



University
of Jammu

Admissions

MBA HOSPITALITY &
2014 TOURISM



School of
Hospitality &
Tourism Management
UNIVERSITY OF JAMMU



University of Jammu



Vice-Chancellor

I am pleased to know that the School of Hospitality & Tourism management (SHTM), University of Jammu is bringing out its Admission Brochure for M.B.A. (HT) for the year 2014-16.

The University of Jammu, one of the India's Premier Research & Teaching Universities', has been rated by the National Assessment and Accreditation Council (NAAC) as an 'A' Grade University. The University of Jammu came into existence in 1969 vide Kashmir and Jammu Universities Act 1969 following bifurcation of the erstwhile University of Jammu and Kashmir.

Keeping the traditions of setting, monitoring, achieving and maintaining the standards of brilliance, School of Hospitality and Tourism Management (SHTM), University of Jammu is moving progressively towards achieving the objective of being one of the best institutes in the field of hospitality and tourism education. It is our endeavour to contribute to the corporate world by providing our students with the best training so that they can contribute efficiently and effectively in elevating the status of the organisation that they serve and emerge as successful corporate leaders in near future.

I welcome the young minds to the University of Jammu, Jammu and wish them best of luck in all of their endeavours and a bright future ahead.

Prof. Mohan Paul Singh Ishar

Vice-Chancellor
University of Jammu



**School of
Hospitality &
Tourism Management**
UNIVERSITY OF JAMMU



University of Jammu



Dean

With its largest and fastest growth in terms of both contribution to GDP and employment, tourism as an area of learning and career is gaining popularity and importance world over. When it comes to J&K, the state has a huge potential to attract all types of tourists viz., cultural, religious, adventure, scenic, leisure etc. In fact human resource is the most important factor to deliver quality service, which requires professionalism and specialization, knowledge of operational and managerial functions in different sectors viz., hospitality, transportation, entertainment and destination development and management.

At School of Hospitality and Tourism Management, we train young minds to emerge as leaders in Tourism Industry. I welcome the prospective students seeking to make their career in Tourism and Hospitality sector and wish them a fruitful and rewarding journey ahead.

A handwritten signature in black ink, appearing to read 'D. B. Gupta'.

Prof. Desh Bandhu Gupta
(Dean-Faculty of Business Studies)



University of Jammu



Director

School of Hospitality and Tourism Management (SHTM) is one of the premier Tourism & Hospitality Management institutes in India, well recognized for imparting finest education in the field of Hospitality and Tourism. The guiding philosophy of the school, throughout, has been creation of knowledge, influencing hospitality and tourism management practices and integration with industry and government at national as well as international levels to promote research. The objectives of imparting education, combined with creation, dissemination and application of knowledge, are being met in an integrated form, to create a synergetic impact. The school fosters and nurtures leaders capable of making difference in the corporate world. It inculcates human values and professional ethics in the students, which helps them to make decisions and create paths that are good not only for them, but also are good for the society, for the nation, and for the world as a whole. To fulfill its mission in new and powerful ways, each member of School of Hospitality and Tourism Management(SHTM) community strives to achieve excellence in every endeavour – be it education, research, consulting or training – by making continuous improvements in curricula and pedagogical tools. Regular student and faculty interaction with the giants from the corporate world is helping us in grooming our students into leaders and not just the managers of yesteryears.

Our programmes are competitive to enter, challenging to go through and cutting-edge on relevance and rigour. The course contents are very enriching and action-oriented. We groom our students into some of the most sought after in the industry - they become bright and innovative, grounded well in both theory and practice, develop a 'can do' attitude, acquire a holistic view of life and become caring citizens of this world. Our ethos is defined by the ancient spirit of "vasudaiva kutumb" or, the world is one family. At School of Hospitality and Tourism Management (SHTM) you will experience the ancient and the modern fused together in a charming Indian reality. Whatever your educational background you will find the intellectual and collective energy of School of Hospitality and Tourism Management challenging your assumptions and driving you to think deeper and wider.

I welcome you to explore the wealth of opportunities at School of Hospitality and Tourism Management and become a part of SHTM family.

Prof. Parikshat Singh Manhas

Ph. D, Post Master's in ECIS (Seattle University, USA), MBA



**School of
Hospitality &
Tourism Management**
UNIVERSITY OF JAMMU



about the

University

The University of Jammu, an ISO 9001-2000 certified and A-Grade accredited University by National Assessment & Accreditation Council of India (NAAC) came into existence in 1969 following the bifurcation of the erstwhile University of Jammu and Kashmir.

Cradled in the lap of mountains at the foothills of the auspicious Trikuta, besides the river Tawi at an altitude of 1030 ft. is the famed University of Jammu, where imparting education is not just a duty, but a commitment towards the advancement of the society. A University with a vision to be a name to reckon within the business, and a mission of production and distribution of knowledge, has been the saga from the time of its inception.

The University spread over six offsite campuses at Kathua, Bhaderwah, Poonch, Udhampur, Ramnagar and Reasi, provides instructions in 55 branches of learning both at the Post-Graduate and the Under-Graduate level and makes provision for research and advancement.

The University of Jammu hold examinations, grants degrees, generates knowledge and confers diverse academic distinctions on persons who pursue approved courses of study in the university or in the constituent college/institutions approved for the purpose as also for those who appear as external/private candidates.

The University also admits, maintains, and recognizes 29 Government and 108 affiliate colleges and other institutions. Primarily a research, teaching, affiliating and an examining body, it is involved in the promotion of arts, science, and other branches of learning.

The University of Jammu contributes towards nation building through training of young people in various disciplines and is providing value based education to make them enlightened citizens. The University takes pride in its assets which include a well equipped gymnasium and fitness centre; hostel facilities for both boys and girls; café and canteens which add relevance to the “Health is Wealth” concept.

The University is in possession of a magnificent high-tech General Zorawar Singh Auditorium comprising of Art Gallery, Photo Gallery, Exhibition Halls, Heritage museum, Conference Halls, TV Studio, FM Radio Station, a Cafeteria, Media Centre and a Art Studio for the children.

Situated in the heart of the Wi-Fi campus of the University, is Dhanvantri, the Central Library which is equipped with over four Lakh books, facilities like Video conferencing, EBSCO, EDUSAT, INFLIBNET, SMARTCARD, DELNET, CD-ROM database. The Library is amongst the first in India to have RIFD technology with more than 4000 journals available online.

The University of Jammu has 24-hour internet connectivity through VSAT and its website www.jammuuniversity.in forms a virtual gateway to the world.



about the



School of
**Hospitality &
Tourism Management**
UNIVERSITY OF JAMMU

"To draw upon various streams of thought and integrate these in educational process to empower individuals with all the knowledge and direction that they need to become worthy citizens/professionals in their field".

Educational Programme

Ph. D (Tourism Management)
MBA (Hospitality & Tourism)
BBA (Hotel Management)



University of Jammu started a two year full time Master's Degree Programme in Tourism Management in the year 2001-2002. The programme was started as a part of the Department of Management Studies. Within four years of its existence, the programme was able to establish its own credentials among the academia and the industry. Looking into the success of the programme, University of Jammu established Centre for Hospitality & Tourism Management on 27th July 2005, with an objective to develop tourism professionals and promote research. In year 2009, keeping in view the UGC requirements the degree has been renamed as Masters in Business Administration (Hospitality & Tourism).

In pursuit of excellence, Centre for Hospitality & Tourism Management committed to produce competent professionals, who are dynamic and responsible enough to assume offices in various managerial and administrative cadres in various tourism and related organizations. Students from all over the country learn to channelise potential in the right direction and put up concentrated effort, which are well organized and implemented to give practical dimension to the theoretical aspects in Tourism Management.

