



University  
of Jammu

# MBA

## HOSPITALITY & TOURISM

2015



## Admission Brochure



School of  
Hospitality &  
Tourism Management  
UNIVERSITY OF JAMMU



# University of Jammu



**Prof. R.D. Sharma**  
Vice-Chancellor  
University of Jammu

I am pleased to know that the School of Hospitality & Tourism Management (SHTM), University of Jammu is bringing out its Admission Brochure for M.B.A (HT) for the year 2015-17

The University of Jammu is one of the India's Premier Research & Teaching Universities and has been rated by the National Assessment and Accreditation Council (NAAC) as an 'A' Grade University. The University of Jammu came into existence in 1969 vide Kashmir and Jammu Universities Act 1969 following bifurcation of the erstwhile University of Kashmir and Jammu .

Keeping the traditions of setting, monitoring, achieving and maintaining the standards of brilliance, 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.

We take pride in the spirit of innovation and a strong quest for excellence aided by our deep confidence in cultural value. The university is propelled by knowledge and steered by ethical value, where today's managers are groomed to become leaders of tomorrow.

It is our endeavor 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 organization 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 student to take this journey towards excellence and self-fulfillment with us at the School of Hospitality & Tourism Management (SHTM) University of Jammu, Jammu and wish them a glorious, rewarding career.

**Prof. R.D. Sharma**  
Vice-Chancellor  
University of Jammu



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



# University of Jammu



**Prof. Desh Bandhu Gupta**  
Dean, Faculty of Business Studies  
University of Jammu

School of Hospitality and Tourism Management (SHTM) at University of Jammu, Jammu is committed to provide our students with the best possible education to prepare them for their future careers in tourism and hospitality management. This 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 types of tourist 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, knowledge of operational and managerial functions in different sectors viz., hospitality, transportation, entertainment and destination development and management.

In order to prosper in this fast moving job market, our students need to be practically grounded with the ability to work effectively from the moment they are employed. But in order to prosper, they also need to be flexible and creative, and to have the ability to think critically and to reflect on how they relate to their colleagues and customers.

It is our mission to cultivate those professionals who will become the next generation of leaders. As the Dean of this faculty, it gives me great honors to welcome you and join SHTM at University of Jammu. Come visit us and find out just how exciting it is to be involved in the educational part of what has been acknowledged as the world's leading economic sector.

**Prof. Desh Bandhu Gupta**  
Dean, Faculty of Business Studies  
University of Jammu



# University of Jammu



**Prof. Keshav Sharma**  
Convener, Faculty of Business Studies  
University of Jammu

School of Hospitality and Tourism Management offers a unique environment where the students become empowered through learning and numerous other curricular and co-curricular opportunities. The MBA (HT) program has been structured such, that at first, 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. Continuous interactions with managers allow us an understanding of the challenges faced by them.

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 inter-disciplinary activities. In line with University's legacy of providing quality education to its students, the School uses the latest in technology to impart education.

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

**Prof. Keshav Sharma**  
Convener, Faculty of Business Studies  
University of Jammu



# University of Jammu



**Prof. Parikshat Singh Manhas**

Director, School of Hospitality and Tourism Management  
University of Jammu

As we celebrate our remarkable journey spanning more than ten glorious years, School of Hospitality and Tourism Management (SHTM) has succeeded in carving a niche for itself among the top tier 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 national as well as international level to promote research. We believe in a very personalized approach to education. Our faculty meets 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 hospitality family". Each student also has the opportunity to participate in numerous extra curricular activities. At SHTM, we encourage learning by doing. The culture in School of Hospitality and Tourism management facilitates not only learning from academicians and eminent industry captains but peer learning as well.

Our programmes are competitive to enter, challenging to go through and cutting edge on relevance and rigour. The course contents are very enriching and action oriented. Academic rigour is reflected in the course design and delivery of these programmes. 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 executives with latest techniques in the ever-dynamic context of domestic and international business environment. At the same time they remain committed towards the betterment of the society. Thus at SHTM, we are committed towards creating a vibrant community of value creators for our country.

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

**Prof. Parikshat Singh Manhas**

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



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



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 and Kashmir.

Cradled in the lap of mountains at the foothills of the auspicious Trikuta, besides 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 instructions in 55 branches of learning both at the Post-Graduate and the Under-Graduate level and makes provision for research and advancement.

The University of Jammu hold 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 college/institutions approved for the purpose as also for 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.

