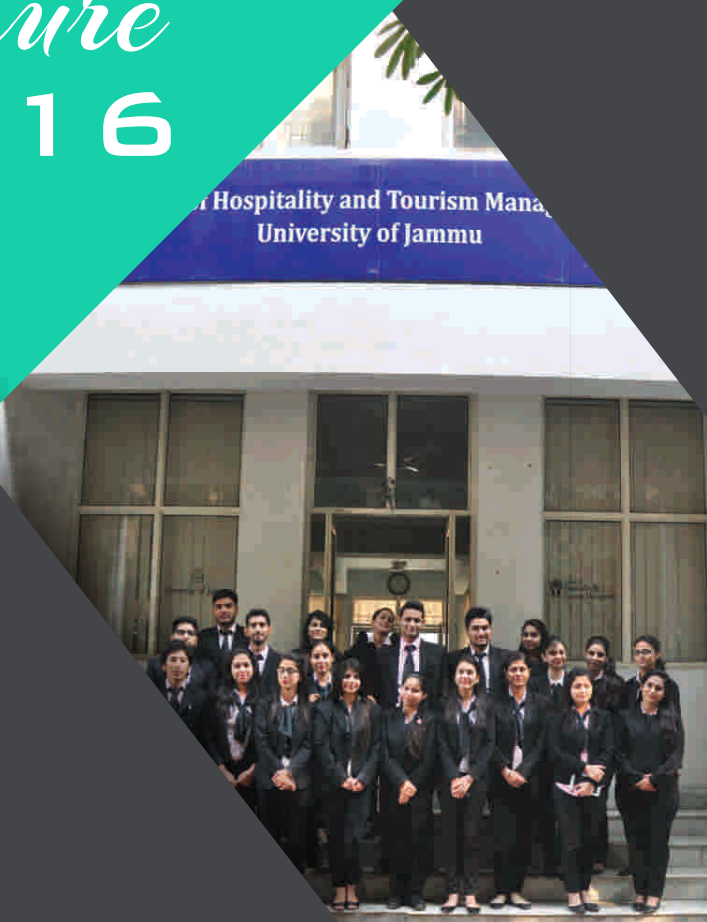


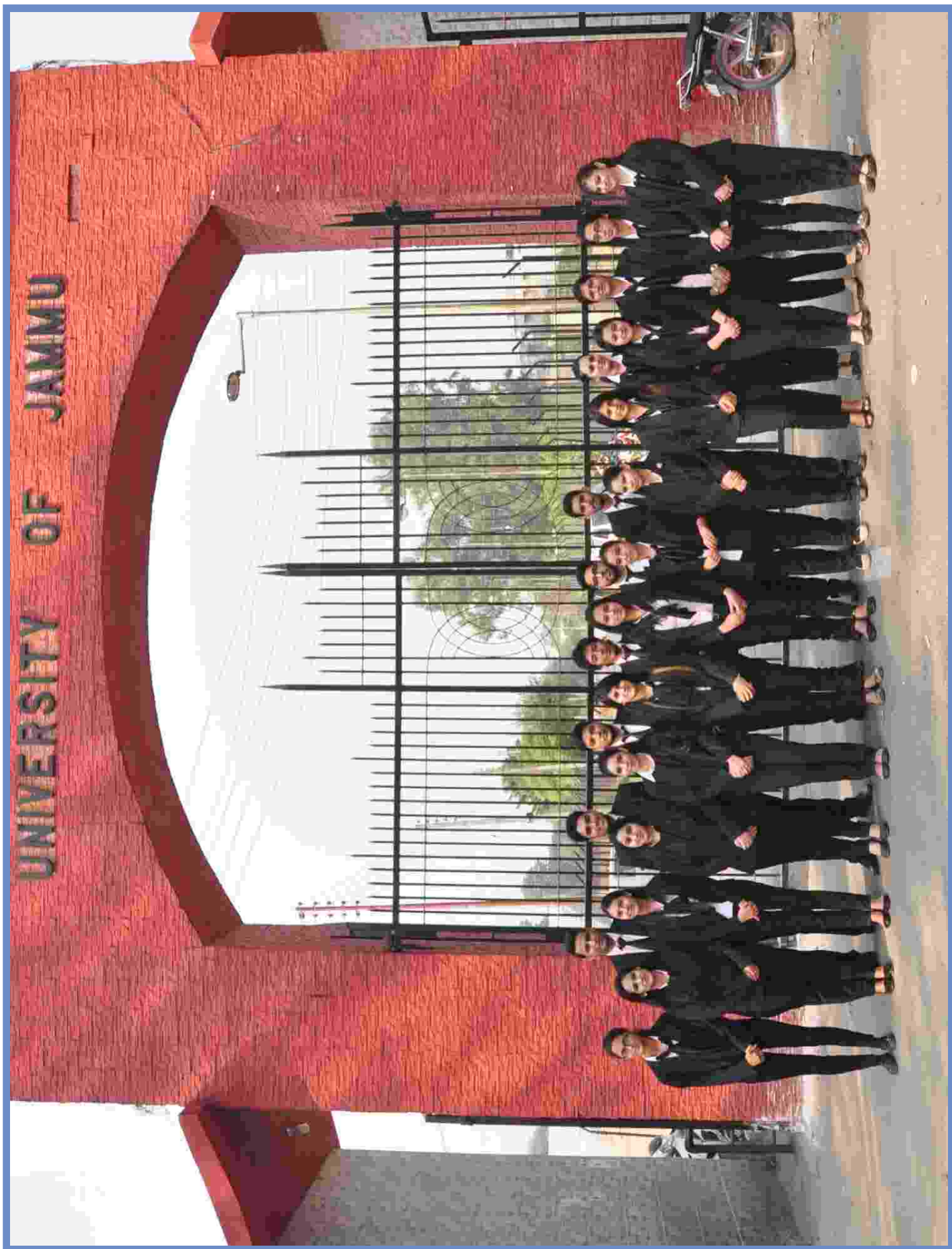
University  
of Jammu

*Placement Brochure*  
**MBA(HM) 2016**

School of Hospitality and Tourism Management  
University of Jammu



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





# Message

**Prof. R.D. Sharma**  
Vice-Chancellor



**T**he School of Hospitality and Tourism Management (SHTM), University of Jammu carries a legacy of setting of a premier institute of India for more than a decade now. The institute is contributing to the social needs of the society and ensuring sustainable development as well.

Our faculty members are recruited nationally and are crucial in the success of our students. They are experienced and dedicated professionals with extensive links in various tourism and hospitality industries. We are therefore able to offer a comprehensive industry relevant curriculum that is “hands-on” and practicals.

The students of this institute have reached high ranking positions in internationally acclaimed companies like Kuoni Travel, Cox and Kings, Yatra.com, LPTI etc. Further, some of them have also qualified high ranking administrative services examinations and also joined reputed universities/ institutes like IITTM as faculty members. I feel proud in presenting to the prospective employers this year's batch, which with great enthusiasm is ready to make a difference in the tourism and hospitality industry.

I take pride in cordially inviting reputed companies in the industry to participate in our endeavour and look forward to welcome you to the recruitment program.

I wish a present batch of students a great success for their future.

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



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





# Message

**Prof. Deepak Raj Gupta**  
Convener Board of Studies



**O**ur goal is to change the world through education and create best professionals. It may sound idealistic, but this is precisely what our mission is. This is what motivates all of us at the School of Hospitality and Tourism Management at the University of Jammu. We, the team of SHTM - from faculty and staff, to students and alumni, to our partners and supporters, motivate and inspire our teaching and our studies in educating students from better to best.

We are witnessing an intersection of great challenge and great opportunity. We are driven by the belief that our students are prepared with the best possible knowledge required for making their future careers in tourism and hospitality.