Objectives

- ▶ To develop professionals of high caliber and ethics, who would efficiently manage the resources of their respective employers thereby contributing to national development.
- ▶ To create professionally competent manpower to meet the managerial level requirement of tourism and allied industries.
- ▶ To provide a focal point for post-graduate level studies and professional development education with a distinctly integrated resource and business management orientation.
- ▶ To encourage and conduct policy, planning and management research design to enhance the effective and sustained use of the tourism resource base.
- ▶ To collaborate and network with industry and government of National and International level to promote research.

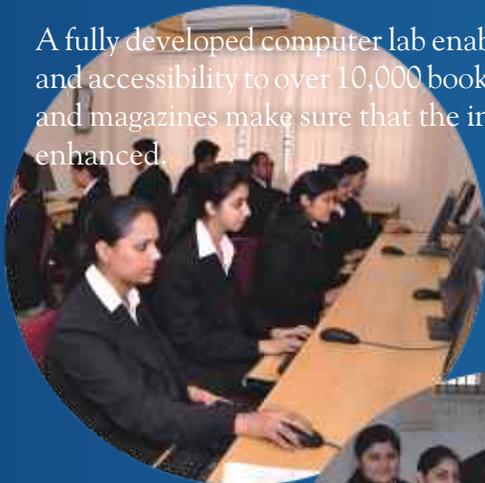


Learning Outcomes

The MBA(HT) program of University of Jammu is a mixture of knowledge, personal development and networking. On the one hand, it is designed to give each student a comprehensive understanding of current issues in the tourism industry; on the other, it dedicates considerable attention to developing skills.

It also provides the basis for building and consolidating a network of interpersonal relations, where colleagues, alumni, faculty and industry all provide the stimuli needed to continue the process of growth and sharing. These goals are achieved through various modes of interaction viz. formal lectures, panel discussions, seminars, field trips, practical tours and destination orientation etc. As also, a compulsory statutory 6 to 8 weeks of summer training ensures that their theoretical knowledge is put to practice.

A fully developed computer lab enables our students to keep in line with the latest technology. Exposure and accessibility to over 10,000 books on management, tourism and related subjects. Prestigious journals and magazines make sure that the intellectual quotient and contemporary knowledge of the students is enhanced.



Objectives

Areas of personal development include :

- ▶ Listening as a Manager's key competence
- ▶ Assertiveness and Leadership
- ▶ Teamwork and Team Building
- ▶ Negotiation and Selling Techniques
- ▶ Inter-cultural communication
- ▶ Managing Written Communication
- ▶ Managing Stress and Emotions
- ▶ Public Speaking
- ▶ Creativity and search for new ideas

Personal Development

One of the most distinctive features of the MBA(HT) program is personal skills development. It is not possible to achieve important career objectives by focusing only on knowledge, without considering the impact of one's own communication on others.

Personal development at SHTM aims at helping students to discover what is blocking them from achieving their full potential, aligning their behaviours with their objectives.

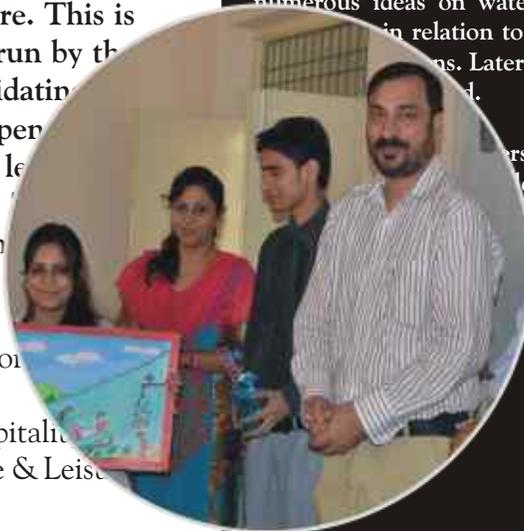
World Tourism Day



Tourism Club

The tourism club is an integral part of the Centre. This is essentially a student driven body managed and run by the students. It is a platform for engaging and consolidating industry academia relations. Students sharpen their planning and organizing decision skills and learn the practical aspects of event management as well. The club also publishes an in-house newsletter "Travanan". The activities undertaken by the club are :

- ▶ Interactive session of new entrants with the senior students.
- ▶ Teacher's Day Celebrations.
- ▶ Session on 'Career Prospects in the field of Hospitality & Tourism' by Mr. Nikhil Gupta, Orbitz Corporate & Leisure Travels (I) Pvt. Ltd.
- ▶ Prize distribution function of the Tourism Day Events.
- ▶ Familiarization Trip to Hari Niwas Hotel.
- ▶ Guest lecture by Nitin Sharma, LIGARE, Religare Aviation Training Academy Ltd. on importance and scope of Skill Development Training and Job Prospects in Aviation Industry.
- ▶ Four days workshop by Mr. Rattan Kotwal, FRGS, Tourism Advisor (Former Commonwealth Tourism Advisor & Deputy Director General Tourism – Govt. of India)



Every year SHTM celebrates World Tourism Day on 27th September with great passion and spirit. Keeping with the global spirit of World Tourism day, a number of activities were organized to celebrate the day. In line with the global theme of World Tourism Day 2013 'Tourism and Water Conservation' a Slogan Writing and Poster Making Competition was organized in the Department. The students participated enthusiastically in the event. They were made aware about the importance water conservation and how it relates to Tourism activities. The students came up with numerous ideas on water conservation and its relation to tourism in the form of slogans. Later on the best slogans and posters were distributed in an award ceremony held in the Department. Mr. Nikhil Gupta, Orbitz Corporate & Leisure Travels was the Chief Guest on the occasion. Ms. Bhavvi Abrol, Head of School of Hospitality and

ers were distributed in an award ceremony held in the Department. Mr. Nikhil Gupta, Orbitz Corporate & Leisure Travels was the Chief Guest on the occasion. Ms. Bhavvi Abrol, Head of School of Hospitality and

Corporate Exposure

The Federation of Indian Chambers of Commerce and Industry (FICCI) hosted its maiden B2B event titled '**The Great Indian Travel Bazaar**' at the B M Birla Convention Centre, Jaipur during April 19-21, 2009. The event was attended by over 100 international tour operators, 35 foreign tourism boards, 500 key tourism product sellers from India, including the state tourism boards, airlines, railways, spa and hotels participated in the event.

School of Hospitality and Tourism Management partnered with FICCI to provide voluntary support for organizing the event. The students were appointed as the facilitators of their key event i.e. Business to Business (B2B) meetings. Their working style and attitude was highly appreciated by the organizers, delegates and participants.



Course Structure for MBA (Hospitality & Tourism)

Semester I

Course Code	Title of Course
MBA (HT) 101	Fundamentals of Management
MBA (HT) 102	Introduction to Hospitality Management
MBA (HT) 103	Basics of Tourism
MBA (HT) 104	Business Research Methods
MBA (HT) 105	Business Communication
MBA (HT) 106	Tourism Resources of India
MBA (HT) 107	Managerial Economics
MBA (HT) 108	Seminar Course
MBA (HT) 109	Viva Voce

Semester II

Course Code	Title of Course
MBA (HT) 201	Marketing for Hospitality & Tourism
MBA (HT) 202	Organization Behavior & HRD
MBA (HT) 203	Accounting and Finance for Managers
MBA (HT) 204	Travel Agency and Tour Operations
MBA (HT) 205	Entrepreneurship in Tourism
MBA (HT) 206	Business Environment
MBA (HT) 207	Soft Skills in Hospitality & Tourism
MBA (HT) 208	Seminar Course
MBA (HT) 209	Viva Voce



