAT, INFLIBNET, SMARTCARD, DELNET, CD-ROM data base. The library is amongst the first in India to have RIFD technology with more than 40000 journals available online.

The University of Jammu has 24-hour internet connectivity through VSAT and its website www.jammuuniversity.in forms a virtual gateway to the world.





School of Hospitality and Tourism Management University of Jammu



University of Jammu started a two year full time 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 existence, the programme was able to establish its own credentials among the academia and industry. Looking into the success of the programme, University of Jammu established Centre for Hospitality & Tourism Management on 27th July 2005 that is upgraded to School since 2009, with an objective to develop tourism professionals and promote research. In the year 2010, BBA (Hotel Management) course was introduced in the Department to train the students for hospitality sector. Recently, the Department started a new programme of PG Diploma in Global Destination Management.

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 channelise their potential in the right direction and put up concerted efforts, which are well organized and implemented to give practical dimensions to the theoretical aspects in Tourism Management.

MISSION

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

EDUCATIONAL PROGRAMMES OFFERED BY THE SCHOOL

Ph.D (Tourism and Hospitality Management)

MBA (Hospitality & Tourism) - 2 years

BBA (Hotel Management) - 3 years

PG Diploma in Global Destination Management - 1 Year





OBJECTIVES

- To develop professionals of high calibre and ethics, who would efficiently manage the resources of their respective employers thereby contributing to national development.
- To create professionally competent manpower 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 encourage 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 to 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 over 5,000 books on management, tourism and related subjects, prestigious journals and, magazines make sure that the intellectual quotient and

contemporary knowledge of the students are enhanced.

PERSONAL DEVELOPMENT

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 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:

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



TOURISM CLUB

The Tourism 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, organising 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 2016

A two day conference on "Sustainable Destination Excellence: Revitalizing Peace through Innovation in Tourism", was organised by SHTM. Kavinder Gupta, Speaker, J&K Assembly, was the chief guest while Farooq Ahmad Shah, Secretary Tourism J&K was the Guest of

Honour. Prof. R D Sharma, Vice-Chancellor, JU, presided over the function and Ma Christina G Aquino, President, APacCHRIE, Executive Director for Planning and Development of the Lyceum of the Philippines University, Manila was the key note speaker. The conference was attended by over 120 international and national delegates, key Government officials of the tourism, industry professionals, faculty members, research scholars and students.

TEACHERS DAY 2016

This year SHTM students organized teachers day for teachers in which students participated and performed different activities like dance, singing, games etc. Teachers also participated in those activities, which made our event successful.



JASHN-E-RIYASAT 2016

SHTM celebrated three day long festival of "Jashn-e-Riyasat, celebrating the colours of J&K". Prof. Keshav Sharma, Registrar JU, and Dean, Faculty of Business Studies, was the Chief Guest and Dr. Naseem Jawed Choudhary, Joint Director, Hospitality and Protocol, Jammu, was the Guest of Honour for the Inaugural Ceremony.

During the first day, various competitions were held which included "Expressions" – A Painting Competition, "Your Travel Selfie" – A Selfie Competition and "Game of Plates" – A Fireless Cooking Competition, in which students from SHTM and other schools and colleges also participated.

On the second day SHTM organized Gastronomica Culinaria- a Food Workshop, for the students of SHTM, where culinary experts including- Chef Varinder Rana, Chef Vinod Sidhu, Chef Naman Arora and various other chefs from "Chef Association of Five Rivers" came to enhance the culinary skills of students. Competitions including slogan writing and a power point presentation competition were also conducted.

On the third day of Jashn-e-Riyasat, Valedictory Ceremony was conducted at General Zorawar Singh Auditorium Complex. Shri Shamsher Singh Manhas, Member of Parliament, Rajya Sabha was the Chief Guest of the ceremony. Students of SHTM showcased the cultural heritage of the State through dance and drama and prizes were distributed to the winners of the competitions.

HERITAGE WEEK CELEBRATION 2016

As a part of the World Heritage Week (19th- 25th November, 2016), a Presentation Competition on the theme 'ETHNIC FOOD OF JAMMU' was organised by the School of Hospitality and Tourism Management, University of Jammu in collaboration with INTACH, Jammu Chapter, on 25th November, 2016 within the department. The aim of organizing the event was to bring awareness and encourage the people about the preservation and safety of our ethnic cuisines and cultural heritage.

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 Crore 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 area of hospitality services.