*University*  
*about the*



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 is in possession of 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 the 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 database. The Library is amongst the first in India to have RIFD technology with more than 4000 journals available online.

The University of Jammu has 24-hour internet connectivity through VSAT and its website [www.jammuuniversity.in](http://www.jammuuniversity.in) forms a virtual gateway to the world.



# about the



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

## *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 Programme**

Ph. D (Tourism Management)

MBA (Hospitality & Tourism)

BBA (Hotel Management)

PGDiploma in Global Destination



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 the industry. Looking into the success of the programme, University of Jammu established Centre for Hospitality & Tourism Management on 27th July 2005, with an objective to develop tourism professionals and promote research. In year 2009, keeping in view the UGC requirements the degree has been renamed as Masters in Business Administration (Hospitality & Tourism).

In pursuit of excellence, Centre for Hospitality & Tourism Management 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 potential in the right direction and put up concentrated effort, which are well organized and implemented to give practical dimension to the theoretical aspects in Tourism Management.

# Objectives



- ▶ To develop professionals of high caliber 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 government of National and International level to promote research.



## Learning Outcomes

The MBA(HT) program 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 modes of interaction viz. formal lectures, panel discussions, seminars, field trips, practical tours and destination orientation etc. As also, a compulsory statutory 6 to 8 weeks of summer training ensures that their theoretical knowledge is put to practice.

A fully developed computer lab enables our students to keep in line with the latest technology. Exposure and accessibility to over 10,000 books on management, tourism and related subjects. Prestigious journals and magazines make sure that the intellectual quotient and contemporary knowledge of the students is enhanced.

## 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

## Objectives



## Personal Development

One of the most distinctive features of the MBA(HT) program 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.

# Tourism Club

## 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:

### 1. ISC (INDIAN SCIENCE CONGRESS) 2014

The 101<sup>st</sup> Indian Science Congress was held in Jammu University in 2014. Various committees were formed such as travel and food committees, in order to assist delegates and participants. The students of SHTM very responsibly took charge of the Food stalls and accounts and were highly appreciated for their dedicated service.

### 2. WORLD HERITAGE DAY-2014

SHTM celebrated "World Heritage Day" with great zeal and enthusiasm. Various activities were organised where students from various colleges participated. The major competitive event was the, "Exploring The Unexplored" in which a presentation competition was held on the "unexplored destinations" in J&K which was followed by cultural dance competition. Mr. Shantmanu, IAS, Divisional Commissioner Jammu was the Chief Guest on the occasion.



### 3. INTERNATIONAL YOUTH DAY-2014

SHTM celebrated "International Youth Day" in collaboration with "Jammu And Kashmir State Aids Control Society" where a slogan writing & fireless cooking competition were organised. The unique concept of fireless cooking was appreciated and later prizes were distributed among the winning students.



### 4. WORLD TOURISM DAY-2014

Every year SHTM celebrates "World Tourism Day" on 27th September with great passion and spirit. Keeping with the global spirit of "World Tourism Day", a number of activities were organised to celebrate the day. In line with the global theme of "World Tourism Day"-2014, "Tourism and Community Development", A Heritage walk "Chal-Chla-Chal Musafir" was organised in which students covered the famous heritage points in Jammu. On the 2nd day, students distributed relief material in flood struck area of Suraj Chak that was contributed by the students and faculty.



## 5. WORLD AIDS DAY 2014

SHTM celebrated "World Aids Day" in collaboration with J&K State Aids Control Society. Jenab Gazzanafer Hussain, Commissioner Secretary to government of J&K, Health and Medical Education department was the chief guest on the occasion. Various lectures were given by the dignitaries. Later Prizes were distributed among winner's.



## 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 for MBA (Hospitality & Tourism)

## Semester I

Course Code	Title of Course
PSMHTC 0101	Management & Organization Behaviour
PSMHTC 0102	Basics of Tourism
PSMHTC 0103	Tourism Geography & Resources of India
PSMHTC 0104	Introduction to Hospitality Management
PSMHTC 0105	Managerial Economic
PSMHTC 0106	Business Research Methods
PSMHTC 0107	Business Communication
PSMHTC 0108	Tourism Product of J&K (Internal)
PSMHVC 0109	Viva Voce

## Semester II

Course Code	Title of Course
PSMHTC 0201	Travel Agency and Tour Operations
PSMHTC 0202	Tourism 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 Skill in Hospitality and Tourism
PSMHTC 0208	Foreign Language-I (Internal)
PSMHVC 0209	Viva Voce