Semester III

Course Code	Title of Course
MBA (HT) 301	Marketing of Services
MBA (HT) 302	Interpersonal and Leadership Skills in Hospitality & Tourism
MBA (HT) 303	Foreign Language I
MBA (HT) 304	Summer Training Report & Presentation
MBA (HT) 305	Seminar Course (Field Trip + Viva Voce)
Stream Hospitality	
MBA (HT) 306	Front Office Management
MBA (HT) 307	Housekeeping Management
MBA (HT) 308	Food & Beverage Management
MBA (HT) 309	Customer Relationship Management
Stream Tourism	
MBA (HT) 310	Airfare Ticketing & Cargo Management
MBA (HT) 311	Destination Management
MBA (HT) 312	Regional & International Tourism
MBA (HT) 313	Event Management

Semester IV

Course Code	Title of Course
MBA (HT) 401	Strategic Management
MBA (HT) 402	Internet Marketing
MBA (HT) 403	Business and Hospitality Etiquettes
MBA (HT) 404	Foreign Language II

Part II - (Stream - Hospitality) - On the job Training

Course Code	Title of Course
MBA (HT) 405	Project Report Presentation Viva Voce

Part II - (Stream - Tourism) - On the Job Training

Course Code	Title of Course
MBA (HT) 406	Project Presentation Viva Voce



SHTM Activities

Admission Details of MBA (HT)

Eligibility

The minimum qualification required for admission to the Course is as follows :
A Bachelor's Degree of 10+2+3 pattern in any discipline from the University of Jammu or any other University recognized by the University of Jammu or any other qualification recognized as equivalent thereto by the University of Jammu with at least 50% of the aggregate marks (40% for the candidates belonging to the Scheduled Castes / Scheduled Tribes);

OR

A pass in the final examination of the Institute of Chartered Accountants; Cost and Works Accountants; Company Secretaries;

OR

A.M.I.E. (Engineering) with at least 50% of the aggregate number of marks (40% for Scheduled Castes / Scheduled Tribes).

Notwithstanding anything contained in the Statutes, a candidate who has appeared or is appearing in the final year of the qualifying examination and is expecting to pass with the requisite percentage of aggregate number of marks in the said examination is also eligible to apply. In case such a candidate is called for the Group Discussion and Personal Interview, the permission to appear in these shall be granted only if he / she produces a certificate from the Head of the Institution last attended, if he / she is a regular candidate, and from the Controller of Examinations, if he / she is a private candidate, testifying that he / she has appeared in full at least in the written part of the final year of the qualifying examination.

Admission Process

The candidates have to appear in the MAT (Management Aptitude Test) conducted by the AIMA on 2nd & 8th February 2014. The candidates are expected to satisfy that they fulfil all eligibility requirements failing which the

School shall not be held responsible. **The candidates are also required to apply separately to School of Hospitality & Tourism Management, University of Jammu, Jammu-180006, for which the admission forms are available in the School and also at University website www.jammuuniversity.in**

Selection for admission to the course shall be made on the basis of: (a) Written Entrance Test i.e. MAT being administered by AIMA on

Sunday 2nd February 2014 or computer based MAT Test to be conducted by 8th February 2014 (onwards)

b) Group Discussion and Personal Interview. The details about MAT are available on the website

www.aima-ind.org. For the

information of candidates the MAT Bulletin is available for sale through Nodal Centres of AIMA (details available on AIMA website : www.aima.in). The last date for sale of MAT Application Form is 18th January 2014 and the last date of submission is 20th January 2014.

(i)	Marks secured in the Written Entrance Test	80%
(ii)	Personal Interview	10%
(iii)	Group Discussion	10%

Besides the filling up of MAT form, the candidates shall also have to apply separately on the Application Form for the MBA (HT) Programme of the School of Hospitality and Tourism Management, University of Jammu, Jammu which can be obtained from the office of SHTM by Hand on or before 26th February 2014 against a Bank Draft for Rs. 800/- (Rupees Eight Hundred only) drawn in favour 'Director, SHTM, University of Jammu', payable at Jammu and additionally with a self addressed envelope (23 cm x30 cm) bearing postal stamps worth Rs. 60/- not later than 21st February 2014 if request by post.



The last date for receipt of Application Forms complete in all respects in the School of Hospitality and Tourism Management(SHTM) is 28th February 2014(Friday).

The School shall also consider the MAT Scores of the candidates who have appeared in MAT exam conducted during September 2013/December 2013 for the admission to the course.

The admission of a candidate in the open merit and the reserved categories as also for the payment seats shall be made strictly in order of merit and as per the Statutes of the University as in vogue by the Institution concerned. All admissions shall be made as per the prescribed Statutes governing the Masters Degree Programme in Business Administration in Hospitality & Tourism (MBA-HT).

No admission shall be made after five days of the decision of the Appellate Committee or after fifteen days from the commencement of the class work, which ever is later. All appeals whatsoever relating to admission shall be entertained within one week of the closing of the admission process. Name/s of the candidate/s selected for admission shall be notified from time to time on the notice board of the School. The candidates in their own interest are required to keep in touch with the School and comply with the instructions issued from time to time vide various admission notices in this regard. The selection shall be cancelled and no complaint entertained in case of non-compliance to such admission notice (s).

Intake of MBA (HT)

Besides the normal number of seats as mentioned above, University of Jammu also admits candidates against payment seats. The amount of payment to be realized from the candidates seeking admission against the payment seats shall be Rupees Two Lac only in addition to the normal fees or as notified by the University from time to time. **The payment made against a Payment Seat is not refundable.**

The candidate opting for the payment/management seat may exercise his/her option in writing in this respect at the time of the submission of the Application Form. **The seat under this category shall be allotted strictly on the basis of merit-cum-choice and as per the Statutes governing the Course.**

SHTM (20 SEATS)

OPEN MERIT (67%) AND RESERVED SEATS (33%)

INCLUDES OPEN AND RESERVED CATEGORY

The University may, subject to fulfilment of eligibility conditions, consider the admission of one candidate in the MBA(HT) Course belonging to Kashmiri Migrant families, in order of merit, not exceeding one in a particular course provided that such a candidate produces documentary evidence of belonging to a family registered as a Kashmiri Migrant subject to production of the said Certificate from the Relief Commissioner. Such admission may be authorized by the Dean Academic Affairs against a seat which shall be supernumerary in the programme.

The University may, subject to fulfilment of eligibility conditions consider the admission of one candidate in the MBA(HT) Course to the wards of permanent employees of the University of Jammu (Teaching / Non Teaching), in order of merit, not exceeding one in the particular Course. Such admission may be authorized by the Dean Academic Affairs against a seat which shall be supernumerary in the course.

Reserved Category Seats

After selection of candidates is made on the basis of the Open Merit i.e., 67% of the total number of seats available in the course, the remaining 33% seats notwithstanding anything contrary to as contained in any law, S.R.O. or regulation in force in the State shall be filled up in accordance with the criterion as under :

Note: 1. This is as per the MBA(HT) Statutes. The Candidates may also refer to the specimen of the Affidavits, Certificates for furnishing the same as applicable and as exhibited at the end of this Admission Brochure. 2. To be a beneficiary of reservation, the candidate must be a permanent resident of J&K State, except when applying under categories(ii) i.e. Sports / Cultural and Literary activities and (iii) i.e. NCC/NSS/ Bharat Scouts and Guides activity, for which the candidate must have passed the qualifying examination from the University of Jammu.

