

**MASTER OF BUSINESS ADMINISTRATION
(TOURISM MANAGEMENT)
BANNERGHATTA ROAD CAMPUS**



CHRIST
(DEEMED TO BE UNIVERSITY)
BENGALURU · INDIA

► **Duration** : 2 years / 4 semesters

► **Class Timings**: 08.00 AM - 03.30 PM

Objective:

- ◆ To develop professional and academic inputs in students so as to adapt them to the requirements of the changing travel, tourism and hospitality industry
- ◆ To offer comprehensive teaching and learning techniques that includes case studies, role-plays, group discussions, presentations, group research and travel laboratories
- ◆ To enable students to undertake sector relevant studies for presentations, and to gain work experience through internships
- ◆ To create professionals who can succeed in the industry, which has no regional, gender, language or age barriers, and where talent reaps success

Highlights:

- ◆ Tailor-made events and activities, with both theory and skill development as a part of the Curriculum
- ◆ Field oriented activities to learn and to promote value-addition among students, stake holder and destinations

Course Structure

SEMESTER I

- ◆ French Language I
- ◆ Principles of Management
- ◆ Research Methodology
- ◆ Accounting for Managers
- ◆ Principles, Policies & Practices of Tourism
- ◆ Tourism Resources and Products
- ◆ Heritage Tourism
- ◆ Holistic Education
- ◆ Skill Development

SEMESTER II

- ◆ French Language II
- ◆ Business Statistics
- ◆ Tourism Management Information System
- ◆ Organizational Behavior
- ◆ Geography for Tourism
- ◆ Finance for Managers
- ◆ Travel Consultancy and Tour Operations
- ◆ Holistic Education
- ◆ Skill Development

SEMESTER III

- ◆ Managerial Communication
- ◆ Economics and Business Environment
- ◆ Entrepreneurship
- ◆ Marketing for Hospitality and Tourism
- ◆ Tourism Planning and Development
- ◆ Sustainable and Green Tourism
- ◆ Internship Report & Viva Voce
- ◆ Skill Development

SEMESTER IV

- ◆ FOREX Management
- ◆ Business Policy and Strategic Management
- ◆ Human Resource Management and Labour Laws
- ◆ Business Ethics and Corporate Governance
- ◆ Dissertation Report & Viva Voce
- ◆ Skill Development

Elective 1

- ◆ International Air Ticketing
- ◆ Airline and Cargo Management

Elective 2

- ◆ Event Management
- ◆ Hotel Operations Management

Admission Eligibility:

A composite score of 500 or above in the Management Aptitude Test (MAT) conducted by AIMA in either September 2017/ December 2017 / February 2018 / May 2018

And

50% or above marks in aggregate in the undergraduate examinations (Applicants who are in the final year of their studies should have 50% or above aggregate in all semesters / years of undergraduate examinations conducted so far). Students writing their final degree examinations during March-May 2018 are also eligible to apply..

Application Mode:

Online Mode

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Selection Process:

Process	Particulars	Date	Venue/Centre
Group Discussion (GD)/ Micro Presentation (MP)	Group Discussion for 35 minutes for each group and Micro Presentation for 90 sec/ student in a group	As per E- Admit Card	Bengaluru, NCR* (National Capital Region–Ghaziabad) Kolkata, Jaipur
Written Assessment (WA)*	Candidates will be asked to write on topic for not more than one A4 size sheet and for not more than 10 minutes	As per E- Admit Card	Bengaluru, NCR* (National Capital Region–Ghaziabad) Kolkata, Jaipur
Verbal Assessment(VA)* and Personal interview (PI)	Verbal Assessment and Personal interview for each candidate will be done by an expert panel	As per E- Admit Card	Bengaluru, NCR* (National Capital Region–Ghaziabad) Kolkata, Jaipur
Academic Performance	Assessment of past performance in Class 10, Class 12, and Degree	-	Bengaluru, NCR* (National Capital Region–Ghaziabad) Kolkata, Jaipur

*The Verbal Assessment (VA) will be conducted during the PI (Personal Interview) process.

***NCR=National Capital Region (Ghaziabad)**