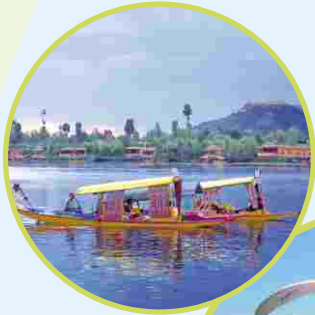




School of
**Hospitality &
Tourism Management**
UNIVERSITY OF JAMMU



University
of Jammu



Admission Brochure 2016

MBA

HOSPITALITY & TOURISM





Prof. R.D. Sharma
Vice-Chancellor

I am happy to know that the School of Hospitality & Tourism Management, University of Jammu is bringing out its Admission Brochure for the session 2016-18.

Since its establishment in 1969 vide Kashmir and Jammu University Act 1996, the University of Jammu is achieving excellence in providing stalwart academics and professional education to the students. The University was rated as an 'A' grade university by the National Assessment and Accreditation Council (NAAC). The University possesses highly qualified, experienced and talented faculty, well equipped labs, workshops, libraries and world class sports facilities to help students in attaining higher standards in academics, research and professional skills.

Keeping with the standards of the University, the School of Hospitality & Tourism Management, which is one of the best institutes in the field of Tourism and Hospitality, further added laurels to the University's unique and glorious history. It has produced managers and entrepreneurs par excellence since its existence. Along with the modern, global and innovative approach adopted, the students of the School are nurtured with ethical and cultural values and are transformed into leaders of tomorrow.

The students of SHTM are working efficiently in the corporate. They are an asset for the organisation they serve as they are backed by best of the training and skills required for the industry. They 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 IITM as faculty members. SHTM nourishes its students with the zeal of brining the hospitality and tourism industry to new heights.

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

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





06	O. P. SHARMA	27-06-93	08-04-98
07	P. S. SAHI	09-04-96	31-07-98
08	PROF. ZAHUR-UD-DIN	01-08-98	11-12-01
11	PROF. G. S. SAMBYAL	10-11-05	08-04-07
12	S. MAHAJAN	09-04-07	31-07-07
13	PROF. G. S. SAMBYAL	01-08-07	31-07-09
14	DR. P. S. PATHANIA	01-08-09	10-08-11
15	PROF. NARESH PADHA	11-08-11	26-05-13
16	PROF. MANOJ K. DHAR	27-05-13	01-07-15
17	PROF. KESHAV SHARMA	02-07-15	



Prof. Keshav Sharma
Dean, Faculty of Business Studies
University of Jammu

As Dean of the Faculty of Business Studies, I am pleased to welcome the prospective students to the School of Hospitality and Tourism Management. SHTM is a pioneer in the field of Hospitality and Tourism and is committed to provide the students with educational and professional skills. Business education worldwide is going through a transformation as opportunities are becoming global and the companies are reaching talent from across the globe. The Hospitality and tourism is one of the biggest service sectors of the modern economy. Being dynamic and progressive, it opens up a large number of opportunities for the aspirants.

Our state of J&K has a great potential to attract tourists of all types. To meet the ever-changing taste and demands of the modern tourist, professionalism has become the need of the hour. Professional and specialised human resource not only provides quality service but carries out operational and managerial functions proficiently.

Thus in order to prosper in this fast moving job market, the students need to be imbibed not only with the knowledge and skills but also with the capability to be innovative, flexible and responsive. The School of Hospitality and Tourism is committed to cultivate professionals who comprise a blend of all the qualities as demanded by the industry.

Once again, I welcome you to join the SHTM and get prepared to be a part of the world's leading economic sector.

Prof. Keshav Sharma
Dean, Faculty of Business Studies
University of Jammu





Prof. Parikshat Singh Manhas
Director, School of Hospitality and Tourism Management
University of Jammu

We at School of Hospitality and Tourism Management extend a very warm welcome to you as an aspirant of Tourism Management Studies. I feel proud in sharing that in an era that has become an epitome of competition, SHTM has positioned itself as a genuine sanctuary for developing skills. “Excellence and Values” are our guiding principles which are reflected in every activity of this institute. Academic rigor is reflected in the course design and delivery of program. The mentoring techniques used by the faculty of SHTM helps the students to introspect their strengths and area of interest to further improve their place ability score.