Category	Description	%age
(i)	Scheduled Castes	8%
(ii)	a) Sports person	4%
	b) Persons who have excelled in Cultural/Literary Activities	2%
(iii)	a) Persons who have participated with distinction in NCC activities	2%
	b) Persons who have participated with distinction in NSS/Bharat Scouts and Guides Activity	2%
(iv)	Defence Services Personnel including Ex-Servicemen and their children who are permanent residents of the state and have had a satisfactory service record.	2%

Category	Description	%age
(v)	Candidates belonging to the areas adjoining the Actual Line of Control.	2%
(vi)	Candidates belonging to Scheduled Tribes (Gujjar, Bakerwals, Caddies, Baltis)	5%
(vii)	Candidates belonging to S.T. (Resident of the Districts of Leh & Kargil).	2%
(viii)	Candidates belonging to Backward Areas other than that of the Districts of Leh and Kargil.	2%
(ix)	Candidates belonging to the Weak and Under-privileged Classes as notified in S.R.O. by the State from time to time	2%

Fee/Estimate Expenses

The course fee for MBA(HT) programme is approximately Rs. 40,000/ only.

Note: 1. The candidates applying under the payment seats shall have to pay an amount of Rupees Two Lac for the course over and above the normal fee as normal fee as mentioned above or as prescribed by the University at the time of admission to Ist Semester of course. The payment made against the payment seat is not refundable.

2. The fee structure for all semesters is subject to revision including the fee for the payment seats, as approved by the University authorities from time to time.

Statutes Governing admission in M.B.A.

▶ (a) All candidates seeking admission to the (MBA) Masters in Business Administration (Hospitality & Tourism) Course shall be required to pass the Written Entrance Test, participate in Group Discussion and appear in the Personal Interview to be conducted by the Admission Committee.

(b) For candidates seeking admission under the open merit category and reserved categories i, iv, v, vi, vii, viii and ix as identified in statute 13, the marks assigned to different components of the selection process shall be as under:

i.	Written Entrance Test	:80
ii.	Group Discussion	:10
iii.	Interview	:10

	Total	100

(c) For candidates seeking admission under the reserved categories (ii) and (iii) as identified in statute 13, the marks assigned to different components of the selection process shall be as under:-

Merit of the candidates applying under reserved categories of sports/ Cultural & Literary; and NCC/NSS/ Bharat Scouts and Guides activities as specified in statute 13, shall be determined on the basis of (i) marks/ point awarded to such candidate for these activities as per Statutes PLUS (ii) one – fourth (1/4) of the percentage of marks secured by the candidate in the Written Entrance Test, Group Discussion and Personal Interview. The composite score thus calculated, shall form the basis of Admission. Provided that a candidate seeking admission unless covered under Statutes has not been admitted to any course of study in the University in an earlier session under the aforesaid reserved categories. Provided also, that where candidates have obtained equal composite score, the tie shall be resolved by reference to their achievement merit in the respective activity determined as per Statutes. Higher achievement merit shall determine priority in admission.

Marks for performance in Sports / Cultural & Literary; and NCC/ NSS/ Bharat Scouts and Guides activities shall be calculated according to the Schedule as given in the Brochure for admission to the various Courses of Study in the Teaching Department of the University of Jammu as notified every year.

(d) Minimum marks required to pass the Written Entrance Test shall be 50% of the marks assigned to this component (40% for the candidates belonging to the Scheduled Castes and Scheduled Tribes) Student Who have passed the qualifying examination from an institution other than the University of Jammu shall be required to submit:

- i) An eligibility certificate issued by the University of Jammu; and
- ii) A migration certificate from the University last attended in accordance with the relevant Statutes.
 - ▶ There shall be two examinations in an academic year, one at the end of each semester.
 - ▶ The first semester examination for the Master Degree programme in Tourism Management shall be open to a regular student who having attained the qualifications with the requisite percentage of marks as mentioned in Statute 3.
- a) Has been on the rolls of the concerned Institution for the prescribed period, immediately preceding the examination;
- b) Has been a person of good conduct and has performed the work of the class satisfactorily; and
- (c) Has attended not less than 75% of the lectures, seminars, case discussions, field trips, project work etc .for each course conducted up to one week before the commencement of the Examination. Application on the prescribed form for admission to the examination duly filled in and accompanied by the prescribed fees and certificates must reach the Controller of Examinations not later than the date fixed for the purpose by the University.
 - ▶ The second, third and fourth semester examinations shall be open to a regular .student who;
- a/ has been on the rolls of the concerned Institution during one semester preceding the second, third or fourth semester examination, as the case may be;
- b/ has been a person of good conduct and has performed the class work satisfactorily;
- c/ has attended not less than 75% of the lectures, seminars , case discussions, field trips, project work, etc. for each course, conducted up to one week before the commencement of the examination ;
- d/ has paid the prescribed fee;
- e/ has passed the first ,second or third semester examination of the University, as the case may be, or is covered under these Statutes relating to Re-appear category. Application on prescribed form for admission to the examination duly filled in and accompanied by the prescribed fee and certificates must reach the Controller of Examinations not later than date fixed for the purpose by the University.
- ▶ Notwithstanding anything contained in these Statutes, the University Syndicate shall have the power to exclude any

candidate from appearing in any examination if is satisfied, after inquiry, that such a candidate is not a fit person to be admitted thereto.

Whenever the examination form/fee or both of a candidate is /are received in the University Office after the last prescribed date, he/she have shall have to pay late fee as may be prescribed by the University from time to time

▶ A student who falls short of attendance in half or less than half of the total number of courses prescribed for the semester shall be permitted to take the semester examination only in such course in which he/she fulfills the attendance requirement.

▶ In those courses in which the candidate falls short attendance, he/she shall have to repeat the course (s) when classes in such courses are held by the concerned Institution .He/She shall thus be required to earn fresh eligibility with regard to the statutory provisions of attendance to appear and pass the examination (s) in the course (s) in which he/she fell short of attendance. In case the course (s) relates (s) to 1st or 2nd semester, he/she shall be required to clear the same in one chance. For course(s) relating to 3rd or 4th Semester, he/she shall be given two chances. However, a student who has shortage in attendance in more than half the number of courses prescribed for the semester shall not be permitted to take the University examination in any course of that semester.

Explanation: The expression “half the number of courses “occurring in the Statutes shall mean three course (s) out of seven courses excluding the internally evaluated and the comprehensive viva-voce.

▶ A student who is detained on account of shortage of attendance in more than half the number of courses prescribed in the first semester shall be cancelled such a person shall be eligible like other candidates for fresh admission to the first semester in the course subsequently in accordance with the procedure as laid down in provision 3 of these Statutes , i.e. he/she shall have to appear again in the written Entrance Test ;Group Discussion and Personal Interview and as prescribed in the Statutes governing the Course.

A student who is detained on account of shortage attendance in more than half the number of courses prescribed for the second, third and fourth semester may be permitted to rejoin the second, third or fourth semesters as the case may be,during the next academic session but shall be required to repeat all the courses relating to that semester for earning eligibility to appear in the relevant semester examination.

Notwithstanding the above, a student who is detained on account of shortage in attendance and is not able to pass the 1st and 2nd semesters shall not be permitted to seek admission in the 3rd Semester of the Course. Such a candidate shall have to repeat the Course (s) in which he /she fell short of attendance in the relevant semester i.e. 1st Semester or 2nd Semester as the case may be.

▶ Internal assessments shall be a constituent part the semester examinations, The weightage in terms of marks to be given to a semester examination and the internal assessment in a course, except the Seminar Course, Directed Study /Project, Summer Project and viva-voce, shall be in the ratio of 70:30. Performance in Seminar Course and viva-voce shall be assessed internally on 100% basis. The break-up of the marks in Directed Study /Project and Summer Project is as given in statute 40 (c) and (d) respectively.

▶ The internal Assessment awards of a candidate who fails in the examination shall be carried forward to the next examination.

