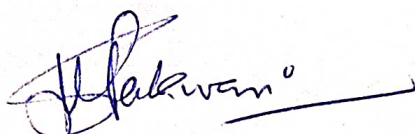


1.1

1.1 Number of programs offered during the year		
Program Code	Program Name	Year of offering
MBA	Master of Business Administrasion	1968
MBA FS	Master of Business Administrasion Financial Services	2010
MBA T&H	Master of Business Administrasion (Tourism & Hospitality)	1993
Executive MBA	Master of Business Administrasion (EXECUTIVE)	2015
PGDTHM	Post- Graduate Diploma in Tourism and Hostel Manage	1986

Enclosures :-

- 1 MBA - Syllabus Copy
- 2 MBA FS - DC Meeting Minutes
- 3 MBA (T&H) - Syllabus Copy
- 4 MBA (Executive) DC Meeting Minutes
- 5 PGDTHM - Syllabus Copy



Head

Department of Managment Studies
Faculty of Commerce & Mgt. Studies
Jai Narain Vyas University, Jodhpur

SYLLABUS

DEPARTMENT OF MANAGEMENT STUDIES

MASTER OF BUSINESS ADMINISTRATION

Two Years Regular Full-Time Four Semester Course
(Recognised by AICTE)

2020-2022



JAI NARAIN VYAS UNIVERSITY
JODHPUR

(Accredited by NAAC)

Head

Department of Management Studies
Faculty of Commerce & Mgt. Studies
Jai Narain Vyas University, Jodhpur

NOTIFICATION

In compliance of decision of the Hon'ble High Court all students are required to fulfill 75% attendance rule in each subject and there must be 75% attendance of the student before he/she could be permitted to appear in the examination.

REGISTRAR
(Academic)




Head
Department of Management Studies
Faculty of Commerce & Mgt. Studies
Jai Narain Vyas University, Jodhpur.

DEPARTMENT OF MANAGEMENT STUDIES

LIST OF TEACHERS

1. Prof. Shishu Pal Singh Bhadu
M.Com.(Bus.Adm.), Ph.D.,
FDP(IIM-A) Professor and Head
2. Dr. (Mrs.) Meeta Nihalani
M.B.A., Ph.D. Associate Professor
3. Dr. (Mrs.) Swapna Patawari
M.B.A., Ph.D. Associate Professor
4. Dr. (Mrs.) Puja Gehlot
M.T.A., Ph.D. Assistant Professor
5. Dr. (Mrs.) Neelam Kalla
M.B.A., FDP(IIM-A) Assistant Professor
6. Mr. Nishant Gehlot
M.B.A., M.B.L. Assistant Professor



Head

Department of Management Studies
Faculty of Commerce & Mgt. Studies
Jai Narain Vyas University, Jodhpur

Master of Business Administration

MASTER OF BUSINESS ADMINISTRATION

Department of Management Studies, also known as DMS is a well-known platform imparting management education, under State University, Jai Narain Vyas University, Jodhpur (Rajasthan). It is a co-educational institute offering Post Graduate and Research Courses in Management Education and Research since 1968. DMS is a preferred destination for pragmatic learning. The learners who move out from DMS are a part of exceptionally broad array of organizations from entrepreneurial companies to established firms, government and non-profit organizations, in India and the rest of the world. The Department has produced champions for various industries and society at large, who are working at top positions in the corporate sector as well as entrepreneurs, thought leaders and experts in various organisations and academic institutions.

The MBA Course was initiated under the tutelage of Department of Commerce, by Late Prof. D N Elhance. It is one of the earliest MBA Programmes to be started in India on the line of IIMs. It has been a pioneer department imparting management education in India. Since then, it has always had the pleasure to be known as "An Enterprise of Paramount Excellence."

Business and Trade are touching the sky as an engine of global economic growth. This course empowers students with the skills and knowledge of their choice in various functional areas to tap the future. The vision of future is shaped in this program to build up professionals trained to be leaders with achievements. Endeavours are made to help student clutch unprecedented growth and ever increasing career opportunities in business and trade.

Eligibility:

Bachelor's Degree: The applicant should have a bachelor's degree or an equivalent qualification in any discipline with minimum 50% marks.

No of Seats: - 60

(30 Government Aided Seats + 30 Self Finance Seats)

Selection Process:

Through a Common Management Aptitude Test (CMAT).

Reservation as per university rules.