COURSE STRUCTURE

Term 1

PSMHTC 0101 - Management & Organizational Behaviour
PSMHTC 0102 - Basics of Tourism
PSMHTC 0103 - Tourism Geography & Resources of India
PSMHTC 0104 - Introduction to Hospitality Management
PSMHTC 0105 - Managerial Economics
PSMHTC 0106 - Business Research Methods
PSMHTC 0107 - Business Communication
PSMHTC 0108 - Tourism Product of J&K (Internal)
PSMHTC 0109 - Viva Voce

Term 3

Core Courses

PSMHTC 0301 - Marketing of Service
PSMHTC 0302 - Business and Hospitality Etiquettes
PSMHTC 0303 - Foreign Languages –I (Internal)
PSMHDC 0304 - Project Work Based on Summer Training Report
PSMHVC 0305 - Viva Voce

Stream - Hospitality

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 - Airfare Ticketing and Cargo Management
PSMHTE 0311 - Destination Management
PSMHTE 0312 - Tourism Impact
PSMHTE 0313 - Event Management

MBA (HOSPITALITY & TOURISM)

Term 2

PSMHTC 0201 - Travel Agency and Tour Operation
PSMHTC 0202 - Tour Policy, Planning and Development
PSMHTC 0203 - Entrepreneurship in Tourism
PSMHTC 0204 - Marketing for Hospitality and Tourism
PSMHTC 0205 - Financial Management and Accounting
PSMHTC 0206 - Human Resource Management
PSMHTC 0207 - Interpersonal & Leadership Skills in Hospitality And Tourism
PSMHTC 0208 - Foreign Language-I (Internal)
PSMHTC 0209 - Viva Voce

Term 4

Core Courses

PSMHTC 0401 - Strategic Management
PSMHTC 0402 - Internet Marketing
PSMHTC 0403 - Tourism Transport
PSMHTC 0404 - Tourism Laws
PSMHTC 0405 - Dissertation Report (Internal)
PSMHVC 0406 - Viva Voce

ADMISSION DETAILS

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).

Notwithstanding 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 on December 4, 2016 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 on the basis of AIMA-MAT score of September 2016/ December 2016/ February 2017/ May 2017 (which ever is relevant at the time of interview and subject to availability 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

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 and www.aima-ind.org respectively.

(i)	Marks secured in the Written Entrance Test	80%
(ii)	Personal Interview	10%
(iii)	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 of 'Director, SHTM, University of Jammu', payable at Jammu and additionally with a self-addressed envelope (23 cm x 30 cm) bearing postal stamps worth Rs. 60/-. For Last date of sale of application forms as well as received of forms please refer to the admission notification as/advertisements issues 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 payment seats. The amount of payment to be realized from the candidates seeking admission against the payment seats shall be Rupees Two Lac only in addition to the normal fees as notified by the University from time to time.

The payment made against a self financing seat is not refundable.

The candidate opting for the payment/management 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 programme.

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	%AGE	CATEGORY	DESCRIPTION	%AGE
(i)	Scheduled Castes	8%	(v)	Candidates belonging to the areas adjoining the Actual Line of Control	2%
(ii)	a) Sports Person 4% b) Persons who have excelled in Cultural/Literary Activities 2%	6%	(vi)	Candidates belonging to Scheduled Tribes (Gujjar, Bakerwals, Gaddies, Baltis)	5%
(iii)	a) Persons who have participated with distinction in NCC activities 2% b) Persons who have participated with distinction in NSS/Bharat Scouts and Guides Activity 2%	4%	(vii)	Candidates belonging to S.T. (Resident of the Districts of Leh & Kargil)	2%
(iv)	Defence Services Personnel including Ex-Servicemen and their children who are permanent residents of the state and have had a satisfactory service record	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 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 self financing seats, as approved by the University authorities from time to time.

Note: The statutes are available on University website - www.jammuuniversity.in. The candidates are advised to go through the statutes before taking admission.