▶ For on –the – job - training in the 4th Semester, students shall submit on –the-job-training project reports and the same shall be evaluated by the External Examiners during the conduct of viva voce, the viva voce to be conducted jointly by the Internal Examiner and at least two External Examiners. The remaining four courses at S.No .1, 2, 3 & 4 shall be conducted internally by the Centre before the students leave for their –training.(In 4th Semester, on the job training consists of two parts ,part-A, comprises of courses at serial no 1,2,3 & 4 and part –B, comprises of Project report, presentation and viva-voce)

▶ The Summer Project Report shall be evaluated by the internal examiner & an external examiner, internal examiners shall be appointed by the Director.

▶ The minimum number of marks to pass the examination in each semester shall be-

I) 40% in the University examination and internal assessment separately;

II) 40 % each in Seminars, Workshop, Directed Study/Project, Summer Project Report and Viva-Voce; and

III) 50% in the aggregate of (i) and (ii) above.

Provided that a candidate who appears in the examination and fails in one or more than one course and /or aggregate by a deficiency of not more than 1% of the maximum marks of the courses in which he/she appears shall be declared to have passed the examination by adding in each semester the required number of marks in the course (s) and /or aggregate to his /her best advantage.

▶ A candidate who fails in the semester examination but secures at least 40% marks in the University examination and the internal assessment separately in not less than half the number of courses prescribed for that semester shall be permitted to continue his /her studies provisionally in the next semester but he/she shall be required to re-appear and secure the requisite 40% marks in each of the courses in which he/she had failed in one chance in the case of I or II semester and in two chances in the case

result of the next semester shall automatically stand cancelled . Such a candidate shall neither be eligible to repeat the semester which he/she could not qualify within the permissible chances nor re-appear in that semester examination, even as a private candidate. However, the Vice Chancellor is authorized to grant an additional chance for passing the said papers to a candidate on the recommendation of the Dean Faculty of Management Studies.

▶ Notwithstanding anything to the contrary as contained in Statute 42, if a candidate is required to re-appear in a course which is based on 100% Internal assessment ,he/she shall be given one more chance to qualify in that course without attending lectures. The work assigned may be determined by the Head of the Centre.

▶ A candidate who fails to secure 40%marks in the University examination and internal assessment separately either in all courses or in less than half the number of courses individually of a semester examination, shall be eligible to avail of only one chance to appear in the next examination of that semester but he/she shall be required to appear in all the courses of that semester i.e. he/she shall not be given exemption to appear in the courses that semester examination in which he/she has already obtained 40%marks or more. If he/she fails to secure the requisite 40% marks in each of the courses of the semester examination individually in the second attempt, he/she shall not be eligible thereafter either to repeat the courses or appear in that semester examination privately.

▶ A candidate who having passed the second OR the third semester examination ,discontinues his /her studies ,may be permitted to join the third or fourth semester, as the case may be , within two years of his /her passing the second /third semester examination.

▶ A transcript shall be issued to a student in respect of his performance in each semester after evaluation of semester examination is done. The transcript shall indicate the marks obtained in internal assessment and semester examination separately in each course.

▶ A candidate who has passed the (MBA) Master in Business Administration (H&T)examination from the University of Jammu and has been placed in the second division in the aggregate of all the semester examinations may be given one chance to improve his division within a period of five years of having passed the (MBA) Masters in Business Administration (H&T) examination and for this purpose he /she may reappear as a private candidate in the consecutive examinations in any number of courses except Seminars, Summer Project Course/Directed Study/Viva-Voce . The credits already earned by the candidate in other course in which he /she does not appear shall be carried forward.

The result of such a candidate shall be declared if he/she improves the division. Notwithstanding anything contained above a candidate, who having passing the (MBA)Masters in business Administration (H&T) examination in second division with less than 55% marks from the University of Jammu, appears in the examination to improve the division but fails to do so , his result may also be declared provided he/she secured 55%marks or above. Such a candidate shall have to return to the University the Masters Degree and marks manuscript all the semester examinations, in original, if issued to him/her.

▶ After a candidate has appeared and has passed in all courses of study individually and has also secured the requisite percentage of aggregate marks in the 1st, 2nd, 3rd and 4th Semester examinations separately in accordance with these Statutes, he/she shall be declared successful in the Master's Degree Programme in (MBA)Master in Business Administration (H&T) and shall be classified as under:-

i) First Division with Distinction, if he /she has obtained 75% or more of the aggregate number of marks in all the courses of four semesters;

ii) First Division if he/she has obtained 60% or more of the aggregate number of marks but less than 75% marks;

iii) Second Division, if he/she has obtained 50%or more of the aggregate number of marks but less than 60%marks.

Provided that deficiency up to 1% marks in the aggregate number of marks required for first or second division shall be condoned for the purpose of placing a candidate in the first or second division, as the case may be.

▶ In case of any discrepancy with regard to the admission of any candidate coming to the notice and knowledge of the University, which is outside the Purview of the Statutes governing admissions to the (MBA) Masters in Business Administration (Hospitality & Tourism) Course, the University reserves the right to cancel the admission of such a candidate at any stage and such a candidateshall be precluded from pleading equity later on.

The University also reserves the right to take disciplinary action against any defaulting Institute violating the statutory norms of University governing admission of candidates to the Course .

▶ All legal disputes relating to (MBA)Master in Business Administration (Hospitality & Tourism) shall be subject to the courts in the jurisdiction of Jammu only.

The above mentioned Statutes are part of the detailed Statutes. The full version of the Statutes is available on www.jammuuniversity.in. The candidates are advice to go through the Statutes before taking admission.

Important Instructions

- Candidates interested in seeking admission to the MBA(HT) & BBA (HM) course in SHTM are required to apply separately to SHTM.
- Please fill in this form carefully and send it, by registered post or hand over the same personally in the office of the Director, SHTM, New Campus, University of Jammu, Jammu-180006 so as to reach not later than 28th February 2014. Incomplete/Late application forms shall be rejected and no further correspondence shall be entertained in this regard.
- Final selection to the MBA(HT) course will be based on the MAT score, academic evaluation and the subsequent Group Discussion and Personal Interview to be held at SHTM, University of Jammu.
- Please attach a Character Certificate (latest) from the Head of the Institution last attended or from a Gazetted Officer.
- Please make it sure that you have written your name, address, MAT Form No., type of reserved category, if any, and the telephone number etc. at the prescribed columns in the application form.
- No certificate shall be entertained after the form is received in the School. Details of enclosures must be specified. Candidates applying under a Reserved Category must attach a certificate to this effect and the certificate so attached shall be considered only if it is in conformity with the latest order/SRO issued for the purpose, by the Government of Jammu and Kashmir/University of Jammu.
- The candidates called for Group Discussion and Personal Interview shall have to produce all the required certificates in original, along with their photocopies failing which their candidature shall not be considered.
- If a selected candidate fails to produce original certificates or deposit the required fee within the specified period, his / her selection to the course shall be cancelled and the seat falling vacant shall thus be allotted to the candidate next in order of merit.
- The candidates in their own interest should remain in touch with the School regarding the declaration of result/selection list (s) and other admission related information.
- The candidates having any grievance may apply on the appeal form, available from the University. The appeal form with all formalities duly completed shall have to be submitted in the Office of the Dean Academic Affairs within the dates notified for the purpose by the University.
- In case of any discrepancy/dispute, the Statutes/Regulations governing the MBA(HT) & BBA (HM) programme of the University coupled with the general Statutes of the University shall be followed. All legal disputes relating to MBA (HT) & BBA (HM) programme shall be subject to the jurisdiction of Jammu only.
- A candidate opting for the payment seat may exercise his/her option in writing in this respect at the time of the submission of the Application Form. The seat under the payment/ management quota shall be allotted strictly on the basis of merit-cum-choice and as per the Statutes governing the course.

Such candidates who are invited for GD/Personal Interview and are also interested to be considered for payment seat shall have to deposit a separate additional non-refundable bank draft of Rs. 500/- payable in favour of 'Director, SHTM, University of Jammu' payable at Jammu, at the time of GD / Personal Interview.