Course Fee: As per Government of Rajasthan and University Rules.



Head -

Department of Management Studies
Faculty of Commerce & Mgt. Studies
Jai Narain Vyas University, Jodhpur

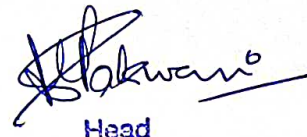
MBA PROGRAMME DESIGN
Four Semester Programme

Semester I

Code	Subject	Lecture (per week)	Maximum Marks (Semester Exam + Internal Assessment)
101	Principles and Practices of Management	4.5 hours	80 + 20
102	Accounting for Managers	4.5 hours	80 + 20
103	Managerial Economics	4.5 hours	80 + 20
104	Quantitative Techniques	4.5 hours	80 + 20
105	Organizational Behavior	4.5 hours	80 + 20
106	Information Technology for Managers	4.5 hours	80+20
107	Communication Skills Development (CSD)	4.5 hours	80+20
	Total		700

Semester II

Code	Subject	Lecture (per week)	Maximum Marks (Semester Exam + Internal Assessment)
201	Financial Management	4.5 hours	80 + 20
202	Human Resource Management	4.5 hours	80 + 20
203	Marketing Management	4.5 hours	80 + 20
204	Production & Operation Management	4.5 hours	80 + 20
205	Business Research Methods	4.5 hours	80 + 20
206	Business Environment	4.5 hour	80+20
207	Seminar	4.5 hours	80+20
	Total		700


Head

Department of Management Studies
Faculty of Commerce & Mgt. Studies
Jai Narain Vyas University, Jodhpur

Semester III

Code	Subject	Lecture (per week)	Maximum (Semester Internal Assessment)	Marks Exam +
301	Entrepreneurship and Start-Up Management	4.5 hours	80 + 20	
302	International Business	4.5 hours	80 + 20	
303	Legal Aspects of Business	4.5 hours	80 + 20	
304	Disciplinary Electives Major I	4.5 hours	80 + 20	
305	Disciplinary Electives Minor	4.5 hours	80 + 20	
306	Case Analysis & Presentation	4.5 hours	80+20	
	Total		600	

Semester IV

Code	Subject	Lecture (per week)	Maximum (Semester Internal Assessment)	Marks Exam +
401	Business Policy and Strategic Management	4.5 hours	80 + 20	
402	Organizational effectiveness & Change	4.5 hours	80 + 20	
403	Project Management	4.5 hours	80 + 20	
404	Disciplinary Electives Major II	4.5 hours	80 + 20	
405	Disciplinary Electives Major III	4.5 hours	80 + 20	
406	Project Work (Report + Viva-Voce)	- - -	50+50*	
	Total		600	



Head

Department of Management Studies
Faculty of Commerce & Mgt. Studies
Jai Narain Vyas University, Jodhpur

DISCIPLINARY ELECTIVES

Finance Group

- F1: Financial Market & Services
- F2 : International Financial Management
- F3: Banking and Indian Financial System
- F4 : Merger, Acquisition and Corporate-Restructuring
- F5 : Security analysis & Portfolio Management

Human Resource Management Group

- H1: Training & Development
- H2: Organisational Change & Development
- H3: Strategic Human Resource Management
- H4: Talent & Knowledge Management
- H5: Human Resource Development
- H6: Management of Industrial Relations

Marketing Group

- M1 Product & Brand Management
- M2 Sales & Distribution Management
- M3 Consumer Behavior
- M 4 Services & Global Marketing
- M5: Retailing Management
- M6: E-Commerce

Production and Operation Management Group

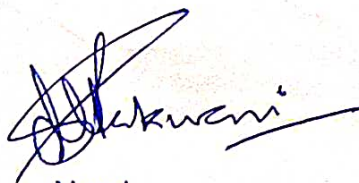
- P1 Advanced Operations Management
- P2 Total Quality Management
- P3 Operations Research
- P4 Decision Models and Optimization
- P5 Production Planning and Control
- P6 Supply Chain Management

Business Analytics Group

- B1: Data Visualization for Managers
- B2: Business Forecasting
- B3: Data Science using R
- B4: Business Data Mining
- B5: Marketing Analytics

Entrepreneurship Group

- E 1 Entrepreneurial Management
- E 2 Entrepreneurship, Creativity and Innovation
- E 3 Social Entrepreneurship
- E 4 Family Business and Entrepreneurship
- E 5 Financing the Entrepreneurial Business
- E 6 Managing the Growing Business