IMPORTANT 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 so as to reach not later than 10th March 2017. 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 scores, 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.
- Please make it sure that you have written your name, address, CAT/MAT Scores Card and MAT Form No., type of reserved category, if any, and the telephone number etc. at the prescribed columns in the application form.
- 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 in their own interest should remain in touch with the School regarding the declaration of result/selection list (s) and other admission related information.
- 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 payment 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 payment/ 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)

FIRST YEAR

August 2017

Ist Semester Starts

October 2017

Mid Semester Test

November 2017

End Term Examination (Ist Sem)

December 2017

2nd Semester Starts

WINTER BREAK

February 2018

Mid Semester Test (2nd Semester)

April 2018

End Term Examination

June/July 2018

Summer Training

August 2018

3rd Semester Starts

October 2018

Mid Semester Test

November 2018

End Term Examination (3rd Semester)

December 2018

Ist Semester Starts

WINTER BREAK

February 2019

Mid Semester Test (4th Semester)

April 2019

End Term Examination

SECOND YEAR

VISITING FACULTY FROM THE INDUSTRY

- Mr. Gour Kanjilal, IATO, Delhi
- Mr. Harkripal Singh, Chief Representative, TAAI
- Mr. Vikash Khandori, Cox & Kings
- Col. Sumant Bhatia, Colonels World Wide
- Mr. Anil Mathur, Travel Writer, HT
- Mr. V.K. Sehgal, Quest Travel Services
- Capt. Anil Gour, Masters Tour & Travel
- Swami Girijeshanandaji, Ramakrishna Mission, Jammu
- Mr. Ajay Khajuria, Ex-Director Tourism, J&K Govt.
- Prof. A.N.Sadhu, Deptt. of Economics, University of Jammu
- Prof. Shashi Kant, Deptt. of Botany, University of Jammu
- Col. A.S.Shekhawat, Ex-Principal-Jawahar Institute of Mountaineering and Winter Sport
- Dr. G.G. Sexsena, IAS (Retd.)
- Prof. Gautam Sen, Emeritus Professor MILE and Adjunct Faculty, NIAS, Pune, India

VISITING FACULTY FROM FORIEGN INSTITUTES

- MA. Christina G Aquino APacCHRIE President, Executive Director for Planning and Development DQMR Lyceum of the Philippines University, Manila
- Prof. (Dr.) Marta Juszti Budapest Business School
- Dr. Amir Shani, Ph.D Senior Lecturer, Department of Hotel and Tourism Management, Ben-Gurion University of the Negev, Eilat Campus 162 Hatmarim Blvd. Eilat 88556.
- 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
- Dr. David Lorant, College Professor, Szent István University. Jean Monnet Professor, European Commission, Education, Audiovisual and Culture Executive Agency. Visiting Professor, University of Economy in Bydgoszcz (Wyższa Szkoła Gospodarki).

VISITING FACULTY FROM OTHER INSTITUTES

- Prof. Siddiq Wahid, Vice Chancellor,
- Islamic University, Kashmir
- Prof. Manjula Choudhary, Director, IITTM, Gwalior
- Prof. S.K. Mishra, Former Director, IITTM, Gwalior
- Prof. Kapil Kumar, IGNOU, New Delhi
- Prof. Sandeep Kulshreshtha, IITTM, Gwalior
- Prof. S.P. Bansal, VC, Maharaja Agrasen University, Solan
- Prof. A.K Bhatia, Kuoni Academy
- Prof. S.C. Bagri, Uttaranchal University
- Prof. K. Mathur, Jodhpur University
- Mr. Chander Shekhar Barua, IITTM, Gwalior
- Prof. R.A. Sharma, Jiwaji University
- Prof. Ashish Dahiya
- Prof. Badar Alam Iqbal, Aligarh University

Placement & Summer Training

- Kouni India Pvt. Ltd.
- Orbit Tour & Trade Fairs
- Travel Inn(India)Pvt. Ltd.
- Sita World Travel
- Cox & Kings
- Indo Asia Tour Pvt. Ltd.
- Holiday Makers(India) Pvt. Ltd.
- Eternity Tour & Travel Pvt. Ltd.
- Travel Pal Tour & Travel Pvt. Ltd.
- Yatrik.com
- Hepana Tours (India)Pvt. Ltd.
- Planet India Travels Pvt. Ltd.
- Travel Corporation of India, Pvt. Ltd.
- Raj Travels
- JKTDC
- Shri Mata Vaishno Devi Shrine Board
- Hotel Mughal Sheraton, Agra
- Orbitz Corporate and Leisure Travels
- Routes
- Makemytrip. com
- Country Inn-Raddison Group
- India Insight Tours Pvt. Ltd.
- Jet Airways
- Heritage Holidays
- Ambe World Travels, New Delhi
- Southern Travels (P) Ltd. New Delhi
- Wander Lust Pvt. Ltd. New Delhi
- JIM &WS, Pahalgam
- SOTC
- Le- Passage to India



Dr. Parikshat Singh Manhas, (Ph. D), Ph.D., Post Master's in ECIS (Seattle University, USA), MBA



Prof. Parikshat earned his Ph. D in Brand Positioning Strategies from University of Jammu. He did his Post Master's in Electronic Commerce and Information Science from Alber's School of Business at Seattle University, USA with a Distinction and MBA from University of Jammu, India. He has been a Visiting Professor to many International Universities in Republic of Kazakhstan, Russia and Peru. Recently Prof. Parikshat is a member of Tourism advisory board (TAB) of J&K, India. He was awarded Commonwealth Professional Fellowship by Commonwealth Scholarship Commission in United Kingdom for the year 2014 and this fellowship is funded by the UK Department for International Development (DFID).