## Semester III

Course Code	Title of Course
PSMHTC 0301	Marketing of Service
PSMHTC 0302	Business & Hospitality Etiquettes
PSMHTC 0303	Foreign Language-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 & cargo management
PSMHTE 0311	Destination Management
PSMHTE 0312	Tourism Impact
PSMHTE 0313	Event Management

## Semester IV

Course Code	Title of Course
PSMHTC 0401	Strategic Management
PSMHTC 0402	Internet Marketing
PSMHTC 0403	Tourism Transport
PSMHTC 0404	Tourism Laws
PSMHTC 0405	Dissertation Report (Internal)
PSMHVC 0406	Viva Voca



# 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).

**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 MAT(Management Aptitude Test) conducted by the AIMA on 1st and 7th February 2015. The candidates are 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. MAT being administered by AIMA on Sunday 1st February 2015 or computer based MAT Test to be conducted by 7th February 2015 (onwards)  
b) Group Discussion and Personal Interview. The details about MAT are available on the website [www.aima-ind.org](http://www.aima-ind.org). For the information of candidates the MAT Bulletin is available for sale through Nodal Centres of AIMA (details available on AIMA website : [www.aima.in](http://www.aima.in)). The last date for sale of MAT Application Form is 17th January 2015 and the last date of submission is 19th January 2015.

(i)	Marks secured in the Written Entrance Test	80%
(ii)	Personal Interview	10%
(iii)	Group Discussion	10%

Besides the filling up of 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 on or before 21st May 2015 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/- not later than 21st May 2015 if request by post.



The last date for receipt of Application Forms complete in all respects in the School of Hospitality and Tourism Management (SHTM) is 22nd May 2015

**The School shall also consider the MAT Scores of the candidates who have appeared in MAT exam conducted during September 2014/December 2014/February 2015/May 2015 for the admission to the course.**

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)**

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 or as notified by the University from time to time. **The payment made against a self financing seats 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.**

**SHTM (20 SEATS)**

**OPEN MERIT (67%) AND RESERVED SEATS (33%)**

**INCLUDES OPEN AND RESERVED CATEGORY**

The University may, subject to fulfilment 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 fulfilment 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
(i)	Scheduled Castes	8%
(ii)	a) Sports person	4%
	b) Persons who have excelled in Cultural/Literary Activities	2%
(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%
(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%

Category	Description	%age
(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%

## Fee/Estimate Expenses

The course fee for MBA(HT) programme is approximately Rs. 40,000/ only.

**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 self financing seats, 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.



- 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 16th March 2015. 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 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.
- Please make it sure that you have written your name, address, 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.



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 behaviour. 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 Calender for MBA (H&T)

FIRST YEAR	August 2015	Ist Semester starts
	October 2015	Mid Semester Test
	November 2015	End Term Examination (Ist sem)
	December 2015	2nd Semester starts
	WINTER BREAK	
	February 2016	Mid Semester Test (2nd Semester)
	April 2016	End Term Examination
SECOND YEAR	May/June/July 2016	Summer Training
	August 2016	3rd Semester starts
	October 2016	Mid Semester Test
	November 2016	End Term Examination (3rd sem)
	December 2016	4th Semester starts
	WINTER BREAK	
	February 2017	Mid Semester Test (4th Sem)
April 2017	End Term Examination	



## 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 Sports

## Visiting Faculty from other Institutes

- ▶ Prof. Siddiq Wahid, Vice Chancellor, Islamic University, Kashmir
- ▶ Prof. Manjula Choudhary, Director, IITM, Gwalior
- ▶ Prof. S.K. Mishra, Former Director, IITM, Gwalior
- ▶ Prof. Kapil Kumar, IGNOU, New Delhi
- ▶ Prof. Sandeep Kulshreshtha, IITM, 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, IITM, Gwalior
- ▶ Prof. R.A. Sharma, Jiwaji University
- ▶ Dr. Ashish Dahiya
- ▶ Prof. Badar Alam Iqbal, Aligarh University

# VISITING Faculty



## 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

## SHTM FACULTY

### **Prof. Parikshat Singh Manhas**

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 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) as Director of Memberships 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 (on lien)**

(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 Former Director of School of Hospitality and Tourism Management, University of Jammu.