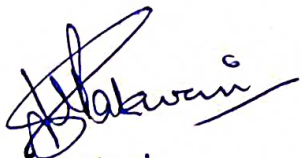
Head

Department of Management Studies
Faculty of Commerce & Mgt. Studies
Jai Narain Vyas University, Jodhpur

SCHEME OF EXAMINATION

1. A candidate admitted to Master of Business Administration programme may be admitted to the examinations after completing the regular course of studies prescribed for the examination which shall be of two years duration comprising of four semesters.
2. There will be separate course of studies for each semester and there will be separate examination for each semester. The course of studies will comprise of Theory Papers and Practical Papers comprising **Communication Skill Development (CSD), Seminar, Case Analysis and Presentation, Project Work & Viva-Voce** with maximum marks as indicated in the course design.

* Practical papers comprising of Communication Skill Development (CSD), Seminar, Case Analysis and Presentation, Project Work and Viva-Voce will not be subject to re evaluation.
3. All papers will comprise of examination with maximum marks of 100 as per given components:
 - (3.1) Semester End examination to be evaluated as per University rules with Maximum of 80 marks.
 - (3.2) Internal assessment with Maximum of 20 marks (Internal Assessment Methods will be under the discretion of respective faculty member)
4. Communication Skills Development (CSD), Seminar, Case Analysis & Presentation, Project Work, Viva Voce will be examined internally or externally as indicated below:
 - (4.1) **Communication Skills Development (CSD):**
Presentation by Student on Business subject topic to be allotted and Internal Evaluation for 20 marks by Faculty Concerned and Evaluation for 80 Marks will be done by one internal faculty member with one External examiner.
 - (4.2) **Seminar:**
Evaluation of seminar will be based on presentation by student on contemporary business topics to be allotted and Internal Evaluation for 20 marks by Faculty Concern. Evaluation for 80 Marks will be done internally by two faculty members appointed by Head of Department.
 - (4.3) **Case Analysis & Presentation:**
Evaluation of case analysis and presentation will be based on a written submission followed by presentation to be evaluated for 20 marks by Faculty Concerned and for evaluation of 80 marks presentation by two faculty member appointed by Head of the department.
 - (4.4) **Project Work (Report + Viva-Voce)**
The student should undertake the Project Internship during summer vacation


Head
Department of Management Studies
Faculty of Commerce & Mgt. Studies
Jai Narain Vyas University, Jodhpur


(For 6 to 8 weeks of duration) intervening between II & III Semester of MBA. The students of M.B.A. shall be required to undergo internship in organization approved by the Head of the Department.

Evaluation of Project Work will be based on **Summer Internship Project Report (50 Marks)** followed by presentation cum **Viva-Voce (50 Marks)** to be evaluated by one faculty member along with one external examiner.

5. The minimum pass marks in respect of each examination shall be 40% in each paper (comprising of both End Semester Examination and Internal Assessment components collectively) and 50% of the aggregate marks in respect of all the papers comprising each examination.
6. If a candidate fails to appear at an examination, he or she shall not be permitted to take the subsequent examination and therefore, shall have to reappear at the examination. Thus such candidate shall not be promoted to the next semester, if he/she has not appeared at one or more than one of the papers in the concerned semester examination.
7. However, a candidate may be promoted to the next semester if he/she fails in two papers in the examination of the semester. Such candidates may be permitted to makeup the deficiencies at subsequent but regular and scheduled examination only. Subsequent examination will be treated as main examination. There shall be no makeup or special examination for making up such deficiency. Also a candidate appearing at an examination to make up the deficiency shall have to appear at such an examination based on the course of studies in force at the time, unless the paper itself no longer forms that part of the course of studies. In such eventuality the course of study soon before the deletion shall be deemed to be relevant. However, the Department shall have no responsibility to organise and impart teaching in the paper in which the candidate has got deficiency. Those candidates who appeared at the subsequent examination for clearing deficiency and passed shall be awarded the actual marks obtained but in no case it will be more than 60% of the maximum marks in the concerned paper, irrespective of the marks secured by them at the subsequent examination.
8. A candidate who fails at an examination and reappears as an ex-student will not be required to submit or appear for communication Skill Development, Seminar, Viva-voce, Project-Work and Case Analysis examination and marks obtained at the previous examination will be transferred; unless he/she has failed in that particular examination.