Rules of Discipline

1. Students shall be responsible for their conduct and are prohibited from doing anything either inside or outside the department or university campus that will amount to a breach of discipline or interference in the discipline and normal working of the department or university.

2. A student shall be liable to disciplinary action for violation of any of the rules framed by the university authorities from time to time. Disciplinary action may involve warning, and / or fine, and / or suspension from classes, from the examination, from use of the Departmental Library or even from the Department as such, or any other action as deemed fit by the concerned authorities.

3. Students shall conduct themselves in a polite manner both towards the staff members, faculty members and towards their fellow students. Insubordination, unbecoming language or ungentlemanly conduct including teasing etc. shall be severely dealt with.

4. Students shall maintain perfect silence in class rooms, laboratories and library and desist from disorderly behaviour. They must not loiter in the corridors or in front of class rooms or office rooms and must keep as quiet as possible at all times. During their free periods students should work quietly in the Library or Reading Room or spend the time without causing any disturbance. Smoking in the campus is prohibited.

5. Students shall take proper care of the University furniture and premises, and they must not spoil or cause any damage to, or tamper with University property, furniture and fittings. They shall not spoil the lawns.

6. Students shall leave their vehicles locked in the area provided for this purpose. No vehicle shall be parked in any other part of the area where traffic blockage or congestion is caused.

7. No Society can be formed in the university without the permission of the authorities nor shall any person be invited to address a meeting in the university without the prior permission of the authorities.

8. Any kind of arms, even if licensed, shall not be carried in the department or university campus. If any student bears any sort of threat, he shall inform the concerned authority.

Anti-Ragging Committee

Ragging in any form on the Campus, including hostels, shall be taken as a very serious offence and shall be called for action of the nature of serious indiscipline.

The following are the members of the Anti-Ragging Committee and can be contacted in case of any problem faced by the students with regards to ragging in the department.

1. Prof. Parikshat Singh Manhas, Director, SHTM
2. Dr. Suvidha Khanna, Assistant Professor

Academic Calender for MBA (H&T)

FIRST YEAR	August 2014	Ist Semester starts
	October 2014	Mid Semester Test
	November 2014	End Term Examination (Ist sem)
	December 2014	2nd Semester starts
	WINTER BREAK	
	February 2015	Mid Semester Test (2nd Semester)
	April 2015	End Term Examination
SECOND YEAR	May/June/July 2015	Summer Training
	August 2015	3rd Semester starts
	October 2015	Mid Semester Test
	November 2015	End Term Examination (3rd sem)
	December 2015	4th Semester starts
	February 2015	On the Job Training



Visiting Faculty from the Industry

- ▶ Mr. Gour Kanjilal, IATO, Delhi
- ▶ Mr. Harkripal Singh, Chief Representative, TAAI
- ▶ Mr. Vikash Khandori, Cox & Kings
- ▶ Col. Sumant Bhatia, Colonels World Wide
- ▶ Mr. Anil Mathur, Travel Writer, HT
- ▶ Mr. V.K. Sehgal, Quest Travel Services
- ▶ Capt. Anil Gour, Masters Tour & Travel
- ▶ Swami Girijeshanandaji, Ramakrishna Mission, Jammu
- ▶ Mr. Ajay Khajuria, Ex-Director Tourism, J&K Govt.
- ▶ Prof. A.N.Sadhu, Deptt. of Economics, University of Jammu
- ▶ Prof. Shashi Kant, Deptt. of Botany, University of Jammu
- ▶ Col. A.S.Shekhawat, Ex-Principal-Jawahar Institute of Mountaineering and Winter Sports

VISITING Faculty

Visiting Faculty from other Institutes

- ▶ Prof. Siddiq Wahid, Vice Chancellor, Islamic University, Kashmir
- ▶ Prof. Manjula Choudhary, Director, IITTM, Gwalior
- ▶ Prof. S.K. Mishra, Former Director, IITTM, Gwalior
- ▶ Prof. Kapil Kumar, IGNOU, New Delhi
- ▶ Prof. Sandeep Kulshreshtha, IITTM, Gwalior
- ▶ Prof. S.P. Bansal, VC, Maharaja Agrasen University, Solan
- ▶ Prof. A.K Bhatia, Kuoni Academy
- ▶ Prof. S.C. Bagri, Uttaranchal University
- ▶ Prof. K. Mathur, Jodhpur University
- ▶ Mr. Chander Shekhar Barua, IITTM, Gwalior
- ▶ Prof. R.A. Sharma, Jiwaji University
- ▶ Dr. Ashish Dahiya



Placement & Summer Training

- ▶ Kouni India Pvt. Ltd.
- ▶ Orbit Tour & Trade Fairs
- ▶ Travel Inn(India)Pvt. Ltd.
- ▶ Sita World Travel
- ▶ Cox & Kings
- ▶ Indo Asia Tour Pvt. Ltd.
- ▶ Holiday Makers(India) Pvt. Ltd.
- ▶ Eternity Tour & Travel Pvt. Ltd.
- ▶ Travel Pal Tour & Travel Pvt. Ltd.
- ▶ Yatrik.com
- ▶ Hepana Tours (India)Pvt. Ltd.
- ▶ Planet India Travels Pvt. Ltd.
- ▶ Travel Corporation of India, Pvt. Ltd.
- ▶ Raj Travels
- ▶ JKTDC
- ▶ Shri Mata Vaishno Devi Shrine Board
- ▶ Hotel Mughal Sheraton, Agra
- ▶ Orbitz Corporate and Leisure Travels
- ▶ Routes
- ▶ Makemytrip. com
- ▶ Country Inn-Raddison Group
- ▶ India Insight Tours Pvt. Ltd.
- ▶ Jet Airways
- ▶ Heritage Holidays
- ▶ Ambe World Travels, New Delhi
- ▶ Southern Travels (P) Ltd. New Delhi
- ▶ Wander Lust Pvt. Ltd. New Delhi
- ▶ JIM &WS, Pahalgam
- ▶ SOTC
- ▶ Le- Passage to India

SHTM Faculty

Prof. Parikshat Singh Manhas, (Ph. D),
Post Master's in ECIS (Seattle University, USA), MBA
Director, SHTM



Dr. Parikshat Singh Manhas has been a Visiting Professor to Zhubanov State University, Republic of Kazakhstan, Bashkir State University, Ufa, Bashkortostan, Russia and Graduate School of Business, University of Lima, Peru. His research interests are Tourism, Recreation, and Hospitality Management, Responsible Tourism, Brand Management, Post Conflict Tourism and Peace Building Strategies (Revival Tourism) and Destination Marketing. Recently Dr. Parikshat was awarded Hungarian Faculty Research Fellowship by Hungarian Scholarship Board, Budapest, HUNGARY under the Indo Hungarian Educational Exchange Program for the year 2012-13. He was Shastri Indo-Canadian fellow in 2009 and won Career Award for Best Young Teacher (CAYT) awarded by All Indian Council for Technical Education (AICTE) – Government of India, 2009. He has been awarded Major Research Projects by various national and international Governments/Agencies.

Dr. Parikshat is Editorial Board Member of the Journal of Management and Sustainability as well as Journal of Hospitality and Tourism Education (JHTE), Journal of Hospitality and Tourism Research (JHTR) and Journal of Hospitality and Tourism Cases (JHTC) of International Council on Hotel, Restaurant and Institutional Education (ICHRIE). He is also Editorial Board Member of the Journal Regional Statistics of the Hungarian Central Statistical Office, Hungary, Asia-Pacific Journal of Innovation in Hospitality and Tourism, Taylor's University, Malaysia and TEAM (Tourism Educators Association of Malaysia) Journal of Hospitality and Tourism. Dr. Parikshat is board member of the Asia Pacific Council on Hotel, Restaurant, and Institutional Education (APacCHRIE) as Director of Research. He has authored 6 books and more than 70 research papers which have been published in Journals, Edited Books, and in the Conference Proceedings.