To meet the need of our students and the future employers, the school is working constantly to meet the expectation of the potential employer. At School of Hospitality And Tourism Management, students are expected to have an enriching and life-turning experience, which will enable them to reach new heights in their professional lives. SHTM fosters sharpening of skills and enhancement of knowledge base in our students through various extra-curricular, co-curricular and curricular activities through faculty who not only keep themselves at par with the current developments but also contribute to the expansion of the body of knowledge in their field of expertise.

I as the founder director, have a great honour to invite you to visit our campus, to interact with us and our students. We, the SHTM faculty ensure that you will find the best professionals at our campus.

**Prof. Deepak Raj Gupta**  
Convener Board of Studies  
University of Jammu





# Message



## Prof. Parikshat Singh Manhas

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

**S**chool of Hospitality and Tourism Management is pleased to present a batch of young, energetic, and talented professionals to cater to the growing needs of the Tourism sector of India.

School of Hospitality and Tourism Management, with its culture of fostering innovation, has always been at the forefront of tourism and hospitality education in our country. Our institute is one of the finest institutes imparting tourism and hospitality education in India.

As we know modern tourism businesses need professionals who are not only efficient functionaries but are also leaders in their own right and have a vision for the company. Thus, strategic thinking, wealth creating and business acumen to compete, excel and win is amongst the salient competencies required at the middle and senior level in the organization. To inculcate these among students is the objective of the School of Hospitality and Tourism Management, University of Jammu. SHTM provides an environment that ensures rigour, encourages team work and expects excellence.

