

### **Profile of the Department:**

The Department of Hospitality and Tourism Management is starting its MBA programme in (Hospitality and Tourism Management) from the academic year 2020 under Jawaharlal Nehru School of Management Studies. The department will focus in the area of Hospitality and Tourism with equal stress on theory and practical knowledge. The curriculum is designed with distinctive modules which are relevant to contemporary and industry professional's consultation. Besides teaching and research work the department is committed to disseminate knowledge and share information to students and train them to be prepared to lead the highly competitive global Hospitality and Tourism Industry.

The Department offers a specialized MBA programme of Two Years Full Time in Hospitality and Tourism Management with choice-based credit system (CBCS). The course is divided into four semesters and the course structure will include Summer Internship, Project Work and Dissertation.

### **Vision:**

To strive hard to become global Center for Excellence in Hospitality and Tourism Education.

### **Mission:**

To create a conducive environment for quality education and dissemination of knowledge in Hospitality and Tourism Education.

To prepare students in all possible ways to work for Hospitality and Tourism industry through advanced learning, Training and Research.

### **Objectives:**

The Department aims at

1. Providing high quality professional Education
2. Promoting wide range of academic and industry expertise.
3. Delivering student centric teaching and solutions to Hospitality and Tourism Industry.
4. Fostering Ethical, Sustainable and Entrepreneurial Hospitality and Tourism Business Culture.

### **Eligibility for admission to MBA (Hospitality and Tourism Management) Programme 2020**

a) A graduate from any relevant discipline having a minimum of 55 percentile in CAT 2019 [Relaxation of minimum percentile for reserved category candidates will be as per GOI rules].

OR

b) Candidates seeking admission to the MBA (Hospitality and Tourism Management Programme) 2020 must having a Bachelor's Degree in any discipline (Science, Commerce, Arts, Mass Communication, Computer Science, Engineering, Technology, Pharmacy, Medical Science or any other relevant field) with at least 55% marks or equivalent CGPA [relaxation

of marks or equivalent CGPA in case of the candidates belonging to reserved categories will be as per GOI rules] in aggregate in either Honors or Pass Course awarded by any of the Universities incorporated by the act of the Central or State Legislature in India or other educational institutions established by an act of Parliament or declared to be deemed as a university under Section 3 of the UGC Act, 1956.

A candidates who has already appeared or would be appearing in the Final Semester Examination of a Bachelor's Degree programme before 31st May, 2020 may also apply for admission if he/she has already cleared all the earlier Semester Examinations of the said Degree programme by securing the minimum qualifying marks as mentioned under the regulations for CAT 2020 or under (b) above, as the case may be, subject to the conditions that, such candidates if selected will have to submit to the Department their Degree Final Mark-sheet positively on or before such date as would be notified by the University for this purpose and that in the event of the failure of the candidate either to qualify himself/herself in the said Degree Examination by securing the notified minimum percentage, or to submit the Degree Final Mark-sheet within the notified date, his/her admission to the MBA programme shall automatically stand forfeited and in such case no claim for refund of the Fees deposited by the student shall be entertained. It is to be noted that the candidates who are not covered by (a) above[i.e., all those candidates who are not coming through CAT 2018] for appearing in the GD & PI will have to first qualify themselves in the Written Test to be conducted by the Department of Hospitality and Tourism Management, Assam University and the date will be notified .Candidates duly qualified as above (either in terms of the CAT 2020 percentile or in terms of the Written Test score) for being eligible for admission shall have to successfully clear the Group Discussion and Personal Interview (GD & PI) conducted by the Department by securing a minimum score of 50 % in both the segments. Final selection from amongst the eligible candidates will be based on Composite Scores of candidates as decided by their

- (i) Past academic records [30 % weight];
- (ii) CAT 2020 Percentiles, if any [20% weight];
- (iii) GD Scores [20% weight]; and
- (iv) PI Scores [30 % weight].

### **PROGRAMME STRUCTURE**

Paper Code	Name of the Paper	Credit	Remarks
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#### Semester -I

CP-101	Management Process and Principles	4	40% weight to Case Studies
CP-102	Managerial Economics	4	
CP-103	Accounting and Financial Analysis	4	
CP-104	Organizational Behaviour	4	40% weight to Case Studies
CP-105	Environment management and corporate social responsibility	3	40% weight to Case Studies

CP-106	Statistical methods for decision making	4	
CP-107	Business communication and soft skills	4	50% practical
CP-108	Indian cultural heritage and Business History	3	
	Semester –I Total	30	

#### Semester -II

CP-201	Management Information System	4	
CP-202	Hospitality and Tourism Management	4	
CP-203	To be offered by other Deptt under CBCS	6	
CP-204	Information Technology Management	6	
CP-205	Human Resource Management	4	40% weight to Case Studies
CP-206	Operations Management	3	40% weight to Case Studies
CP-207	Research Methods in Management	4	
CP-208	Financial Management	4	
CP-209	Marketing Management		40% weight to Case Studies
	Semester –II Total	39	

#### Semester -III

CP-301	Analysis of Business Environment - Indian & Global	3	40% weight to Case Studies
CP-302	Legal Environment of Business	3	do
CP-303	International Tourism	3	do
CP-304	Summer Internship & Report	4	Internship based

HTM-I	Marketing Tourism and Hospitality	4	**
HTM-II	Consumer Behaviour	4	**
HTM-III	Hotel Operations Management	4	**
HTM-IV	Management of Tour Operations & Travel Agency	4	**
	Semester –III Total	29	

#### Semester -IV

CP-401	Strategic Management	4	40% weight to Case Studies
CP-402	Dissertation & Viva-voce	6	Project study Based
HTM-V	Service Marketing	4	**
HTM-VI	Front Office Operation	4	**
HTM-VII	Food and Beverage Management	3	**
HTM-VIII	Accommodation Operations	3	**
	Semester –III Total	24	
	GRAND TOTAL	120	

\*\* 33% of total weight in Elective Papers will be assigned to practical contents/case studies .The regulations with regard to

- (i) students' compulsorily pursuing two CBCS Courses in IInd Semester,
- (ii) students' participation in Summer Internship,
- (iii) Project Work & Dissertation; and
- ( iv) the Evaluation Scheme for the MBA (HTM)

#### How to apply

Eligible candidates are advised to download the prospectus and to fill the online form given in the Assam University website. [www.ausadmission.in/mba](http://www.ausadmission.in/mba) or [www.aus.ac.in](http://www.aus.ac.in)

## **Head of the Department of Hospitality and Tourism Management( i/c)**

Prof.H.Ramananda Singh

### **FACULTY:**

<b>Name</b>	<b>Designation</b>	<b>Academic Group</b>	<b>Contact no &amp; Email Id</b>
Mr.K.N.Lokesh Kumar	Assistant Professor	Tourism Marketing,International Tourism,Tourism Geography,Tour operations,Airline operations & Management	<a href="mailto:hailoks@gmail.com">hailoks@gmail.com</a> Lokesh.kumar@aus.ac.in
Mr.Pradip Kumar	Assistant Professor	Hospitality Management,Service Marketing ,Hotel & Accomodation Operations,Front office operations, Food & Beverage Management	<a href="mailto:Pradipkumar567@gmail.com">Pradipkumar567@gmail.com</a> Pradip.kumar@aus.ac.in