

MBA (Tourism & Hospitality)

NITHM's MBA provides the students with specific competencies for the tourism and hospitality business in a practical oriented and holistic approach. It takes into consideration the fact that the prosperous tourism sector is recruiting more and more managers, who are dynamic and hard working. The specialized skills and leadership qualities taught in MBA provides you with a competitive advantage over the others. The high sensitivity towards international and intercultural management needs offers a professional edge for aspirants whose aim to procure lucrative managerial placements in Indian and Abroad. NITHM's MBA program delivers key competencies required in the tourism business and build on the previous placements of students.

It offers career opportunities as Hotel/Resort Managers, Assistant Managers, Sales and marketing professionals, Property managers, Restaurant Managers, General Managers, Food and Beverage Directors, Frontoffice Managers, Conference Planners, Special Event Planners, Travel Agents and Group Travel Facilitators.

About the Course

The MBA Tourism and Hospitality Management is a Two Year (02) Full Time Program in collaboration with Jawaharlal Nehru Technological University (JNTU-H) consisting of Four Semesters (04) with industrial exposure training. This Course is offered exclusively by NITHM at its campus in Hyderabad. The curriculum and syllabus is based on guidelines prescribed by Industry & Academia from Tourism, Travel, Hospitality & Management disciplines adopted by JNTU-H. The MBA program is designed to develop students' ability to apply business and leadership strategies to tourism and hospitality industry specific situations.

Eligibility Criteria

Admissions are open for Full Time MBA (Tourism & Hospitality) Program (Duration: 4 Semesters). The selection is strictly made on the basis of merit. Students who have completed an Undergraduate Degree, including Tourism & Hospitality Graduates with 50% marks aggregate (can be relaxed by 5% for SC/ST candidates), are eligible for admission to the MBA (T&H) Course. They should have appeared for any of the management aptitude tests viz. MAT/ ICET. Selection would be through Group Discussion followed by Personal Interview.

Physical Fitness

All qualified candidates will have to submit a physical fitness certificate from a Registered Medical Practitioner at the time of admission.

Weightage for Selection		Personal Interview Components	
UG -	25%	Communication Skills	10
ICET/CAT/MAT/ATMA	25%	Alertness and Analytical skills	5
Group Discussion	25%	Warmth & Willingness	5
Personal Interview	25%	Personality & Degreecode	5
Total	100%	Total	25

Program Structure

Semester 1			
Management Process & Concepts	Tourism Product Management	Strategic Management	Management of Events-II
Principles and Practices of Tourism	Travel Agency & Tour Operations Management	Entrepreneurship	Resort Management
Principles and Practices of Hospitality	Airport Management	Risk & Revenue Management for Tourism & Hospitality	Recreation & Adventure Tourism
Managerial Economics	Rooms Divisions Management	Destination Management	Wellness Tourism
Marketing for Tourism & Hospitality	Food & Beverage Management	Management of Events-I	
Human Resources Management	Tourism Policy and Planning	Facilities Management	
ICT for Tourism and Hospitality	Cultural Heritage of India	Legal Aspects of Tourism & Hospitality	
Finance & Accounting	Research Methodology for Tourism & Hospitality	Environmental Management	
Business Communication & Soft Skills	Language – French	Language –Spanish	

MBA- Careers in Tourism & Travel Industry

Tourism is one of the important sectors contributing to the economy of the country for the future growth. In the changing social-political situation, International and national government is also considering travel and tourism as a tool of development. As per the data released by United Nation World Tourism Organization (UNWTO), Asia has shown a commendable growth in tourism sector. This sector is creating immense opportunities of income, employment, preservation of culture and cross-culture understanding. With the recent developments in transportation and communication, traveling, both domestically and internationally has come to be unproblematic. Whether your purpose of traveling is business, adventure or just a vacation, a large group of people belonging to the Travel and Tourism industry is the largest foreign experience trouble free. This industry is largest foreign exchange earner and it provides employment to millions of people. Hence the industry has a number of career options to offer and the scope of employment is unbounded. The popular segment for job opportunities are as follows:

- Travel Agencies
- Tour Operators
- Facilities at Airports
- Hotel and related Hospitality Industry
- International and National Food Chains
- Hospital and Institutional Catering
- Hotel Management/Food Craft Institutes
- Shipping and Cruise lines
- Hotel and other Service Sectors.
- State Tourism Development Corporations
- Resorts / Spas.
- Indian and International Airlines.
- Facilities Management Service Providers
- Self employment through entrepreneurship
- Event Facilitation.
- Travel Writing
- Travel Photography
- National and State Tourism Boards.