Considering the rapid pace of innovation in the area of tourism studies, a high degree of specialized knowledge is important to build a winning career. To make an impact in this field, the latest learning and specialized domain expertise is the single most critical factor of success.

We not only train the students to become excellent managers and leaders but also help them to mould themselves into better human beings. Our teaching methodology based on extensive case studies, presentations, daily tourism and current affairs update sessions, group discussions, simulations and regular destination visits give our students the appropriate environment to build on their creative and industrial skills. The curriculum helps our students to have a diversified and multi-functional understanding of the tourism industry. The dynamic, well groomed and trained students will definitely impress you by their relentless passion for excellence and by their commitment and dedication.

I can confidently say that the training provided by our institute equips them with all the tools that are necessary to become leaders in their fields. This helps them to succeed not just in India but at a global level as well.

SHTM feels honoured to invite you to visit our campus to meet our young postgraduates and employ them based on your needs. We are confident that your organization will be happy and satisfied that you have visited our campus, to take on the potential assets and leaders of tomorrow with a strong sense of values. We look forward to meet you at the institute.

SHTM believes that "If there is a road to success we will find it, if not, we will make it!"

Let us have yet another achievement and satisfaction filled placement experience!

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





## *about the University*

The University of Jammu, an ISO 9001-2000 certified and A<sup>+</sup> 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, Baderwah, 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 of Jammu vows nation building through training of our 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 centres; hostel facilities for both boys and girls; cafe and



canteens which add relevance to “health is wealth” concept. The university is in possession of a magnificent high-tech General Zorawar Singh Auditorium comprising of Art Gallery, Exhibition Halls, TV studio, FM radio Station, a Cafeteria, Media Center and an Art Studio for 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](http://www.jammuuniversity.in) forms a virtual gateway to the world.





*about the*



## *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 & Travel Management)
- MBA (Hospitality & Tourism) - 2 years
- BBA (Hotel Management) - 3 years
- PG Diploma in Global Destination Management - 1 Year



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 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 Governments of National and International level to promote research.



## Selection Procedure

Selection to admission for MBA (HT) programme is based on the candidate's CAT and MAT Score, group discussion and personal interview. The written test is held at various centres in India. Finally twenty candidates are selected on merit basis and 03 are admitted against payment seats.

## Eligibility

A Bachelor's Degree of 10+2+3 pattern in any discipline or any other equivalent qualification with not less than 50% of the aggregate marks (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 SC/ST candidates)





## Learning Outcomes

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

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

A fully developed computer lab enables our students to keep in line with latest technology. Exposure and accessibility to 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 is enhanced.

One of the most distinctive features of the MBA (HT) programme is personal skills development. It is not possible to achieve important career objectives by focusing only on knowledge, without considering the impact of one's own communication on others.



## Personal Development

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

Areas of personal development include:

- 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:

### 1. 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.



### 2. TEACHERS DAY 2016

Every year SHTM students organise teachers day for teachers in which students participate and perform different activities like dance, singing, Games etc. Teachers also participated in those activities.



*Cake cutting ceremony*

### 3. JASHN-E-RIYASAT 2016

SHTM celebrated three day long festival of “Jashn-e-Riyasat, Celebrating the colours of J&K”. Prof. Keshav Sharma, Registrar Jammu University, 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 “Gastronomia 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, at General Zorawar Singh Auditorium Complex, Shamsher Singh Manhas, Member of Parliament, Rajya Sabha was the Chief Guest. Students of SHTM performed on the valedictory and prizes were given to the winners of the competitions.



## 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.

## FUNDED RESEARCH PROJECTS AND AWARDS

The faculty at School of Hospitality and Tourism Management undertakes various research projects and continuously present their research work at various national and international conferences. In a span of last 7 years, SHTM has been able to get the following research projects:

