



# UNIVERSITY OF JAMMU

(NAAC ACCREDITED 'A' GRADE' UNIVERSITY)  
Baba Sahib Ambedkar Road, Jammu-180006 (J&K)

Academic Section

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## NOTIFICATION

(23/May/Adp./22)

It is hereby notified for the information of all concerned that the Vice-Chancellor, in anticipation of the approval of the Academic Council, is pleased to authorize the adoption of the Syllabi and Courses of Study of subject of MBA (TTM) for Master Degree Programme of Semesters Ist and IInd under the **Choice Based Credit System (as given in the annexure)** for the examinations to be held in the years as per the details given below:

Subject	Semester	for the examination to be held in the years
MBA (TTM)	Semester-I Semester-II	December 2023, 2024 and 2025 May 2024, 2025 and 2026

The Syllabi of the courses is available on the University website: [www.jammuuniversity.ac.in](http://www.jammuuniversity.ac.in)

Sd/-

DEAN ACADEMIC AFFAIRS

No. F. Acd/II/23/5725-5735

Dated: 27-6-2023

Copy for information and necessary action to:

1. Dean, Faculty of Business Management
2. Director/Convener, Board of Studies in **Hospitality and Tourism Management**
3. Sr. P.A.to the Controller of Examinations
4. All members of the Board of Studies
5. Confidential Assistant to the Controller of Examinations
6. I/C Director, Computer Centre, University of Jammu
7. Deputy Registrar/Asst. Registrar (Conf. /Exams. PG)
8. Incharge, University Website for Uploading of the notification.

*Sumitashame*  
25/5  
Deputy Registrar (Academics)

*SS*  
24/5/23

*24/5/23*



**School of Hospitality and Tourism Management  
Faculty of Business Studies  
University of Jammu**

**Course Structure and Syllabus of**

**MBA (Tourism & Travel Management)  
Under Choice Based Credit System (CBCS)**

**Academic Year 2023 – 2024 onwards**

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University of Jammu started a two year full time Master's Degree Programme in Tourism Management (MTM) in the year 2001-2002 in Department of Management Studies. On July 27, 2005, University of Jammu established Centre for Hospitality & Tourism Management (CHTM) with an objective to develop tourism professionals and promote research. In the year 2009, Centre was upgraded to the School of Hospitality & Tourism Management (SHTM) and the degree was renamed as Masters in Business Administration (Hospitality & Tourism) – MBA (HT). From the Academic Session 2023 – 24, the nomenclature of MBA (HT) has been aligned with the UGC Regulations and has been changed to MBA (Tourism & Travel Management) or MBA (TTM). SHTM today offers Under Graduate Programme, Post Graduate Programme, Ph.D. programme and also other certificate and diploma programmes.

### **Salient Features of the Programme**

The MBA (TTM) programme is a student centric program with an objective of developing a career in tourism, travel and allied industries domestically and globally. The programme through its upgraded curriculum enables the students to become industry leaders by acquiring knowledge and skills required by the corporate world. Students who want to tread the entrepreneurial path can receive insights and impetus to become able entrepreneurs. Some of the salient features of the Programme are

1. **Experiential Learning** – The curriculum has inbuilt components of experiential field based learning. Through this the students will get ample opportunities to explore the surroundings of the real work in travel and tourism sector, understand the working of the tourism eco-system, reflect upon the learning, identify problems and propose solutions which can be beneficial for the tourism and travel industry.
2. **Industry Oriented** – In addition to equipping the students with various functional areas of management, the courses are designed to building knowledge, skills and attitude (KSA) required to be successful in tourism, travel and allied industries. Students will be provided ample opportunities to interact and learn from industry professionals through regular interactions, industry oriented workshops and related activities
3. **Application Oriented** – Through the experiential field based learning modules, non-credit and value added courses of relevance, practical assignments, case studies, industry training and internship, the programme lays emphasis on applying the knowledge on a regular basis. Students will be provided ample opportunities to participate in various events, organize cultural and tourism related activities, engage with government officials, write articles for magazines and newspapers, and related academic activities.
4. **Entrepreneurship Oriented** – The curriculum will encourage the students to explore the industry, identify business opportunities and motivate them to take calculated risk of starting their own enterprise in future. Students will be encouraged to develop business plans, participate in various Ideathons, Hackathons and also interact with various entrepreneurs in the industry.
5. **Alumni Mentoring** – Students can get access and support from the alumni of SHTM who are either working in the corporate or have become first generation entrepreneurs in the industry for mentoring and guidance.