Prof. Deepak Gupta
(Ph. D), MDP (IIM-A), IVLP (U.S.A.)

He has done his MDP (Marketing) from IIM-Ahmedabad. His Academic interests are in the area of Tourism Marketing, Business Statistics and Research Methods. He has participated in various International, National Conferences, Seminars and Workshops. He is the former Director of School of Hospitality & Tourism Management, University of Jammu.



Dr. Anil Gupta
MBA (Gold Medalist), FPM (ICFAI)

He is working as Assistant Professor in School of Hospitality & Tourism Management. He has served in corporate for 5 years in the area of advertising & marketing. His academic interests are in the area of Marketing, Strategic Management, Advanced Research Methods, Services Marketing and Hospitality Management. His research work has been published in various business magazines & research journals.



Dr. Suvidha Khanna
(B.Com, MTM-Gold Medalist)

She is working as Assistant Professor in SHTM since 2007. Prior to that, she worked in the Department as UGC-JRF for 2 years. She pursued doctorate in the area of hospitality, relating Gender issues and HRM. She also did PGDBA, PGDJMC and PGDHRM. She has attended workshops as an expert for revising the curriculum of three years diploma programme in 'Travel & Tourism' for the state of J&K at NITTTR, Chandigarh. Her articles and research papers have been published in various books, magazines and journals. She has also participated in national & international conferences and seminars. She has been presented the best paper award at the Indian Hospitality Congress 2008 by the International Journal of Contemporary Hospitality Management.

SHTM Faculty



Mrs. Neetu Dhar (MTM)

She is working as Teaching Assistant in SHTM. She has 9 years of corporate experience. She has worked in Frankfinn Institute of Airhostess Training as a trainer for Communication Skills and Personality Enhancement. She has trained students on various soft skills like Communication, Leadership, Team Building Skills and Handling Corporate Interviews. She has held a number of workshops in various prestigious schools for teacher's soft skills enhancement.



Mr. Gaurav Sharma
(B.Sc. in Hotel Management)

He is working as Teaching Assistant in SHTM. He has worked in Hotel Industry for more than 5 yrs. He has worked as Assistant Lecturer in Food and Craft Institute for 2 years. His teaching interests are in Food and Beverages Production. He has an expertise in Food and Culinary Arts.



Mrs. Manpreet Kaur,
(MFC, MBA)

She is working as Lecturer in SHTM. She is UGC- NET qualified. She is pursuing her Ph.D. in the field of Organizational Behavior. She has served in the corporate for seven years in the Banking and Insurance sector. Her academic interests are in the area of Human Resource Management, Marketing, Service Marketing and Organizational Behavior.



Mr. Nikhil Singh Charak,
(BHM), PG in HOM- Gold Medalist

He is working as Teaching Assistant in SHTM. He has done Hotel Management from IHM, Gurdaspur, affiliated to Ministry of Tourism. He has more than 5 years of work experience in the Hospitality Industry. He has worked with Taj Hotels, Ista Hotels, Anantara Spa and Resorts, Maldives, Ananda in Himalayas, Rishikesh, Fortis Group, Unitech Group. His academic interests are in Front Office, Housekeeping, and Food & Beverages Services.



Mr. Rakesh Sharma, MBA
(Hospitality and Tourism)

He is working as Lecturer in SHTM. He has done Hotel Management from SHTM, University of Jammu. He is UGC- NET qualified. His teaching interests are in Business Research Methodology, Basics of Tourism Management.



Dr. Deepika Gupta,
(Ph.D in tourism, M.com, DBM)

She is working as Lecturer in SHTM. She has teaching experience of 5 years. Her academic interests are in the area of tourism, finance, Front Office, Housekeeping and Ticketing. Her articles and research papers have been published in Journals and books. She has also participated in national conferences, seminars and workshops.



Miss Isha Sharma,
(MBA, PGDEM)

She is working as Lecturer in SHTM. She is UGC- NET qualified. She has two years of corporate experience. Her academic interests are in the area of Marketing, Human Resource Management and Organizational Behavior.



Mr. Bhanu Pratap Singh,
(BE, MBA)

He is working as Lecturer in SHTM. He has served in corporate sector for one year in the area of Sales and Marketing. His academic interests are in the area of Marketing, Finance and Business Economics. He is UGC- NET (Management) qualified.

I feel so blessed to have an opportunity to study in SHTM. Studying at SHTM helped me face my fears and challenged me to grow professionally. Relationship Management is one of the important things that I've learned and experienced here. My learning helps me to face stressful times, focus on my goals and live a simple happy life. I thank God for everything.

Anu Zutshi, Manager-Marketing & Operations at India Exotica Travels Pvt. Ltd., Delhi

SHTM opened a life changing opportunity for me. I met a lot of people here from different educational backgrounds and made close friends. I learnt about time management which still helps me in my professional life and personal life as well. Today, I am working as Market Manager Mumbai, MakeMyTrip.Com. I thank God for everything, my family, my SHTM family, and the people around.

Vaibhav Sharma, Market Manager, MakeMyTrip.Com

Being a part of SHTM was an enduring investment, one that commenced with admission, was assembled during my time at SHTM, and will flourish forever. I have learned and grown beyond my expectations. The learning environment and capable instructors at SHTM furnished me with a solid academic foundation and skills for my current responsibilities as Asst. General Manager of Incredible Voyages. I am forever grateful!

Udhey Vir Singh, Asst. General Manager, Incredible Voyages

I did my MBA (HT) from SHTM and practically applied most of the things I learned in my courses. I found the faculty very much cooperative and supportive. Tourism sector is rapidly growing in our country and lots of good opportunities are in this market and hence I strongly recommend this course for prospective students.

Nishu Pandit, HOD Operations, India Insight Tours

"SHTM offered a highly challenging but equally stimulating environment which helped me to nourish my career. All thanks to the visionary and knowledgeable faculty members. My consistent interactions with tourism courses invoked immense excitement and fascination for this field to such an extent that I joined the world largest Travel group TUI and then decided to pursue a Ph.D. in Tourism Management from this institute."

Jeet Dogra [Assistant Professor - IITTM, Gwalior]

SHTM is one of the best places to study Hospitality and Tourism. All that I learned here made me what I am today. I got the confidence to start my own venture from the learning that got from SHTM. All the best to the prospective students. Wish you a superb career ahead.

Manav Bali, Director, Mystic Asia Destination Management Pvt. Ltd.

"Being part SHTM was like a dream come true. I found the best faculty to guide me in the best possible manner. What I am today would never have been possible without the guidance and support of my mentors at SHTM. I have realised my dreams here and I am quite confident that the prospective students will also do the same.

**Dr. Ramjit, Assistant Professor (Tourism Mgt.),
Department of Tourism Studies, Central University of Kashmir**



"The growth in the travel & tourism industry is well known by now but what is still not too well known is the fact that such a growth requires much qualified manpower so that there is not a big mismatch between the demand and supply. The School of Hospitality and Tourism Management, University of Jammu is playing an important role in filling the gap between what is available and what is required to meet the challenges of the days to come. The strong interaction between the academics and industry sectors that is the hallmark of the Jammu set-up ensures that the students passing out from here do credit to any organization they join. I wish the students all the best in a career which is sure to be satisfying and challenging , giving much scope for growth".