However Marks of Internal Examination shall be transferred and remain same in either of the cases.

9. Each candidate is required to opt for two elective specializations (one major comprising of three papers and one minor comprising of one paper). Elective course once opted shall not be changed. The elective courses will be announced at the commencement of relevant semester by the Head of Department and this decision shall be final.
10. After the fourth semester examination the result will be declared and MBA Degree will be awarded when a candidate passes all the



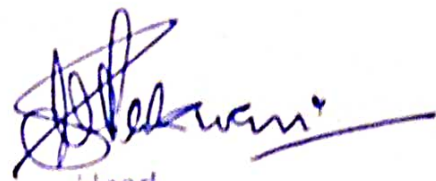
examinations in respect of all the four semesters including those paper(s) for which deficiency, if any, is to be made up. The maximum time limit to make up for all the deficiencies will be four years from commencement of course.

11. The division shall be awarded a candidate on the basis of marks of all the examinations in respect of all the semesters as mentioned above on the following basis:

Division	Percent of Marks
First with Honors	75 and above
First	60 and above but less than 75
Second	50 and above but less than 60

12. The language of instructions and examination in each course shall be English.

13. The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course.



Head

Department of Management Studies
Faculty of Commerce & Mgt. Studies
Jai Narain Vyas University, Jodhpur

1-1

DEPARTMENT OF MANAGEMENT STUDIES
FACULTY OF COMMERCE & MANAGEMENT STUDIES
JAI NARIAN VYAS UNIVERSITY, JODHPUR.

MINUTES OF THE MEETING OF THE DEPARTMENTAL COUNCIL HELD ON 29.04.2010 AT 09.00 A.M.
IN THE DEPARTMENT OF MANAGEMENT STUDIES, FACULTY OF COMMERCE & MANAGEMENT
STUDIES, JAI NARAIN VYAS UNIVERSITY, JODHPUR.

The following members were present:

01. Dr. Meeta Nihalani
Head..... In the Chair
02. Dr. Swapana Patawari..... Member
Assistant Professor

The following decisions were taken:-

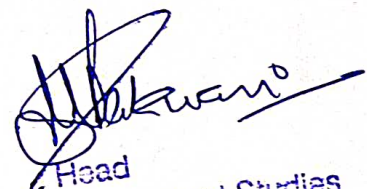
- 01 Resolved to confirm the minutes of the meeting of the Departmental Council held on 13.04.2010.
- 02 Resolved to approve the following courses after reconsideration in the Department in commencing session 2010-11 viz.
 1. One year PG Diploma in Insurance Management
 2. One year PG Diploma in Materials and Supply Chain Management
 3. Two year PG Degree Course – Master of Business Administration Financial Management.

Details of the courses are enclosed.

Meeting ended with a vote of thanks to the Chair.

Meeta

(Dr. Meeta Nihalani)
Head


Head

Department of Management Studies
Faculty of Commerce & Mgt. Studies
Jai Narain Vyas University, Jodhpur

