



Postgraduate Programme

MBA (Tourism and Travel)
Executive Programme

Department of Tourism
and Hospitality
Management

**Jamia Millia Islamia,
New Delhi**

This document outlines the details of the MHM programme offered by Department of Tourism, Hotel, Hospitality and Heritage Studies of Jamia Millia Islamia. This document is an effort to outline the process for the convenience of aspirants. However, in case of a doubt/dispute the relevant Ordinances and Regulations of the University shall prevail.

Proposal for MBA (Tourism and Travel) Executive Programme

Tourism and Travel is a fast-growing sector of the economy providing jobs to a good number of people. There are a large number of individuals with under graduate degrees who have been working in the tourism industry for quite some time. As they aspire to move up in their careers, they feel handicapped because of lack of a professional management qualification.

Delhi NCR is the hub- for tourism and travel industry in India with a large number of tourism/ travel/ hospitality industry operating out of this region.

Jamia Millia Islamia (JMI) is a top-ranked Indian university (12th ranked in NIRF). It is also the highest ranked university in the country with a Department of Tourism/ Hospitality. JMI is also the only public university in NCR to house a tourism/ hospitality department. The Department of Tourism and Hospitality Management (DTHM) is also one of the most comprehensive tourism school in South Asia.

Department/ University has also received requests from Indian Association of Tour Operators (IATO) and Travel Agents Federation of India (TAFI) to launch executive-MBA programme for Tourism and Travel professionals.

The programme is proposed keeping in consideration the AICTE's Model Curriculum for Management Programme (2018). It recommends a 102 credit programme with each credit worth 10 hours. AICTE maintains that *contact hours include work relating to Lecture, Tutorial and Project (LTP), where the academic institution can exercise flexibility to decide course wise requirements.*

Essential eligibility

1. Graduates with 45% marks
2. At least 3 years of experience in tourism or related industry

For lateral entry into III semester

1. An AICTE/ University approved postgraduate diploma in tourism/ management
2. Graduation with 45% marks
3. At least 3 years of experience in tourism or related industry

Intake

- 40 for direct admission to the programme (reservation as per university rules)
- 20 for lateral admission to the III year of the programme

Nomenclature	MASTER OF BUSINESS ADMINISTRATION (TOURISM AND TRAVEL)
Department	Department of Tourism and Hospitality Management
Faculty	Faculty of Humanities and Languages
Type	Postgraduate programme
Level	Level 8 and 9 (with provision of lateral entry at level 9)
Duration	Two-year full time, four semester programmes
Evaluation	Semester
Credits	112 credits
Intake	40 for Semester I/ another 20-lateral entry to III semester
Tuition Fees	Rs. 43,900/- p.a. Lateral entry fees Rs. 58,900/- for II year of study.
Diff Tuition Fees	
Background	The objective of the course is to prepare mid-level managers to shoulder managerial responsibilities in tourism and allied sector. Learners would also be empowered to raise their own enterprises.
Eligibility	Graduates with at least 45% marks. At least 3 years of experience in tourism or related industry. <i>Lateral entry to III semester:</i> along with above, an AICTE/ University approved postgraduate diploma.
Admission	Based on admission test (60%) and personal interview (20%) and Group discussion (20%)
Requirements	Desirable that the students seeking admission have good communication skills and some degree of comfort with using computers. They should love travelling and interacting with people.