Prof. Kapil Kumar
Director, School of Social Sciences, IGNOU

"School of Hospitality and Tourism Management, University of Jammu is emerging as a leading tourism training institute of the country. I have had the privilege to interact with the faculty, scholars and students of SHTM. They demonstrate tremendous commitment, energy and dedication towards contributing to the growth of the tourism industry. The amalgamation of theory and practical training sets apart the learning pedagogy of SHTM."



Prof. S. P. Bansal
Vice Chancellor, Maharaja Agrasen University, H.P.



The growth in the travel & tourism industry is well known by now but what is still not too well known is the fact that such a growth requires much qualified manpower so that there is not a big mismatch between the demand and supply. The School of Hospitality and Tourism Management, University of Jammu is playing an important role in filling the gap between what is available and what is required to meet the challenges of the days to come. The strong interaction between the academics and industry sectors that is the hallmark of the Jammu set-up ensures that the students passing out from here do credit to any organization they join. I wish the students all the best in a career which is sure to be satisfying and challenging , giving much scope for growth. My interaction with students of SHTM is on regular basis. They are brilliant and full of energy. I wish them a bright future.

Anil Mathur
Freelance Correspondent

"School of Hospitality and Tourism Management, University of Jammu houses brilliant young aspirants willing to engage themselves in the Tourism and Hospitality Industry to contribute in making India as one of the best destinations in the world. I wish them good luck. I have had the privilege to interact with the faculty, scholars and students of SHTM. They demonstrate tremendous commitment, energy and dedication towards contributing to the growth of the tourism industry. The amalgamation of theory and practical training sets apart the learning pedagogy of SHTM. IATO wishes good luck to SHTM."



Gour Kanji Lal
Executive Director, IATO



Had a full week of opportunity to interact with the students and the faculty of the SHTM and am delighted with the time well spent. I am highly impressed with the keenness and the scholarship of the students, which has surpassed my expectations. There is perceptible hunger for knowledge in the students as well as the faculty to know more and do more. Jammu University has shaped into a center of excellence for future Tourism & Hospitality professionals for Incredible India.

I wish the students and the faculty good luck and a bright future.

Rattan Kotwal
FRGS, Tourism Advisor
(Former Commonwealth Tourism Advisor &
Deputy Director General Tourism - Govt. of India)

AFFIDAVIT

A). I.....Son/Daughter ofresident of hereby solemnly declare that I have passed my qualifying examination, in the year.....from the University of I further declare that I have neither been admitted to any course / programme of study of this University nor have passed any post graduate examination as a private candidate, after passing my graduation examination in the previous year, except as provided in explanation (i) of Statute 15 of the Statutes governing admissions to the University of Jammu. The above statement made by me is true to the best of knowledge and belief and in the event of this having been proved otherwise, my admission shall stand automatically cancelled besides any other action that may be taken against me under law for my civil or criminal liability. B). I further hereby solemnly declare that I was not involved in any criminal/antisocial activities prior to submission of this application form.

DEPONENT

AFFIDAVIT

(FOR CANDIDATES SEEKING ADMISSION UNDER THE RESERVED CATEGORY)

(A) I.....Son/Daughter of..... Resident of..... hereby solemnly declare that I am seeking admission to the course/programme of study namely..... in the Department of University of Jammu on the basis of Reserved Category. I further declare that Reserved Category Certificate submitted by me is genuine and in the event of this having been proved otherwise, my admission shall stand automatically cancelled, besides any other action that may be taken against me under law for my civil or criminal liability.

(B) I further hereby solemnly declare that I was not involved in any criminal / anti-social activities during this period.

DEPONENT

FORM OF CASTE CERTIFICATE

FORM OF CERTIFICATE TO BE PRODUCED BY A CANDIDATE BELONGING TO SCHEDULED CASTE IN SUPPORT OF HIS / HER CLAIM

This is to certify that Mr./Ms./Mrs.Son/Daughter ofof..... village/Town..... District/Division of the State belongs to the..... Caste which is recognised as Scheduled Caste under the Constitution/Jammu & Kashmir Scheduled Caste Order, 1956.

SIGNATURES.....
DESIGNATION.....

(with seal of the Officer)
(Competent Authority for Issuing of Certificate is
Revenue Officer not below the rank of a Tehsildar)

FORM OF CASTE CERTIFICATE

FORM OF CERTIFICATE TO BE PRODUCED BY A CANDIDATE BELONGING TO SCHEDULED CASTE TRIBE IN SUPPORT OF HIS / HER CLAIM

This is to certify that Mr./Ms./Mrs.Son/Daughter ofof
village/Town.....District/Division.....of the Statebelongs
to the.....Tribe which is specified as a Scheduled Tribe under the Constitution / Jammu &
Kashmir Scheduled Tribe Order, 1989.

Date.....

SIGNATURES.....

DESIGNATION.....

(with seal of the Officer)

(Competent Authority for Issuing of Certificate is
Revenue Officer not below the rank of a Tehsildar)

CERTIFICATE OF BEING A MEMBER OF THE SOCIALLY AND EDUCATIONALLY BACKWARD CLASS

This is to certify that Mr./Ms./Mrs.....
.....Son/Daughter of Resident
of.....Tehsil..... Districtis a member of the Socially
and Educationally Backward Class, falling under the category

- i) Resident of Backward Areas;
- ii) Resident of area adjoining the Line of Actual Control;
- iii) Weak and Under privileged class (Social Caste)

This is also certified that the said Mr./Ms./Mrs.....(on behalf of
applicant) submitted his/her application for grant of this certificate to this Office
on..... and the certificate has been delivered to him/her under my hand and seal
today on the

SIGNATURES.....

DESIGNATION.....

Name in Block Letters.....

.....

Authorised Officer

(with seal)

*(Competent Authority for issuing of Certificate is Revenue
Officer not below the rank of a Tehsildar)

* No certificate by other than the Competent Authority shall be entertained/ considered.

CERTIFICATE OF BEING CHILD OF DEFENCE PERSONAL

This is to certify that Mr. / Ms. / Mrs.is a
Son/Daughter ofserving/has served as member of Army / Navy / Air Force.

Authorised Officer
(with seal)

Date.....

*(Competent Authority for Issuing of Certificate is a
authorised Officer of Zila Sainik Board / Commanding
Officer of the Unit where serving/served)

* No Certificate by other than the Competent Authority shall be entertained/considered.

AFFIDAVIT (FOR ALL CANDIDATES)

I..... Son/Daughter of Resident
of.....have solemnly declare that :

- a). I have passed my last examination from.....
- b). I have gone through the contents of the Brochure-cum-Application form for the session 2011, published by the University of Jammu and read the Statutes thoroughly. I shall abide by the instructions mentioned therein.
- c). I have personally filled in the Admission Form.
- d). I shall attend the Department concerned as per the schedule to the notified separately by the University of Jammu.
- e). If I fail to attend the Department concerned as per the notified date, I shall automatically lose the right of admission to teh course / courses for which I have applied.
- f). I have not been debarred/disqualified by the University of Jammu or any other University.
- g). I have applied for admission in open category / reserved category / payment seat category (mentioned whichever are applicable).

1. _____ 2. _____ 3. _____

I declare that the certificates submitted by me are genuine and the above statements made by me are true to the best of my knowledge and belief. In the event of this being proved otherwise, my admission shall stand automatically cancelled, besides, I shall be responsible for any other action that may be taken against me under law.

h). I shall not indulge in Ragging : In case of any violation, I shall be liable to any action under law, including cancellation of my admission.

Witnesses :

1. _____
2. _____

DEPONENT



University of Jammu



**School of Hospitality and
Tourism Management (SHTM)**

Faculty of Business Studies

University of Jammu, Jammu - 180 006

Tel / Fax : +91 191 2431157

Hand Ph. : 9419188260, 9419147329, 9419301059

E-mail : psmanhas@hotmail.com

www.jammuuniversity.in