In accordance with our belief that personality of individuals is groomed by the environment they live in, we aim to provide high quality management education, action- centric research, value added consultation so as to bridge the gap between academics and corporate practices. We have constantly endeavored networks around the globe with the vision of producing leaders who can create powerful corporate landscape. The various pedagogical tools help the students visualize the management concept for application in corporate world and develop not only a holistic business perspective but ability to seize opportunities in a competitive environment. Due emphasis is placed on exposing our students to real life situations of the corporate world and facilitating interaction with the best minds in the industry. Students are also encouraged to develop entrepreneurial spirits so as they spot opportunities, mobilize resources and develop innovative solutions to critical problems of today.

I would like to invite you to explore the limitless opportunities of this stream of Travel and Tour and shape your careers ahead.

Prof. Parikshat Singh Manhas
Director, School of Hospitality and 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.

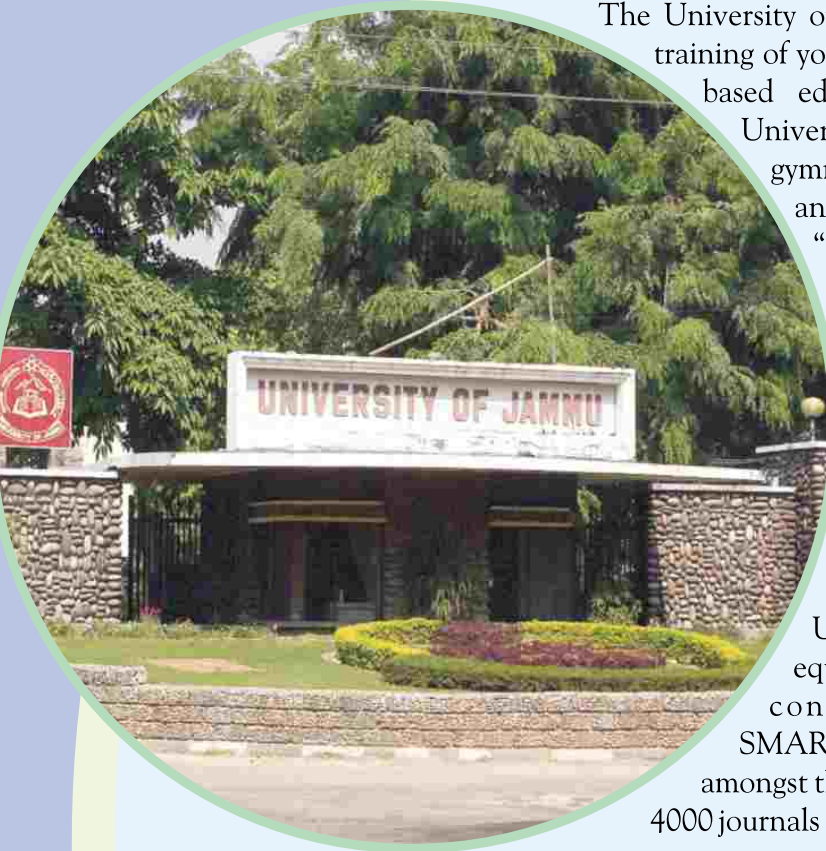
Cradled in the lap of mountains at the foothills of the auspicious Trikuta, besides the river Tawi at an altitude of 1030 ft. is the famed University of Jammu, where imparting education is not just a duty, but a commitment towards the advancement of the society. A University with a vision to be a name 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 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 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 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. The students have 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.



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

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

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 2015

A two day international conference on “Sustainable Destination Excellence: Rebuilding from Crises and Disasters” was organized by the School of Hospitality & Tourism Management (SHTM), University of Jammu. Minister of Education, Jenab Naeem Akhter was the Chief Guest of the event. Prof. Kaslom Kayat, Director, Research and Innovation Centre, University of Utara, Malaysia, Jenab Farooq Ahmad Shah, MD, JKTDC and R.K. Verma, Director Tourism, Kashmir graced the occasion with their presence. The conference was also attended by faculty members, research scholars and students from various national level universities, members of the civil society, representative of industry, trade and commerce.



2. Teachers Day 2015

Students of SHTM organised an in-house event on the occasion of teachers day wherein activities like dances, guitar playing etc were performed. Various games were also organised by the students.