Programme structure Admission 2019-2020

	<i>Course</i>			<i>L-T-P</i>
	<u>Semester I</u>		Credits	
MBA 101	Contemporary Management	DSC	4	2-1-1
MBA 102	Organisation Behaviour	DSC	4	2-1-1
MBA 103	Managerial Economics	DSC	4	2-1-1
MBA 104	Financial Reporting, Statements and Analysis	DSC	4	2-1-1
MBA 105	Management Science	DSC	4	2-1-1
MBA 106	Business Communication Laboratory	AECC	4	0-2-2
MBA 107	Seminar on Contemporary Tourism	SEC	4	0-1-3
	<i>Total</i>		28	
	<u>Semester II</u>			
MBA 201	Marketing for Tourism and Hospitality	DSC	4	2-1-1
MBA 202	HRM for Tourism	DSC	4	2-1-1
MBA 203	Corporate Finance	DSC	4	2-1-1
MBA 204	Service Operations Management	DSC	4	2-1-1
MBA 205	Legal and Business Environment	DSC	4	2-1-1
MBA 206	Responsible/ Sustainable Tourism	DSC	4	2-1-1
MBA 207	Viva- voce	SEC	4	0-0-4
	<i>Total</i>		28	
	<u>Semester III</u>			
MBA 301	Destination Management	DSC	4	2-1-1
MBA 302	Research Methodology	DSC	4	2-1-1
MBA 303	Elective I		4	
MBA 304	Elective II		4	
MBA 305	Elective III		4	
MBA 306	Outbound Experiential Learning (Adventure/ Rural)	AECC	4	0-2-2
MBA 307	Case Development and Presentation (Summer)	SEC	4	0-1-3
	<i>Total</i>		28	
	<u>Semester IV</u>			
MBA 401	Corporate Strategy	DSC	4	2-1-1
MBA 402	Entrepreneurship and Innovation	DSC	4	2-1-1
MBA 403	Digital Marketing	AECC	4	2-1-1
MBA 404	Elective IV		4	
MBA 405	Elective V		4	

MBA 406	Dissertation	SEC	4	0-1-3
MBA 407	Comprehensive Viva Voce	SEC	4	0-0-4
	<i>Total</i>		28	
	Grand Total		112	

Electives

	<i>Course</i>			<i>L-T-P</i>
	Marketing		Credits	
MM 01	Negotiation Skills and Techniques	DSE	4	2-1-1
MM 02	Integrated Marketing Communication	DSE	4	2-1-1
MM 03	Tourist Behaviour	DSE	4	2-1-1
MM 04	Market Research	DSE	4	2-1-1
MM 05	Marketing Planning	DSE	4	2-1-1
MM 06	Customer Relationship Management	DSE	4	2-1-1
	Human Resources Management			
HR 01	Training and Development	DSE	4	2-1-1
HR 02	Cross Cultural Communication	DSE	4	2-1-1
HR 03	Tourism Laws	DSE	4	2-1-1
HR 04	Compensation Management	DSE	4	2-1-1
HR 05	Outdoor Corporate Activities	DSE	4	2-1-1
HR 06	Organizational Change and Development	DSE	4	2-1-1
HR 07	Human Resource Planning and Development	DSE	4	2-1-1
	Financial Management			
FM 01	Working Capital Management	DSE	4	2-1-1
FM 02	Budgeting	DSE	4	2-1-1
FM 03	Capital Budgeting	DSE	4	2-1-1
FM 04	Revenue Management	DSE	4	2-1-1
FM 05	Corporate restructuring	DSE	4	2-1-1
FM 06	Management Control System	DSE	4	2-1-1
FM 07	Corporate Taxation	DSE	4	2-1-1
FM 08	Forex Management	DSE	4	2-1-1
	Operations Management			
OM 01	Tour Leadership	DSE	4	2-1-1

OM 02	Heritage Management	DSE	4	2-1-1
OM 03	MICE/ Event Management	DSE	4	2-1-1
OM 04	Resort Management	DSE	4	2-1-1
OM 05	Food and Drink Tourism	DSE	4	2-1-1
OM 06	Quality Assurance and Control	DSE	4	2-1-1

Notes:

1. As per AICTE each course has three components L-T-P (Lectures- Tutorials- Projects). Each course has a project component. Teacher concerned should devise learner projects and evaluate the same as part of the continuous evaluation. 1 credit is equal to 10 hours of classroom teaching. 1 credit of tutorial is equal to 10 hours contact. For a group of 40 students, each student has equivalent to around 20 minutes of personal counselling/ mentoring. 1 credit of project means around 20 hours of inputs by student/s.
2. The programme is developed on the assumption that the learner has a work experience in tourism industry. He requires inputs on managerial domains. It is assumed that while working in the industry he/she must have come across gaps that they feel need to be bridged through further learning. They are expected to bring their experience to class rooms and take back learning to their work places.
3. The learner does not therefore require an industrial exposure, rather he is required to build capability in critical thinking, business analysis and problem solving. Course 307 is based on a learner's ability to identify challenges at their workplaces or those faced by their organisations for which they are seeking real-time solutions.
4. Course 106, 107, 207, 306, 307, 406, and 407 are practical courses and shall not have semester end external examination. Evaluation details for each course are included in the detailed course outline.