SYLLABUS

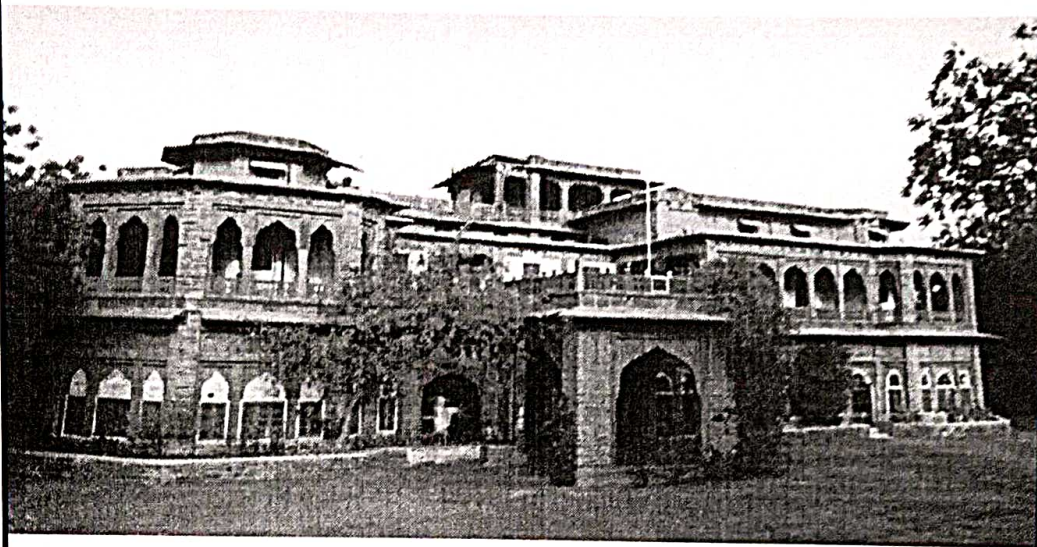
DEPARTMENT OF MANAGEMENT STUDIES

MASTER OF BUSINESS ADMINISTRATION

(TOURISM & HOSPITALITY)

Two Years Regular Full-Time Four Semester Course
(Recognised by AICTE)

2020-2022



JAI NARAIN VYAS UNIVERSITY
JODHPUR

(Accredited with 'B' Grade by NAAC)

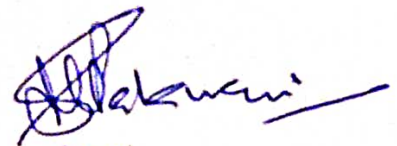
Head

Department of Management Studies
Faculty of Commerce & Mgt. Studies
Jai Narain Vyas University, Jodhpur

NOTIFICATION

In compliance of decision of the Hon'ble High Court all students are required to fulfill 75% attendance rule in each subject and there must be 75% attendance of the student before he/she could be permitted to appear in the examination.

REGISTRAR
(Academic)




Head

Department of Management Studies
Faculty of Commerce & Mgt. Studies
Jai Narain Vyas University, Jodhpur

DEPARTMENT OF MANAGEMENT STUDIES

LIST OF TEACHERS

- | | | |
|----|---|---------------------|
| 1. | Prof. Shishu Pal Singh Bhadu
M.Com.(Bus.Adm.), Ph.D.,
FDP(IIM-A) | Professor and Head |
| 2. | Dr. (Mrs.) Meeta Nihalani
M.B.A., Ph.D. | Associate Professor |
| 3. | Dr. (Mrs.) Swapna Patawari
M.B.A., Ph.D. | Associate Professor |
| 4. | Dr. (Mrs.) Puja Gehlot
M.T.A., Ph.D. | Assistant Professor |
| 5. | Dr. (Mrs.) Neelam Kalla
M.B.A., FDP(IIM-A) | Assistant Professor |
| 6. | Mr. Nishant Gehlot
M.B.A.,M.B.L. | Assistant Professor |



Head

Department of Management Studies
Faculty of Commerce & Mgt. Studies
Jai Narain Vyas University, Jodhpur

MASTER OF BUSINESS ADMINISTRATION (TOURISM & HOSPITALITY)

General Information for Students

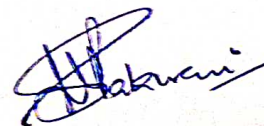
Department of Management Studies, also known as DMS is a well-known platform imparting management education, under State University, Jai Narain Vyas University, Jodhpur (Rajasthan). It is a co-educational institute offering Post Graduate and Research Courses in Management Education and Research since 1968. DMS is a preferred destination for pragmatic learning. The learners who move out from DMS are a part of exceptionally broad array of organizations from entrepreneurial companies to established firms, government and non-profit organizations, in India and the rest of the world. The Department has produced champions for various industries and society at large, who are working at top positions in the corporate sector as well as entrepreneurs, thought leaders and experts in various organisations and academic institutions.

The MBA Course was initiated under the tutelage of Department of Commerce, by Late Prof. D N Elhance. It is one of the earliest MBA Programmes to be started in India on the line of IIMs. It has been a pioneer department imparting management education in India. Since then, it has always had the pleasure to be known as "An Enterprise of Paramount Excellence."

Tourism is a global industry touching the sky as an engine of economic growth. The vision of future is shaped in this programme to build up professionals who are groomed to be leaders and achievers. The fabric of this programme (previously known as Masters of Tourism Administration) was designed in the year 1992 with AICTE recognition. The initiation of this eclectic programme meant new challenges and opportunities for growth ahead. Endeavors are made to help students clutch unprecedented growth and ever increasing career opportunities in tourism and hospitality related services. This course enjoys a special rapport with the Department of Tourism, Art & Culture; Government of Rajasthan.