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

MBA (Gold medallist), FPM(ICFAI)

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. Suvidha Khanna, (Ph. D)**

MTM-Gold Medallist

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 NITTTTR, Chandigarh. Her articles and research papers have been publish 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 cotemporary hospitality management.



**Dr. Deepika Gupta**

Ph.D. in tourism, M.Com, DBM

She is working as lecturer in SHTM. She has teaching experience of 6 years. Her academic interests are in the area of tourism , finance, front office , housekeeping and ticketing. Her articles and research papers have been published in journals and books. She has also participated in national conferences , seminars and workshops.



**Nikita Dogra**

MBA (HOSPITALITY AND TOURISM)

She is working as a lecturer in SHTM. She has done her MBA in Hospitality and Tourism. She is UGC-NET qualified. Her teaching interests are in Managerial economics, Financial Management and Tourism resources.

**Sahil Kumar**

MBA (HOSPITALITY AND TOURISM)

He is working as Lecture in SHTM. He has done MBA in Hospitality and Tourism from SHTM, University of Jammu. He is UGC-NET qualified. His teaching interest are Services Marketing, Business Research Methods, Quantative Techniques.



**Neetu Dhar**

MTM

She is working as teaching assistant in SHTM. She has 10 years of corporate experience. She has worked in Frank Finn Institute of Air Hostess training as a trainer for communication skills and personality enhancement. She has trained students on various soft skills like communication, leadership , team building skills and handling cooperate interviews.

**Priyanka Sharma**

MBA (HOSPITALITY AND TOURISM)

She is working as teaching assistant in SHTM. She has 3 years of teaching experience. She has done MBA in Hospitality and Tourism Management from SHTM. Her teaching interests are in the area of Human Resource Management, Organization Behaviour and Fundamentals of Management.



**Nikhil Singh Charak**

BHM, PGHOM , Msc HM-GOLD MEDALIST

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 2.5 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 interest are in front office , housekeeping and Food and Beverage services.



**Gaurav Sharma**

B. Sc. IN HOTEL MANAGEMENT, PG Diploma in HOM

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. His teaching interests are in food and beverage production. He has an experience in Food and Culinary Arts.



***Faculty members (left to right)***

***Dr. Deepika Gupta, Dr. Suvidha Khanna, Nikhil Singh Charak, Gaurav Sharma, Prof. Parikshat Singh Manhas, Dr. Anil Gupta, Sahil Kumar, Nikita Dogra, Priyanka Sharma,***

I feel so blessed to have an opportunity to study in SHTM. Studying at SHTM helped me face my fears and challenged me to grow professionally. Relationship Management is one of the important things that I've learned and experienced here. My learning helps me to face stressful times, focus on my goals and live a simple happy life. I thank God for everything.

**Anu Zutshi, Manager-Marketing & Operations at India Exotica Travels Pvt. Ltd., Delhi**

SHTM opened a life changing opportunity for me. I met a lot of people here from different educational backgrounds and made close friends. I learnt about time management which still helps me in my professional life and personal life as well. Today, I am working as Market Manager Mumbai, MakeMyTrip.Com. I thank God for everything, my family, my SHTM family, and the people around.

**Vaibhav Sharma, Market Manager, MakeMyTrip.Com**

Being a part of SHTM was an enduring investment, one that commenced with admission, was assembled during my time at SHTM, and will flourish forever. I have learned and grown beyond my expectations. The learning environment and capable instructors at SHTM furnished me with a solid academic foundation and skills for my current responsibilities as Asst. General Manager of Incredible Voyages. I am forever grateful!

**Udhey Vir Singh, Asst. General Manager, Incredible Voyages**

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**

"SHTM offered a highly challenging but equally stimulating environment which helped me to nourish my career. All thanks to the visionary and knowledgeable faculty members. My consistent interactions with tourism courses invoked immense excitement and fascination for this field to such an extent that I joined the world largest Travel group TUI and then decided to pursue a Ph.D. in Tourism Management from this institute."

**Jeet Dogra [Assistant Professor - IITTM, Gwalior]**

SHTM is one of the best places to study Hospitality and Tourism. All that I learned here made me what I am today. I got the confidence to start my own venture from the learning that got from SHTM. All the best to the prospective students. Wish you a superb career ahead.

**Manav Bali, Director, Mystic Asia Destination Management Pvt. Ltd.**

"Being part SHTM was like a dream come true. I found the best faculty to guide me in the best possible manner. What I am today would never have been possible without the guidance and support of my mentors at SHTM. I have realised my dreams here and I am quite confident that the prospective students will also do the same.