3. World Tourism Day 2015

Every year on 27th September, SHTM celebrates "World Tourism Day" with great zeal. Keeping with the global theme of "One Billion Tourists One Billion Opportunities" for World Tourism Day this year, SHTM organized a Human Chain walk "MANAV SHRINKHLA" with the objective to create tourism awareness among the people of Jammu.

Under the aegis of the same, on 23rd September, the School also conducted poster making and slogan writing competition.



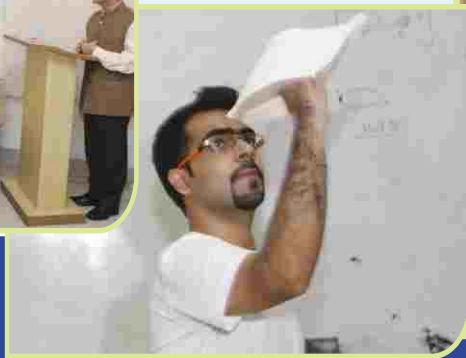
4. Jashn-e-Riyasat 2015

Jashn-E-Riyasat is one of the most awaited events of SHTM, which aims to showcase the culture of the state of Jammu and Kashmir. This year, the event was organized on October 28 and comprised of inter college competitions including “Darpan-E-Riyasat”, a documentary on “Tourism Issues of Jammu” and “Innovation and You” a fireless food cooking competition, followed by a cultural event and valedictory function in the evening. Dr. Pawan Kotwal, IAS, Divisional Commissioner of Jammu was the Chief Guest of event.



6. Gastronomica Culinaria 2015

Under the aegis of Jashn-e-Riyasat celebrations, the School of Hospitality and Tourism Management, organized a workshop on Pizza Acrobat, Plating Techniques and Craving Techniques on 26th October, 2015. The resource persons for the workshop were Chef Ashish Nikhanj, Chef Sunil Arya, Chef Naman Arora and Chef Jaswinder Singh.



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 who have appeared in the CAT (Common Admission test) conducted by IIMs on November 29, 2015 or MAT (Management Aptitude Test) conducted by the AIMA during September 2015/December 2015 and February 2016 shall be considered for admission. The admission shall be made on the basis of CAT in the first instance. If the seats remain vacant then the seats shall be filled during AIMA-MAT score of September 2015/ December 2015/ February 2016/ May 2016 (if required). The candidates are also expected to satisfy that they fulfil all eligibility requirements failing which the School shall not be held responsible. **The candidates are also required to apply separately to School of Hospitality & Tourism Management, University of Jammu, Jammu-180006, for which the admission forms are available in the School and also at University website www.jammuuniversity.in**

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

The details about CAT and MAT are available on the Websites iimcat.ac.in and www.aima-ind.org respectively.

(i) Marks secured in the Written Entrance Test - 80%

(ii) Personal Interview - 10%

(iii) Group Discussion - 10%

The school may consider AIMA-MAT exam of May 2016 in case the seats are lying vacant.

Besides the filling up of CAT/ MAT form, the candidates shall also have to apply separately on the Application Form for the MBA (HT) Programme of the School of Hospitality and Tourism Management, University of Jammu, Jammu which can be obtained from the office of SHTM by Hand on or before 15th February, 2016

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 (23cmx30cm) bearing postal stamps worth Rs. 60/- not later than 15th February, 2016 if required by post.



The last date for receipt of Application Forms complete in all respects in the School of Hospitality and Tourism Management (SHTM) is 15th February, 2016.

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 of Jammu. 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.

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

SHTM (20 SEATS)

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

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	Category	Description	%age
(i)	Scheduled Castes	8%	(v)	Candidates belonging to the areas adjoining the Actual Line of Control.	2%
(ii)	a) Sports person	4%	(vi)	Candidates belonging to Scheduled Tribes (Gujjar, Bakerwals, Caddies, Baltis)	5%
	b) Persons who have excelled in Cultural/Literary Activities	2%	(vii)	Candidates belonging to S.T. (Resident of the Districts of Leh & Kargil).	2%
(iii)	a) Persons who have participated with distinction in NCC activities	2%	(viii)	Candidates belonging to Backward Areas other than that of the Districts of Leh and Kargil.	2%
	b) Persons who have participated with distinction in NSS/Bharat Scouts and Guides Activity	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%
(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%			

Fee/Estimate Expenses

The course fee for MBA(HT) programme is approximately Rs. 50,000/ 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. The candidates are advised to go through the statutes before taking admission.