- UGC-UKIERI Major research project entitled on “comprehensive tourism revival framework for socioeconomic development in post –conflict Kashmir; lessons from Northern Ireland” under UGC-UKIERI thematic partnership-2015.
- Prof. Parikshat Singh Manhas: Awarded Major Research Project titled " Analyzing Travel Risk perceptions: A Study of Brand Burn Management in Airlines Industry” by Indian Council of Social Science Research (Ministry of Human Resource Development, Government of India) worth Rs. 8,00,000/- (July, 2014)
- Prof. Parikshat Singh Manhas: Awarded Major Research Project titled "Destination Brand Personality Dimensions – Developing a Strategic Model for Indian Economic Growth” by Indian Council of Social Science Research (Ministry of Human Resource Development, Government of India) worth Rs. 4,89,125/- (March, 2011)
- Prof. Parikshat Singh Manhas: Awarded Common wealth Professional Fellowship by Commonwealth Scholarship Commission, United Kingdom for the year 2014, funded by the UK Department for International Development (DFID).
- ICSSR Major Research Project titled " Analyzing Travel Risk perceptions: A Study of Brand Burn Management in Airlines Industry” by Indian Council of Social Science Research (Ministry of Human Resource Development, Government of India) worth Rs. 8,00,000/- (July, 2014). Project Director: Prof. Parikshat Singh Manhas.
- Prof. Parikshat Singh Manhas: Awarded Hungarian Faculty research fellowship by Hungarian Scholarship Board, Budapest, Hungary under the Indo Hungarian educational exchange programme for the year 2012-2013.
- ICSSR Major Research Project titled “Destination Brand Personality Dimensions - Developing a Strategic Model for Indian Economic Growth” by Indian Council of Social Science Research (Ministry of Human Resource Development, Govt. of India) worth Rs. 4,89,125-(March 2011). Project Director: Prof. Parikshat Singh Manhas.
- UGC Major Research Project on the theme, “An assessment of Competency Based Tourism Education in India: An Industry Perspective”.Principal Investigator: Dr. Vinay Chauhan, Co-Investigator: Dr. Suvidha Khanna. Sanctioned Amount: Rs. 5,29,400-(2010)
- Prof. Parikshat Singh Manhas has been awarded Shastri Indo-Canadian Institute's “Canadian studies Faculty research fellowship" funded by the International Academic Relations Division of Foreign Affair, Canada for the year 2009.
- UGC Major Research Project on the theme, "Destination Brand Positioning Analysis using Tri- Component Model of Attitude". Principal Investigator: Prof. Parikshat Singh Manhas. Sanctioned Amount: Rs. 5,55,200-(2009)
- AICTE Career Award for Young Teacher (CAYT) to Dr. Parikshat Singh Manhas with a sanctioned Amount Rs.10,50,000. Studies Faculty Research Fellowship” funded by International Academic Relations Division of Foreign Affairs, Canada for the year 2009
- UGC Major Research Project on the theme, "Developing a typology of Service Failure and Service Recovery Strategies in the Indian Tourism and Hospitality Industry: A Tourist Perspective". Principal Investigator: Prof. Deepak Raj Gupta. Co-Investigator: Dr. Anil Gupta. Sanctioned Amount: Rs. 5,83,000 - (2008).

## SHTM ALUMNI

SHTM today boasts of its strong alumni network. Within a span of thirteen years the alumnus of the School has made a mark in the corporate world. Today our students are well placed with the leading names in the tourism industry be it corporate or academia. SHTM acknowledges the contribution of each of the alumni in facilitating the growth of the School.