**Dr. Ramjit, Assistant Professor (Tourism Mgt.),  
Department of Tourism Studies, Central University of Kashmir**

## CORPORATE MESSAGE

At School of Hospitality And Tourism Management, students are exposed to Hotel Management subjects that include Room Division, Management, Finance, F&B, Guest services, Sales and Marketing as well as Travel and Tourism Management. Along with the theoretical work, corporate exposure is an integral part of the study program at School of Hospitality And Tourism Management. The school takes keen interest in giving students firsthand experience that complements and enhances classroom training. This year in November the students of all semesters of BBA (HM) were sent to different hotels like ITC Fortune, KC residency in Jammu to get real time exposure. During the training, the students were required to write a report about their experience and the nature and management style of the property. Students were provided training in various core departments of hotel such as Front office, Housekeeping, F&B Services and Food Production. The main aim of providing practical exposure is to familiarize the students to the needs and demands of the hospitality industry and to prepare them mentally and physically to work in the sector.

### **Gour Kanji Lal**

Executive Director, IATO

“School of Hospitality and Tourism Management, University of Jammu houses brilliant young aspirants willing to engage themselves in the Tourism and Hospitality Industry to contribute in making India as one of the best destinations in the world. I wish them good luck. I have had the privilege to interact with the faculty, scholars and students of SHTM. They demonstrate tremendous commitment, energy and dedication towards contributing to the growth of the tourism industry. The amalgamation of theory and practical training sets apart the learning pedagogy of SHTM. IATO wishes good luck to SHTM.”



### **Rattan Kotwal**

FRGS, Tourism Advisor

(Former Commonwealth Tourism Advisor &  
Deputy Director General Tourism - Govt. of India)

Had a full week of opportunity to interact with the students and the faculty of the SHTM and am delighted with the time well spent. I am highly impressed with the keenness and the scholarship of the students, which has surpassed my expectations.

There is perceptible hunger for knowledge in the students as well as the faculty to know more and do more. Jammu University has shaped into a centre of excellence for future Tourism & Hospitality professionals for Incredible India. I wish the students and the faculty good luck and a bright future.



### **Mr. Milind Hatvalne**

GM, Lemon Tree Hotel, Indore,

“The students were very hard working and were fully equipped with all the essential skills which are required for this industry, I wish them all the very best for future endeavours”



### **Mr. Gaurav Manhas**

General Manager, Fortune Inn Riviera, Jammu

The students were very hard working, sincere, and loyal, I wish them good luck and better future.



## AFFIDAVIT

A). I.....Son/Daughter of .....resident of ..... hereby solemnly declare that I have passed 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 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 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 THE 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 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 / 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 of .....of..... 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 a 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.....Tribe which is specified as a Scheduled Tribe under the Constitution / Jammu &  
Kashmir Scheduled Tribe Order, 1989.

Date.....

SIGNATURES.....

DESIGNATION.....

(with seal of the Officer)

(Competent Authority for Issuing of Certificate is  
Revenue Officer not below the rank of a Tehsildar)

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

This is to certify that Mr./Ms./Mrs.....  
.....Son/Daughter of ..... Resident  
of.....Tehsil..... District .....is a member of the Socially  
and Educationally Backward Class, falling under the category

- i) Resident of Backward Areas;
- ii) Resident of area adjoining the 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/her application for grant of this certificate to this Office  
on..... and the certificate has been delivered to him/her under my hand and seal  
today on the .....

SIGNATURES.....

DESIGNATION.....

Name in Block Letters.....

.....

Authorised Officer

(with seal)

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

\* No certificate by other than the Competent Authority shall be entertained/ considered.

## CERTIFICATE OF BEING CHILD OF DEFENCE PERSONAL

This is to certify that Mr. / Ms. / Mrs. ....is a  
Son/Daughter of .....serving/has served as member of Army / Navy / Air Force.

Authorised Officer  
(with seal)

Date.....

\*(Competent Authority for Issuing of Certificate is a  
authorised Officer of Zila Sainik Board / Commanding  
Officer of the Unit where serving/served)

\* No Certificate by 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 my last examination from.....
- b). I have gone through the contents of the Brochure-cum-Application form for the session 2011, 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 the 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 teh 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 (mentioned 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 :

1. \_\_\_\_\_  
2. \_\_\_\_\_

DEPONENT