Important Instructions

- Candidates interested in seeking admission to the MBA(HT) course in SHTM are required to apply separately to SHTM.
- Please fill in this form carefully and send it, by registered post or hand over the same personally in the office of the Director, SHTM, New Campus, University of Jammu, Jammu-180006 so as to reach not later than 15th February, 2016. 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, CAT/MAT Form No., type of reserved category, if any, and the telephone number etc. at the prescribed columns in the application form.
- No certificate shall be entertained after the form is received in the School. Details of enclosures must be specified. Candidates applying under a Reserved Category must attach a certificate to this effect and the certificate so attached shall be considered only if it is in conformity with the latest order/SRO issued for the purpose, by the Government of Jammu and Kashmir/University of Jammu.
- The candidates called for Group Discussion and Personal Interview shall have to produce all the required certificates in original, along with their photocopies failing which their candidature shall not be considered.
- If a selected candidate fails to produce original certificates or deposit the required fee within the specified period, his / her selection to the course shall be cancelled and the seat falling vacant shall thus be allotted to the candidate next in order of merit.
- The candidates in their own interest should remain in touch with the School regarding the declaration of result/selection list (s) and other admission related information.
- The candidates having any grievance may apply on the appeal form, available from the University. The appeal form with all formalities duly completed shall have to be submitted in the Office of the Dean Academic Affairs within the dates notified for the purpose by the University.
- In case of any discrepancy/dispute, the Statutes/Regulations governing the MBA(HT) programme of the University coupled with the general Statutes of the University shall be followed. All legal disputes relating to MBA(HT) programme shall be subject to the jurisdiction of Jammu only.
- A candidate opting for the payment seat may exercise his/her option in writing in this respect at the time of the submission of the Application Form. The seat under the payment/ management quota shall be allotted strictly on the basis of merit-cum-choice and as per the Statutes governing the course.
- Such candidates who are invited for GD/Personal Interview and are also interested to be considered for payment seat shall have to deposit a separate additional non-refundable bank draft of Rs. 500/- payable in favour of 'Director, SHTM, University of Jammu' payable at Jammu, at the time of GD /Personal Interview.

Rules of Discipline

1. Students shall be responsible for their conduct and are prohibited from doing anything either inside or outside the department or university campus that will amount to a breach of discipline or interference in the discipline and normal working of the department or university.

2. A student shall be liable to disciplinary action for violation of any of the rules framed by the university authorities from time to time. Disciplinary action may involve warning, and / or fine, and / or suspension from classes, from the examination, from use of the Departmental Library or even from the Department as such, or any other action as deemed fit by the concerned authorities.

3. Students shall conduct themselves in a polite manner both towards the staff members, faculty members and towards their fellow students. Insubordination, unbecoming language or ungentlemanly conduct including teasing etc. shall be severely dealt with.

4. Students shall maintain perfect silence in class rooms, laboratories and library and desist from disorderly 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 2016

Ist Semester starts

October 2016

Mid Semester Test

November 2016

End Term Examination(Ist sem)

December 2016

2nd Semester starts

WINTER BREAK

February 2017

Mid Semester Test(2nd Semester)

April 2017

End Term Examination

June/July 2017

Summer Training

August 2017

3rd Semester starts

October 2017

Mid Semester Test

November 2017

End Term Examination(3rd sem)

December 2017

4th Semester starts

WINTER BREAK

February 2018

Mid Semester Test (4th Sem)

April 2018

End Term Examination

SECOND YEAR

Visiting Faculty

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

Placement & Summer Training

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



SHTM FACULTY

Dr. Parikshat Singh Manhas, (Ph.D),

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

Prof. (Dr.) Parikshat Singh Manhas, Director, School of Hospitality and Tourism Management (SHTM), is also Professor at The Business School & and Coordinator, Global Understanding Course at University of Jammu. He was recently awarded Major Project under the UK India Education and Research Initiative (UKIERI) Thematic Partnerships Scheme on "Comprehensive tourism revival framework for socio-economic development in post-conflict Kashmir: Lessons from Northern Ireland". He has been a Commonwealth Fellow for the year 2014, Hungarian Faculty Research Fellow in 2013, Shastri Indo-Canadian fellow in 2009 and won Career Award for Best Young Teacher (CAYT) awarded by All Indian Council for Technical Education (AICTE) - Government of India, 2009. Dr. Parikshat is a member of Tourism Advisory Board (TAB) of J&K, India and is also on the Board of various National and International organizations.