- Abhishek Sharma, Asst. Manager, Mata Vaishno Devi Shrine Board, class of 2003
- Anu Zutshi, Manager Marketing Operations at India Exotica Travels, Class of 2004
- Vijay Kumar Thappa, IRCTC, India, Class of 2004
- Ajay Dutta, LPTI, Class of 2005
- Pawan Deep Singh, Producer/ Trainer, Take One, Shri Times (Editor), class of 2005
- Vishal Ray, JK Entrepreneurship Development Institute, Class of 2006
- Amrik Singh, Thomas Cook, Class of 2006
- Esha Nagial, Thomas Cook, Class of 2007
- Shushrvya Sharma, Team Leader, Luxury India Holidays, class of 2007
- Roopali Gupta, Asst. Manager, Le Passage to India, class of 2007
- Harbant Singh Jasrotia, Sr. Executive, Thomas Cook, class of 2007
- Mohd. Changez Khan, Uni globe Air, Travel Bureau, class of 2007
- Charu Rampaul, Asst. Manager, Make My Trip, class of 2007
- Vickey Shashoo, Deputy Manager, Make My Trip, class of 2007
- Yashoraj, Team Leader, Incarvo Technologies, class of 2007
- Harpreet Singh, Manager, Thomas Cook, class of 2008
- Jarnail Singh, Manager, Yatra.com, class of 2008
- Harpreet Singh, Manager- MICE Sales at Thomas Cook India, Class of 2008
- Neha Basan, Executive Manager, TUI, class of 2008
- Syed Arif Iqbal, Fecnic Adventures Travel Entrepreneur, class of 2008
- Manjeet Singh, Travel Boutique, Jammu, class of 2009
- Jeet Dogra, Assistant Professor at IITTM –Gwalior, Class of 2009
- Ravinder Dogra, Assistant Professor at I ITTM – Gwalior, Class of 2009
- Milly Mahajan, Senior Travel Consultant, FCM Travels, class of 2009
- Nishu Pandit, Sr. Executive at India Insight, Class of 2009
- Amit Jamwal, Kouni Destination Management, Class of 2009
- Ahana Parihar, LPTI (luxe), Delhi, class of 2009
- Ketan Gupta, Cox and Kings, Class of 2010
- Swati Sharma, Supervisor, International Travel House, class of 2011
- Sahil Mattoo, Team Consultant, SITA, class of 2011
- Vaishanki Kapoor, Team Leader, Asia Routes, class of 2011
- Priyanka Mahajan, Senior Executive Outbound, Cox and Kings, class of 2011
- Bharvie Abrol, Manager, Mystic India, class of 2011
- Aman Khajuria, ALPCORD Network, class of 2011
- Deepak Choudhary, Director, Enthralling India Holidays Pvt. Ltd, class of 2012
- Rohit Wali, Business Development Associate, Asia consolidated DMC Pvt. Ltd., class of 2012
- Hardeep Kumar, Director, Incredible India Holiday, class of 2012
- Varinder Meenia, Tour Executive, Luxury India Holiday, class of 2012
- Udayveer Singh, Tour Executive, Indo Asia Tours, class of 2012
- Munish Gupta, Manager, Trial to India, class of 2012
- Tsering Sandup, Manager, Ladakh Travel, class of 2012
- Mohinder Lal, Business Development Associate, Asia Consolidated DMC Pvt. Ltd., class of 2012
- Ashutosh Sharma, Entrepreneur, Jooy's Forever, class of 2013
- Hitesh Arora, Family Business, class of 2014
- Jatinder Sharma, Project manager, HEIL , class of 2014
- Sunali Gupta, Tour Consultant, Cox & Kings , class of 2014
- Swati Sanmotra, Enrailing India Ltd., class of 2014

## COURSE STRUCTURE

### Semester - 1

COURSE CODE	TITLE OF COURSE
PSMHTC0101	Management & Organizational Behavior
PSMHTC0102	Basics of Tourism
PSMHTC0103	Tourism Geography & Resources Of India
PSMHTC0104	Introduction to Hospitality Management
PSMHTC0105	Managerial Economic
PSMHTC0106	Business Research Methods
PSMHTC0107	Business Communication
PSMHTC0108	Tourism Product of J&K (Internal)
PSMHTC0109	Viva Voce

### Semester - 2

COURSE CODE	TITLE OF COURSE
PSMHTC0201	Travel Agency and Tour Operation
PSMHTC0202	Tour Policy, Planning and Development
PSMHTC0203	Entrepreneurship in Tourism
PSMHTC0204	Marketing for Hospitality and Tourism
PSMHTC0205	Financial Management and Accounting
PSMHTC0206	Human Resource Management
PSMHTC0207	Interpersonal & Leadership Skill in Hospitality And Tourism
PSMHTC0208	Foreign Language-I (Internal)
PSMHTC0209	Viva Voce

### Semester - 3

COURSE CODE	TITLE OF COURSE
PSMHTC0301	Marketing of Service
PSMHTC0302	Business and Hospitality Etiquettes
PSMHTC0303	Foreign Languages –I (Internal)
PSMHDC0304	Project Work Based on Summer Training Report
PSMHVC0305	Viva Voce

#### STREAM-HOSPITALITY

PSMHTE0306	Front Office Management
PSMHTE0307	House Keeping Management
PSMHTE0308	Food and Beverage Management
PSMHTE0309	Customer Relationship Management

#### STREAM-TOURISM

PSMHTE0310	Airfare Ticketing and Cargo Management
PSMHTE0311	Destination Management
PSMHTE0312	Tourism Impact
PSMHTE0313	Event Management

### Semester - 4

COURSE CODE	TITLE OF COURSE
PSMHTC0401	Strategic Management
PSMHTC0402	Internet Marketing
PSMHTC0403	Tourism Transport
PSMHTC0404	Tourism Laws
PSMHTC0405	Dissertation Report (Internal)
PSMHVC0406	Viva Voce







Name : Ajaz Ahmad Dar  
 Date of Birth : 22-10-1992  
 Educational Qualification : Graduation in B.Com  
 Perusing MBA (HT)  
 Area of Interest : Aviation And Event Management  
 Summer Training : Make My Journey, Srinagar  
 Email Id : ajazparvez@gmail.com  
 Achievements : None  
 References : None

Name : Akhtar Hussain  
 Date of Birth : 05 March 1992  
 Educational Qualification : Graduation in B.A  
 Pursuing MBA (HT)  
 Area of Interest : Tourism- Inbound & Outbound  
 Summer Training : Jooyo Forever  
 Travel And Tour  
 Internship/Industrial Training: 45 Days Training in Jooyo Forever  
 Travel And Tour  
 E-Mail : hussainpyara@gmail.Com  
 Preferences : Anywhere In India.