Prof. Parikshat is board member of the Asia Pacific Council on Hotel, Restaurant, and Institutional Education (APacCHRIE) and also member - Research Committee and Education Committee of International Council on Hotel, Restaurant, and Institutional Education (ICHRIE). He has authored 7 books and more than 70 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.)



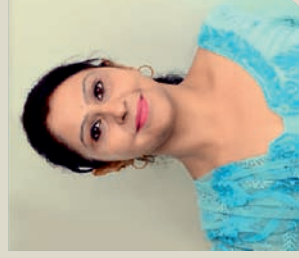
He has done his MDP(Marketing) from IIM-Ahmadabad. He has teaching experience of 36 Years. His academic interests are in the area of Tourism Marketing, Business Statistics and Research Methods. He has participated in various International, National Conferences, Seminars and Workshops. He is the Former Director of School of Hospitality and Tourism Management, University of Jammu.

He is working as an Assistant Professor in the School of Hospitality and Tourism Management. He has served in corporate for 5 years in the area of advertising and marketing. His academic interests are in the area of Marketing, Advanced Research Methods, Services Marketing and Hospitality Management. His research work has been published in various business magazines and research journals.

Dr. Anil Gupta (Ph. D) MBA (Gold medalist), FPM (ICFAI)



Dr. Suvidha Khanna (Ph. D) MTM-Gold Medalist



She is working as a 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 NITTTR, Chandigarh. Her articles and research papers have been published in various books, magazines and journals of national and international repute. 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.



Dr. Deepika Gupta
Ph.D. in Tourism, M.Com, DBM

She is working as lecturer in SHTM. She has teaching experience of 8 years. Her academic interests are in the area of Tourism, Finance, Front Office and Ticketing. Her articles and research papers have been published in journals and books. She has also participated in national and international conferences, seminars and workshops.



Dr. Manik Arora
Ph.D. in Tourism, MTM

He is working as a lecturer in SHTM. He has done his Masters in Tourism Management. He is UGC-NET qualified. He has an experience of 2 year in teaching and 1 years experience in Industry. He has worked with Uniglobe Air Travel Bureau, Gurgaon & Holiday Links Pvt. Ltd. His teaching interests are in Business Research Methods, Service Marketing, Management and Interpersonal Skill.



Ms. Akshi Bhagat
MTM

She is working as a lecturer in SHTM. She has done her Masters in Tourism Management. She is UGC-NET qualified. She has an experience of 2 year in teaching and 1.5 years experience in corporate. She is also pursuing her Ph.D in the same department. Her teaching interests are in Destination Management, Event Management and Tourism Resources.



Mr. Nikhil Singh Charak
BHM, PGHOM -Gold Medalist and MTM.

He is working as teaching assistant in SHTM. He has done hotel management from IHM, Gurdarpur, affiliated to Ministry of Tourism. He has more than 5 years of work experience in hospitality industry and 4 years of teaching experience. He has worked with Taj hotels, ISTA hotel, ANANTARA Spa and Resorts, Maldives, Ananda in Himalayas, Rishikesh, Fortis Group, Unitech group. His academic interests are in Front Office, Housekeeping and Food and Beverage Services.



Mr. Gaurav Sharma
B. Sc. in Hotel Management, PG Diploma in Hospitality Management

He is working as teaching assistant in SHTM. He has worked in hotel industry for more than 5 years. He has worked as Assistant Lecturer in Food and Craft Institute for 2 years and 5 years of teaching experience. His teaching interests are in Food and Beverage Production. He has an experience in Food and Culinary Arts.



ALUMNI MESSAGES

The time I have spent in SHTM has been very exciting and transformative for me. SHTM has played an integral role in shaping my career and has helped me in not only becoming a successful professional but more importantly a better person. My inclination towards tourism was boosted by the expert and empathetic faculty of SHTM, which has further directed me to pursue career in Tourism Academics. Thanks to SHTM and best wishes to the inspiring students. They have a treasure of opportunities ahead.