Prof. Deepak 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 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 NITTTR, 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 7 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.

**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 1 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 Business Etiquettes, Business Communication, Tourism Resources and Fundamentals of Management.

**Mr. Manik Arora,**

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. He is also pursuing his Ph.D in the same department. His teaching interests are in Business Research Methods and Service Marketing.

**Ms. Sandeva Khajuria**

MBA (HOSPITALITY AND TOURISM)

She is working as a lecturer in SHTM. She is UGC-NET qualified. She has 1.5 years industry experience. She is also pursuing her Ph.D in the same department. Her teaching interests are in Room Division Management, Business Communication, Basis of Computers and Managerial Economics.

**Ms. Parvinder Kour**

MTM

She is working as a teaching assistant in SHTM. She has 3 years experience in hospitality industry. She is also pursuing her Ph. D in the same department. Her teaching interests are in Communication Skills, Ground Handling, Tourism Development and Destination Marketing.





Mr. Nikhil Singh Charak

BHM, PGHOM -Gold Medalist and MTM.

He is working as teaching assistant in SHTM. He has done hotel management from IHM, Gurdarpur, affiliated to Ministry of Tourism. He has more than 5 years of work experience in hospitality industry and 3 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 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 and 4 years of teaching experience. His teaching interests are in food and beverage production. He has an experience in Food and Culinary Arts.



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

Ravinder Dogra, Assistant Professor, IITTM, Gwalior.

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

Aman Khajuria ,Sr. MGE Operations- Emirates Group

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

Shelly Reen, Sales Head, Atithi Devo

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

Arun Jamwal, Asst. Manager, Outbound Operations Make My Trip

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

Nishu Pandit, HOD Operations, India Insight Tours

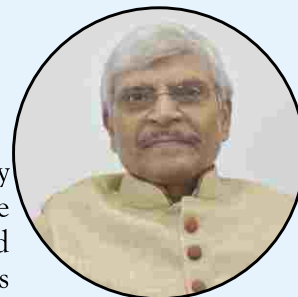
Hello SHTMIANS! Its was pleasure to be part of SHTM Family, I would like to thank SHTM for giving me opportunity to learn & enhance my skills in travel and tourism industry. guys travel and tourism industry is rapidly growing from last 5 years and it has shown tremendous scope for MBA/MTM students. LAST but not the least, life is all about CHANCES and OPPORTUNITIES. Never leave anything to CHANCE and never let an OPPORTUNITY get away.

Harpreet Singh, Manager-MICE Sales Thomas Cook India Limited

Corporate Messages

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

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



Dr. Badar Alam Iqbal
Fulbright and Ford Foundation Visiting Professor, USA

“I interacted with the students of SHTM. They demonstrate tremendous commitment, energy and dedication towards contributing to the growth of the tourism industry. I also found adequate facilities for the students provided my school. The school has a bright future.



Vaibhav Sharma
Co-founder Travelers Dost

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



Sachiv Gupta
Business Head at Travel Green Earth

Hello team, first of all many thanks for calling me to the department and giving me such a wonderful experience to interact with the students. I am very happy to see them growing under your leadership and learning lessons of tourism trade. These students are really wonderful and possess qualities to be in corporate sector. These can prove to be asset to any company. My good wishes for students and SHTM Team.



AFFIDAVIT

A). I.....Son/Daughter ofresident 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 ofof..... village/Town..... District/Division of the State belongs to the..... Caste which is recognised as Scheduled Caste under the Constitution/Jammu & Kashmir Scheduled Caste Order, 1956.

SIGNATURES.....
DESIGNATION.....

(with seal of the Officer)
(Competent Authority for Issuing of Certificate is
Revenue Officer not below the rank of 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 ofof
village/Town.....District/Division.....of the Statebelongs
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..... Districtis 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.

Date.....

Authorised Officer
(with seal)

*(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 :

- I have passed my last examination from.....
- 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.
- I have personally filled in the Admission Form.
- I shall attend the Department concerned as per the schedule to the notified separately by the University of Jammu.
- If I fail to attend the Department concerned as per the notified date, I shall automatically lose the right of admission to the course / courses for which I have applied.
- I have not been debarred/disqualified by the University of Jammu or any other University.
- 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