Name : Akshay Gupta  
 Date of Birth : 7th august 1993  
 Educational Qualification : Graduation in B. Com,  
 Pursuing MBA (HT)  
 Area of interest : Housekeeping, Front Office  
 Summer training : The Lalit, Chandigarh  
 Email : akshay.gupta0708@gmail.com  
 Achievements : Stood First in inter department  
 documentary competition, Stood 1st in  
 interschool cricket competition, Stood  
 2nd in Youtherva in Photography  
 Preferences : Dubai, Singapore, Bangalore

Name : Ananya Gupta  
 Date of Birth : 27th January 1994  
 Educational Qualification : Graduation in B.Com  
 Pursuing MBA  
 Area of interest : Inbound, Outbound and Visa  
 Summer training : Cox and Kings Jammu  
 Email : ananyagupta129@gmail.com  
 Achievements : Stood 1st in National Business Plan,  
 Stood 2nd in Youtherva fest, Stood 1st  
 in Inter Department Documentary  
 Competition  
 Preferences : Jammu, Chandigarh, Delhi





Name : Bhavya Gupta  
Date of Birth : 20 January 1993  
Educational Qualification : Graduation in B.Com  
Pursuing MBA (HT)  
Area of Interest : Tourism- Inbound & Outbound  
Summer Training : AG Northern Tour & Travels  
Internship : 45 Days Training in AG Northern  
Industrial Training : Tour & Travels  
E-Mail : guptabhavya277@Gmail.Com  
Achievements : 3rd Prize in Office Office in Youtharva Fest.  
3rd Prize in National Business Plan, 2nd  
prize in Documentary, Interdepartmental  
Competition/1st in Global Understanding  
Course  
Preferences : Anywhere in India/Abroad

Name : Deepika Bhat  
Date of Birth : 19-2-1994  
Educational Qualification : Graduation in B.Com  
Pursuing MBA (HT)  
Email Id : Bhatdeepika04@Gmail.Com  
Summer Training : 45 Days Training In Fortune  
Inn Riviera  
Area of Interest : Front Office, HR  
Achievements : None  
Preferences : Delhi, J&K



Name : Dharna Sharma  
Date of Birth : 30 March, 1994  
Educational Qualification: Graduation in BCA  
Pursuing MBA (HT)  
Area of Interest : Hospitality Industry  
Summer Training : 9 Weeks Training at K.C. RESIDENCY,  
JAMMU  
Email-Id : dharnasharma.cool@gmail.com  
Achievements : Stood 2nd in Youtharva Fest  
Preferences : India

Name : Himankshi Gupta  
Date of Birth : 22 November 1993  
Education Qualification: Graduation in BBA  
Pursuing MBA(HT)  
Area of Interest : Tourism (Outbound)  
Summer Training : 50 Days At Cox And Kings Ltd.  
Email Id : guptahimankshi0@Gmail.Com  
Achievements : Gold Medalist in BBA, 1st Prize in Intercollege Quiz  
Competition (SPMR College of Commerce), 1st  
Prize : In Inter Department Documentary Competition  
1st prize in short pocket film-chalchitar,  
Participated in India Travel Market (ITM).  
Preferences : India





Name : Ishita Sharma  
 Date of Birth : 26-March-1992  
 Educational Qualification : Graduation in BE (CSE)  
 Pursuing MBA(HT)  
 Area of Interest : MICE,Outbound,Inbound  
 Summer Training : 45 Days Summer Training At The Zuri White Sands Goa Resorts & Casino  
 E-Mail : sharma.Ishu263@gmail.com  
 Achievements : First Prize At The Zonal Level In ITC Young Author Contest 2006, Third Prize in the National Business Plan Competition 2015,Third Prize In Group Discussion in 'Youtharva-2016'.  
 Preferences : Anywhere in India, Abroad.

Name : Kamal Nayan Jandiyal  
 Date of Birth : 02 January 1995  
 Educational Qualification : Graduation in BBA (HM)  
 Pursuing MBA (HT)  
 Area of Interest : Human Resource, Front Office  
 Summer Training : The Zuri White Sands Goa Resorts & Casino  
 Internship/Industrial Training : 2 months training in KC Residency, Jammu  
 E-Mail : jandiyalkamal@gmail.com  
 Achievements : 2nd Prize In Photography in Youtharva Fest.  
 3rd Prize In Explore The Unexplore  
 Jashan-E-Riyasat  
 Preferences : Anywhere in India.