Ravinder Dogra, Assistant Professor, IITM, Gwalior.

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 a good platform and exposure to the students to learn about the tourism and hospitality industry. I learnt a lot from this department and gained confidence to deal and work in the industry. The faculty is also cooperating and motivates the students to work harder to excel in their specific field. This department is like a family and I owe the credit of my endeavour in tourism industry to SHTM.

Shelly Reen, Sales Head, Atithi Devo

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 Make My Trip

I did my MBA (HT) from SHTM and practically applied most of the things I learned in my courses. I found the faculty very much cooperative and supportive. Tourism sector is rapidly growing in our country and lots of good opportunities are in this market and hence I strongly recommend this course for prospective students.

Nishu Pandit, HOD Operations, India Insight Tours

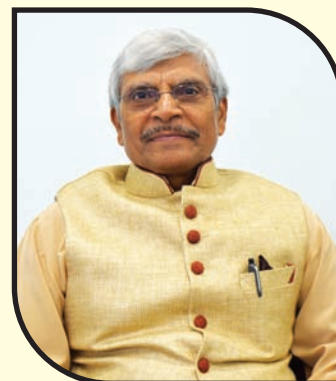
Hello Students it was a pleasure to be part of SHTM Family. I would like to thank SHTM for giving me opportunity to learn & enhance my skills in travel and tourism industry. Guys travel and tourism industry is rapidly growing from last 5 years and it has shown tremendous scope for MBA/MTM students. Last but not least Life is all about Chances and Opportunities. Never leave anything to Chance and never let an Opportunity get away.

Harpreet Singh, Manager-MICE Sales Thomas Cook India

CORPORATE MESSAGES

During my talk/interaction with students in tourism and hospitality courses, I found them very knowledgeable, keen to learn and above all “inquisitive” to learn more. Credit goes to “live wire” faculty and leadership qualities in SHTM Director. The amalgamation of theory and practical training sets apart the learning pedagogy of SHTM. Best wishes to SHTM and its students.

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



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 disipline will make valuable contribution to enhance the potential of this industry.

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

I have been associated with SHTM and always find the students Lively, Passionate and Full of new ideas. All the alumni are well placed and respected in the industry. Moreover, the faculty is highly trained and understands the nitty-gritty's of the tourism sector very well.

Vaibhav Sharma
Co-founder Travelers Dost



Hello Friends, Just want to share my life changing experiences at SHTM. This institute has been a great experience for me. It is devoted to impart quality education and value based learning. The Faculty at SHTM is both from academia and industry and this is the best part in ensuring quality education. I was fortunate to be a part of SHTM family. The SHTM nurtured me into a Professional. I worked in international brand KUONI for 05 years and then I decided to open my own endeavor 'Travel Green Earth' in 2010 which with the blessings of my mentors running successfully. As Alumni, I have interacted with the present batch and I find them very competitive. Best wishes to all the students who are going to join various organizations, I am very confident that this breed of new professionals is going to bring laurels to the SHTM family.

Sachiv Gupta
Business Head- Travel Green Earth

AFFIDAVIT

(a) I.....Son/Daughter of
..... Resident of hereby solemnly declare that I have passed/appeared in the final year of my qualifying examination, in the year From the University of I further declare that I have neither been admitted to any course/programme of study of this University/any other University nor have passed any post graduate examination as a private candidate, after passing my graduation examination in the previous year, except as provided in explanation (I) of Statute 15 of the Statutes governing admissions to the University of Jammu. The above statement made by me is true to the best of my knowledge and belief and in the event of this having been proved otherwise, my admission shall stand automatically cancelled besides any other action that may be taken against me under law for my civil or criminal liability. (b) I further hereby solemnly declare that I was not involved in any criminal/antisocial activities prior to submission of this application form.

DEPONENT

AFFIDAVIT

(For Candidates Seeking Admission under Reserved Category)

(a) I.....Son/Daughter of..... Resident of..... hereby solemnly declare that I am seeking admission to the course/programme of study namely..... in the Department of University of Jammu on the basis of Reserved Category. I further declare that Reserved Category Certificate submitted by me is genuine and in the event of this having been proved otherwise, my admission shall stand automatically cancelled, besides any other action may be taken against me under law for my civil or criminal liability.

(b) I further hereby solemnly declare that I was not involve in any criminal/ anti-social activities during this period.