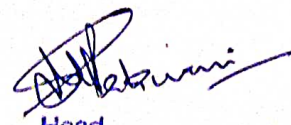
SCHEME OF EXAMINATION

1. A candidate admitted to Master of Business Administration (Tourism and Hospitality) may be admitted to the examinations after completing the regular course of studies prescribed for the examination which shall be of two years duration comprising of four semesters.
2. There shall be separate course of studies for each semester and there shall be separate examination for each semester. The course of studies and examination in relation there to shall comprise of theory papers, seminars, viva-voce, term-papers, class-assignments, case study and projects as indicated in the course design. These will bear maximum marks as indicated in Course design.



Head
Department of Management Studies
Faculty of Commerce & Mgt. Studies
Jai Narain Vyas University, Jodhpur

3. The seminars, terms papers, class-assignments and case study will be examined internally as indicated below while other papers will be examined as per Rules of the university in force:
 - (i) Seminar: Teacher concerned and Head, Department of Management Studies or his nominee. (On non-availability of the teacher concerned, the Head, Dept. of Management Studies will nominate the substitute.)
 - (ii) Term Paper: Concerned supervisor of the term-paper
 - (iii) Class Assignment: Concerned teacher
 - (iv) Case Study : Written submission of case study analysis followed by presentation to be evaluated by two faculty members appointed by HOD
4. The minimum pass marks in respect of each examination shall be 40% in each paper and 50% of the aggregate marks in respect of all the papers comprising each examination.
5. If a candidate fails to appear at an examination he or she shall not be permitted to take the subsequent examination and therefore, shall have to reappear at the examination. Thus such candidate shall not be promoted to the next semester if he/she has not appeared at one of more of the papers in the concerned semester examination.
6. However, a candidate, may be promoted to the next semester if he/she fails in only one paper in the examination of the semester. Such candidates may be permitted to makeup the deficiency at subsequent but regular and scheduled examination only. Subsequent examination will be treated as main examination. There shall be no makeup or special examination for making up such deficiency. Also a candidate appearing at an examination to make up the deficiency shall have to appear at such an examination based on the course of studies in force at the time, unless the paper is no longer forms that part of the course of studies. In such eventuality the course of study soon before the deletion shall be deemed to be relevant. However, the Department shall have no responsibility to organise and impart teaching in the paper in which the candidate has got deficiency. Those candidates who appeared at the subsequent examination for clearing deficiency and passed shall be awarded the actual marks obtained but in no case it will be more than 60% of the maximum marks in the concerned paper, irrespective of the marks secured by them at the subsequent examination. "A candidate who fails at an examination and reappears as an ex-student will not be required to submit term paper, class assignment and appear at the seminar examination and marks obtained at the previous examination will be transferred." "In the same way if a candidate fails at Master of Business Administration (Tourism and Hospitality) - Semester IV and appears as an ex-student he will not be required to do Summer Internship Report Examination and Project Report in case he has got pass marks and marks obtained at the previous examination will be transferred."



Head
Department of Management Studies
Faculty of Commerce & Mgt. Studies
Jai Narain Vyas University, Jodhpur

7. After the fourth semester examination the result will be declared and Master of Business Administration (Tourism and Hospitality) Degree will be awarded when a candidate passes all the examinations in respect of all the four semesters including those paper (s) for which deficiency, if any, is to be made up.
8. The Division shall be awarded to a candidate on the basis of marks of all the examinations in respect of all the semesters as mentioned above on the following basis:

Division	Percent of Marks
First with Honours	70 and above
First	60 and above but less than 70
Second	50 and above but less than 60

9. The students of Master of Business Administration (Tourism and Hospitality) shall be required to undergo summer internship in an organisation related to tourism and hospitality industry approved by the Head of the Department as a part of the course of studies during vacation for a period of six weeks and submit a report as per course design which will be evaluated by an external examiner and shall carry the marks as indicated in course design.
10. The candidate will be required to submit project report as per the course design and shall carry the marks as indicated in course design. The project report will be prepared in relation to tourism and hospitality industry approved by the Head of the Department and shall be evaluated by an external examiner and shall carry the marks as indicated in course design.
11. The language of instructions and examination in each course shall be English.
12. In order to be eligible to take examination each candidate shall have to fulfil minimum attendance requirement rules and regulations prescribed by the University from time to time and shall not seek part-time and full time employment during the tenure of two years course of studies.