Name : Manjeet Kour Bali  
 Date of Birth : 23/03/1994  
 Educational Qualification : Graduation in BBA  
 Pursuing MBA (HT)  
 Area of Interest : Front Office, Events, Traveling, Exploring New Places and Cultures.  
 Summer Training : Jw Marriott (Chandigarh)  
 E-Mail : mandykour1994@gmail.com  
 Achievements : Won Certificate For Helping Old Age People.  
 Participated in Cultural Programme at College Level.  
 Preferences : Amritsar, Bangalore, Delhi.

Name : Mursel Rashid  
 Date of Birth : 23-03-1995  
 Educational Qualification : Graduation in BBA  
 Pursuing MBA (HT)  
 Email Id : Yankees786@Gmail.Com  
 Summer Training : 6 weeks Training At Centaur Lake View Hotel  
 Area of Interest : Front Office, HR, Finance  
 Achievements : None  
 Preferences : Delhi, J&K





Name : Navneel Kour  
 Date of Birth : 13 September 1993  
 Educational Qualification: Graduation in BBA (HM)  
 Pursuing MBA (HT)  
 Area of Interest : Tourism- Outbound  
 Summer Training : Travel Nation, Ahmedabad Internship  
 Industrial Training : 45 Days Training In Travel Nation, Global Understanding Course  
 E-Mail : navneelkaur13@gmail.com  
 Achievements : Gold Medalist In BBA (HM)  
 Preferences : Anywhere in India.

Name : Neharika Mahotra  
 Date of Birth : 12 December, 1993  
 Educational Qualification : Graduation in BCA  
 Pursuing MBA (HT)  
 Area of Interest : Hospitality Industry Summer Training 9 Weeks Training at K.C.Residency, Jammu  
 Email-Id : niharikamahotra3@gmail.com  
 Achievements : Stood 2nd In Youtharva Fest  
 Preferences : India



Name : Oma Bharti  
 Date of Birth : 12.05.1995  
 Education Qualification : Graduation in BBA  
 Persuing MBA (HT)  
 Area of Interest : Finance Department, H.R. Department  
 Summer Training : JW Marriot, Chandigarh.  
 Achievements : Nil  
 Preferences : Delhi, Chandigarh, Jammu And Srinagar.

Name : Palakdeep Kour  
 Date of Birth : 2 Nov, 1993  
 Educational Qualification : Graduation in BCA  
 Persuing MBA (HT)  
 Area of Interest : Front Office, Finance, Human Resource And Event Management  
 Summer Training : 8 Weeks Training in JW Marriott Chandigarh  
 Email : Palakdeep09@Gmail.Com  
 Achievements : Won Prize In Red Cross Painting Competition. Won Prize in International Mathematics Olympiad. Won Prize in Debate Competition held in Jammu University. Won Bronze Medal in Helpage India Socio Firm For Old Age and Poor People.  
 Preferences : Chandigarh, Bangalore and Jaipur





Name : Prakriti Badial  
 Date of Birth : 23rd September 1991  
 Educational Qualification : Graduation in B.Sc.  
 Pursuing MBA (HT)  
 Area of Interest : Inbound, Outbound And Visa  
 Summer Training : Thomascook Chandigarh  
 Email : badial.prakriti23@gmail.com  
 Achievements : Nil  
 Preferences : Jammu, Chandigarh



Name : Samiksha Gupta  
 Date of Birth : 20th January 1995  
 Education Qualification : Graduation in B.Com  
 Pursuing MBA (HT)  
 Area of Interest : Inbound Tourism, Outbound  
 Summer Training : 8 Weeks at Kk Tour And Travel Agency  
 E-Mail : gsamiksha19@gmail.com  
 Achievements : Stood 3rd In Group Dance Competition  
 Preference : Chandigarh, Delhi, Bangalore And Jammu



Name : Shilpa Jamwal  
 Date of Birth : 24th January 1994  
 Educational qual. : Graduation in B.Com  
 Pursuing MBA (HT)  
 Area of interest : Inbound, outbound and visa  
 Summer training : thomascook chandigarh  
 Email : sjamwal647@gmail.com  
 Achievements : Stood Second in inter district cricket competition,  
 stood first in national business plan, posses a  
 certificate in NCC, stood first in inter department  
 documentary competition  
 Preferences : Jammu, Chandigarh, Delhi