DEPONENT

FORM OF CASTE CERTIFICATE

FORM OF CERTIFICATE TO BE PRODUCED BY A CANDIDATE BELONGING TO SCHEDULED CASTE IN SUPPORT OF HIS/HER CLAIM

This is to certify that Mr./Ms./Mrs.....Son/Daughter ofof Village/Town.....District/Division..... of the State.....belongs to the Caste which is recognised as Scheduled Caste under the constitution (Jammu & Kashmir) Scheduled Caste Order, 1956.

SIGNATURES.....

DESIGNATION.....

(with seal of the Officer)
(Competent authority for issuing of Certificate is
Revenue Officer not below the rank of Tehsildar)

FORM OF CASTE CERTIFICATE

FORM OF CERTIFICATE TO BE PRODUCED BY A CANDIDATE BELONGING TO SCHEDULED CASTE TRIBE IN SUPPORT OF HIS/HER CLAIM

This is to certify that Mr./Ms./Mrs.Son/Daughter of of Village/Town.....District/Division..... of the State.....belongs to the Tribes which is specified as a Scheduled Tribes under the Constitution / Jammu & Kashmir Scheduled Tribe Order, 1989.

Date.....

SIGNATURE.....

DESIGNATION.....

(with seal of the Officer)

(Competent authority for issuing of Certificate is Revenue Officer not below the rank of Tehsildar)

CERTIFICATE OF BEING A MEMBER OF THE SOCIALLY AND EDUCATIONALLY BACKWARD CLASS

This is to certify that Mr./Ms./Mrs.....Son/Daughter of of Village/Town.....District/Division..... of the State..... belongs to the is a member of the Socially and Educationally Backward Class, falling under the category

- i) Resident of Backward Areas;
- ii) Resident of area adjoining Line of Actual Control;
- iii) Weak and Under privileged class (Social Caste)

This is also certified that the said Mr./Ms./Mrs.....(on behalf of applicant) submitted his application for grant of this certificate to this Office on..... and the certificate has been delivered to him under my hand and seal today on the

SIGNATURE.....

DESIGNATION.....

Name in Block Letters.....

Authorised Officer

(with seal)

*(Competent authority for issuing of Certificate is Revenue Officer not below the rank of Tehsildar)

* No certificate other than the competent authority shall be entertained/ considered.

CERTIFICATE TO BEING CHILD OF DEFENCE PERSONNEL

This is to certify that Mr./Ms./Mrs.....Son/Daughter of of
Village/Town.....District/Division..... of the State.....serving or has served as member of
Army/Navy/Air Force.

Date.....

Authorised Officer

(with seal)

*(Competent authority for issuing of Certificate is
authorised Officer of Zila Sainik Board/Commanding
Officer of the Unit where serving or served)

* No certificate other than the competent authority shall be entertained/ considered.

AFFIDAVIT (FOR ALL CANDIDATES)

I.....Son/Daughter of Resident
of..... have solemnly declare that -

- a) I have passed/appeared in the final year of my last qualifying examination from.....
- b) I have gone through the contents of the Brochure-cum-Application Form, published by the University of Jammu and read the Statutes thoroughly. I shall abide by the instructions mentioned therein.
- c) I have personally filled in the Admission Form.
- d) I shall attend the Department concerned as per the schedule to be notified separately by the University of Jammu.
- e) If I fail to attend the Department concerned as per the notified date, I shall automatically lose the right of admission to the course / courses for which I have applied.
- f) I have not been debarred/disqualified by the University of Jammu or any other University.
- g) I have applied for admission in open category/reserved category/payment seat category (mention whichever are applicable)

1. _____ 2. _____ 3. _____

I declare that the certificates submitted by me are genuine and the above statements made by me are true to the best of my knowledge and belief. In the event of this being proved otherwise, my admission shall stand automatically cancelled; besides, I shall be responsible for any other action that may be taken against me under law.

h) I shall not indulge in Ragging: In case of any violation, I shall be liable to any action under law, including cancellation of my admission.

WITNESSES :

DEPONENT

1. _____

2. _____





Please address your communications to
Convenor Placement Committee

School of Hospitality and Tourism Management (SHTM)

Faculty of Business Studies

University of Jammu, Jammu 180 006

Tel / Fax +91 191 2431157

Hand Phones +91 94191 88260, 96222 20303, 94692 11131, 95968 64224

E-mail : parikshatmanhas@gmail.com

www.jammuuniversity.in