



SRINIVAS UNIVERSITY

Srinivas Nagar, Mukka– 574 146, Mangalore, Phone: 0824-2477456
(Private University Established by Karnataka Govt. ACT No.42 of 2013, Recognized by UGC,
New Delhi, & Member of Association of Indian Universities, New Delhi)

Web: www.srinivasuniversity.ac.in, Email: info@srinivasuniversity.ac.in

Administrative Office: GHS Road, Mangalore-01, Phone 0824-2425966

COLLEGE OF MANAGEMENT & COMMERCE

MBA Programme – Hotel & Tourism Management

Duration: Two year, 4 Semester Programme.

Eligibility: Any Bachelor degree of UGC recognized University with 50 % Marks
Admission needs valid score in SUAT/KMAT/KEA-PGCET

**The classes will be held at College of Management & Commerce, City
Campus, Pandeshwar, Mangalore– 575 001. Phone: 0824-2440838**

ABOUT MBA PROGRAMME:

The present era of globalization and liberalization witnessed a revolutionary change in the domestic as well as in the global economic scenario. Indian economy is increasingly becoming market oriented economy in which private sector is going to play a prominent role. It is predicted that there is expanding job opportunity in the private sector. This calls for a different breed of professionals with sound knowledge of business, industry and economy. MBA in Hotel & Tourism Management covers huge numbers of the customary zones that a general MBA does, for example, morals, bookkeeping, promoting, and administration, yet with an attention on tourism, travel, and friendliness. The MBA Programme we offer has unique curriculum as per the requirement of the industry. The course aims at developing analytical and entrepreneurial skill amongst the students. It also provides a platform to foster innovation, creativity and professionalism to those who aspire to become managers of tomorrow.

OBJECTIVES:

The objective of the MBA programme is to transform students into leaders ready to tackle the ever increasing challenges of domestic / global business environment. This is accomplished through the following learning goals and objectives:

- Integrative experience and experiential learning.
- Innovative thinking skills to enable strategic decision-making and problem solving.
- Effective oral presentation & written communication skills.
- Team participation and leadership building.
- Functional business knowledge of marketing, operations, information technology finance, accounting, statistics and quantitative analysis
- Building the confidence of executives to make optimum, sound decisions by foreseeing the future and to lead the organization as sustainable winner.

UNIQUE FEATURES:

- ❖ Semester Scheme in MBA offered
- ❖ Student involvement in Minor /Industry projects during M.B.A programme. Updated industry oriented syllabus
- ❖ Innovations in examination system with 50% weightage to continuous evaluation and 50% weightage to semester end exam.
- ❖ Dynamic, qualified and friendly teaching faculty with average experience of more than 15 years.
- ❖ Support for Education Loan Facility from Leading Banks. Hostels & Transportation Facility.
- ❖ MOU with industries to get students trained in latest Management techniques through certificate programs / workshops

- ❖ Guest lecture series from Management professionals and additional certificate programmes in each semester.
- ❖ Course scheduled to complete on due time with Provisional Degree Certificate by 30th April.
- ❖ Participation/publication opportunity in two national conferences in Management/IT /Social Sciences area organized by the institution and further publication opportunity in International journals.
- ❖ Opportunity to continue further studies leading to M.Phil./Ph.D.
- ❖ Study books /Materials prepared and supplied according to the Syllabus.
- ❖ Campus Placement Support with National & Multi-National Companies through dedicated Placement Office/Student Counselor.
- ❖ Certificate courses on Spreadsheet Modeling, Graphics, Statistical data Analysis software , Online investment /Trading/Ad Design/Business Analytics.
- ❖ Congenial learning environment and encouragement for student research & publications.
- ❖ Foreign Trip to U.K./France/Malaysia/Singapore/Dubai with International Certification Programme (optional).
- ❖ Earn while Learn Opportunity in Retail/BPO/Software companies during evening time.
- ❖ Scholarships based on merit for low income categories.
- ❖ Individually Monitored Practical Internship and Project Assignments.

MBA Semester Program

I Semester		II Semester	
Sl. No	Subjects	Sl. No	Subjects
1	Economic Analysis for Business Decisions	1	Marketing Management
2	Business Statistics and Analytics	2	Production & Supply Chain Management
3	Introduction to Hospitality Industry	3	Tourism Products of India
4	Organizational behavior and Managerial Communication	4	Operations Research
5	Financial Reporting and Cost Control	5	Human Resource Management and Audit
6	Business Law	6	Business Research Methods
7	Case Development on Hotel or Tourism Industry	7	Project on Indian Hotel or Tourism with Publication
8	ESEP 1	8	ESEP II
Work shop on Ideal Business Model & Characteristics		Work shop on ABCD Analysis Framework	
		Practice based experimental learning II	

III Semester		IV Semester	
Sl. No	Subjects	Sl. No	Subjects
1	Management Information System and analytics		Internship in the Hotel or Tourism Industry Dissertation, and Viva-voce
2	Entrepreneurship and new venture creation		
3	Accounting for decision making		
4	Tourism Planning & Ticketing		
5	Rooms Division Management		
6	F&B Operations		
7	ESEP III		
8	Industry Internship and Viva voce		
9	Workshop on Project Planning & Management		
10	Practice based experimental Learning III		

Students of MBA Programme of Srinivas University are required to publish two Case Studies/Research papers in International Journals with faculty support and publish their project Dissertation in World E-Book Library. This is intended to enhance considerable weightage for their CV to obtain challenging jobs.

CAREER OPPORTUNITIES:

MBA graduates have a variety of career options. They may choose to become any one of the following according to interest and aptitude.

- Food and Beverage Director,
- Conference Manager
- Travel Agent, Hotel/Resort Managers
- Event Facilitators
- Maintenance Manager
- Restaurant Manager/Hotel Manager
- Floor Manager
- Hotel Maintenance Manager
- Revenue Manager
- Training Manager
- Sales Manager,
- Market Manager
- Sales Manager Travel Trade
- Hotel Management Trainee
- Security Manager
- Guest Relations Executive/Manager



INNOVATOR

JOIN ABOVE INNOVATIVE MBA. (Hotel & Tourism Management) PROGRAMME WITH INDUSTRY RELEVANT SYLLABUS TO RE-DEFINE YOUR CAREER ALTITUDE!!!

COLLEGE OF MANAGEMENT & COMMERCE

CREATING INNOVATORS



SRINIVAS UNIVERSITY

Educating the Next Generation

For Further Information call: 0824-2441022

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