Name : Tarsem Lal  
 Date of Birth : 23-07-1989  
 Educational Qualification : Graduation in BCA  
 Pursuing MBA (HT)  
 Email Id : dogradeepu44@gmail.Com  
 Summer Training : 2 Month Training At Kc Residency Hotel,  
 Jammu  
 Area of Interest : Hospitality (Airlines)  
 Achievements : Three Month Certificate in Hospitality,  
 Retail Management And Aviation.  
 Preferences : Anywhere In India



Name : Vaninder Pal Kour Raina  
Date of Birth : 14/11/1993  
Educational Qualification : Graduation in BBA (HM)  
Pursuing MBA (HT)  
E-Mail : vaninderkour11@Gmail.Com  
Summer Training : COX and KINGS Ltd. (Jammu)  
Industrial Training : 4 months training in KC Residency,  
Jammu  
Area of Interest : Touris-Inbound  
Achievements : Stood 2nd in Youtharva Fest  
Preferences : Anywhere in India



## CORPORATE MESSAGE

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

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



**Vaibhav Sharma**

Co-founder: Travelers Dost and the Himalayas 360.com

I love interacting with students of SHTM and always find the students Lively, passionate and creative. The faculty is highly trained and understands the nitty-gritty's of the tourism sector very well. Moreover, all the alumni are well placed and respected in the industry.



**Sachiv Gupta**

Business Head- Travel Green Earth

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.



**Prof. Gautam Sen**

Emeritus Professor MILE and Adjunct Faculty, NIAS, Pune, India

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



## 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 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) 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**

**(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 medalist), 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 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 NITTTT, Chandigarh. Her articles and research papers have been publishing in various books, magazines and journals. She has also participated in national and international conferences and seminars. She has been presented the best paper award at the Indian hospitality congress, 2008 by the international journal of contemporary hospitality management.







**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, 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.

**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 1 year Industry experience and 2 year of teaching experience. He has worked with Uniglobe Air Travel Bureau, Gurgaon and Holiday Links Pvt. Ltd. He has completed his doctoral degree from the same department. His teaching interests are in interpersonal skills and Service Marketing.



**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, Gurdaspur, affiliated to Ministry of Tourism. He has more than 4 years of work experience in hospitality industry and 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 interests are in front office, housekeeping and Food and Beverage services



**Mr. Gaurav Sharma**

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

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.

## VISITING FACULTY

- ▶ Prof. G.G. Saxena, IAS (Retd)
- ▶ Prof. Sandeep, Kulshreshtha, IITTM, Gwalior
- ▶ Prof. S. P. Bansal, Maharaja Agrasen University, Solan
- ▶ Prof. A. K. Bhatia, Kuoni Academy
- ▶ Prof. S. C. Bagri, Uttranchal University
- ▶ Prof. Manoj Kr. Sharma, University Business School, Punjab University, Chandigarh (President, AIMA)
- ▶ Prof. Manjula Choudhary, IITTM, Noida
- ▶ Mr. Chander Shekhar, Barua, IITTM, Gwalior
- ▶ Prof. R. A. Sharma, Jiwaji University
- ▶ Prof. Kapil Kumar, IGNOU-Delhi
- ▶ Prof. K. K. Uppal, Punjab University, Chandigarh
- ▶ Prof. Siddiq Wahid, Vice Chancellor, Islamic University, Kashmir
- ▶ Prof. S.K. Mishra, Former Director, IITTM, Gwalior
- ▶ Prof. K. Mathur, Jodhpur University
- ▶ Prof. Badar Alam Iqbal, Aligarh Muslim University
- ▶ Prof Gautam Sen, Emeritus Professors MILE on a Adjoined Faculty NIAS, Pune India

## VISITING FACULTY FROM FOREIGN INSTITUTES

- ▶ MA. Christina G Aquino APacCHRIE President, Executive Director for Planning and Development DQMR Lyceum of the Philippines University, Manila
- ▶ Prof. (Dr.) Marta Jusztin Budapest Business School
- ▶ Dr. 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).

## PLACEMENT & SUMMER TRAINING

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



## PLACEMENT COMMITTEE

### FACULTY

Dr. Suvidha Khanna  
Dr. Manik Arora  
Dr. Deepika Gupta  
Ms. Akshi Bhagat

### STUDENT REPRESENTATIVES

Mr. Kamal Jandiyal  
Ms. Himankshi Gupta  
Ms. Bhavya Gupta



Please address your communications to  
**School of Hospitality & Tourism Management(SHTM)**

Faculty of Business Studies

University of Jammu, Jammu 180 006

Tel / Fax +91 191 2431157

Hand Phones +91 94191 88260, 97966 55669

E-mail : [parikshatmanhas@gmail.com](mailto:parikshatmanhas@gmail.com)

[www.jammuuniversity.in](http://www.jammuuniversity.in)