Head

Department of Management Studies
Faculty of Commerce & Mgt. Studies
Jai Narain Vyas University, Jodhpur

DEPARTMENT OF MANAGEMENT STUDIES
FACULTY OF COMMERCE & MANAGEMENT STUDIES
JAI NARAIN VYAS UNIVERSITY, JODHPUR.

MINUTES OF THE MEETING OF THE DEPARTMENTAL COUNCIL HELD ON 25.01.2014 AT 11.00 A.M. IN THE DEPARTMENT OF MANAGEMENT STUDIES, FACULTY OF COMMERCE & MANAGEMENT STUDIES, JAI NARAIN VYAS UNIVERSITY, JODHPUR.

The following members were present:

01. Prof. Kalpana Mathur
Head..... In the Chair
02. Dr. Shishupal Singh Bhadu
Professor
03. Dr. Meeta Nihalani
Associate Professor
04. Dr. Swapna Patawari
Associate Professor
05. Dr. Puja Gehlot
Assistant Professor
06. Dr. Neelam Kalla
Assistant Professor
07. Mr. Nishant Gehlot
Assistant Professor

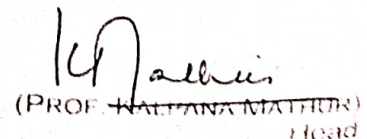
The following decisions were taken:-

- 01 Resolved to confirm the minutes of the meeting of the Departmental Council held on 17.08.2013.
- 02 Resolved to approve change in nomenclature of MTA from Master of Tourism Administration to MBA (Tourism and Hospitality). All other things remaining same.
- 03 Resolved to approve introduction of new course-MBA Executive. Approved Course Design, Course Content and Scheme of Examination for the aforesaid course. (Annexure 1)
- 04 Resolved to approve following faculty members as Ph. D. Supervisors in the Department:
 - 1 Prof. Shishupal Singh Bhadu
 - 2 Dr. Neelam Kalla
- 05 Resolved to approve research proposal of following student for registration in Ph. D. programme in the Department:

Sr. No.	Name of Research Scholar	Title of Research Proposal	Name of Research Supervisor
1.	Ms. Arti Sharma	Social Media Leveraging for Employer Branding in India	Prof. Kalpana Mathur

- 06 Resolved to maintain Attendance Registers for all the papers being taught in the Department. Attendance Registers are required to be submitted to Office at the end of semester by the respective teachers.


Head


(PROF. KALPANA MATHUR)
Head

Department of Management Studies
Faculty of Commerce & Mgt. Studies
Jai Narain Vyas University, Jodhpur

SYLLABUS

DEPARTMENT OF MANAGEMENT STUDIES

MASTER OF BUSINESS ADMINISTRATION

(EXECUTIVE)

Two Years Regular Full-Time Four Semester Course
(Recognised by AICTE)

2020-2022



JAI NARAIN VYAS UNIVERSITY
JODHPUR

(Accredited with 'B' Grade by NAAC)

Head

Department of Management Studies
Faculty of Commerce & Mgt. Studies
Jai Narain Vyas University, Jodhpur

NOTIFICATION

In compliance of decision of the Hon'ble High Court all students are required to fulfill 75% attendance rule in each subject and there must be 75% attendance of the student before he/she could be permitted to appear in the examination.

REGISTRAR
(Academic)



Head
Department of Management Studies
Faculty of Commerce & Mgt. Studies
Jai Narain Vyas University, Jodhpur

DEPARTMENT OF MANAGEMENT STUDIES

LIST OF TEACHERS

1. Prof. Shishu Pal Singh Bhadu
M.Com.(Bus.Adm.), Ph.D.,
FDP(IIM-A) Professor and Head
2. Dr. (Mrs.) Meeta Nihalani
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4. Dr. (Mrs.) Puja Gehlot
M.T.A., Ph.D. Assistant Professor
5. Dr. (Mrs.) Neelam Kalla
M.B.A., FDP(IIM-A) Assistant Professor
6. Mr. Nishant Gehlot
M.B.A.,M.B.L. Assistant Professor



Head

Department of Management Studies
Faculty of Commerce & Mgt. Studies
Jai Narain Vyas University, Jodhpur

Executive Master of Business Administration

The Executive MBA program is an endeavour in learning to provide knowledgeable academic exposure encompassing highly engaging and intellectual experiences. The four semester curriculum is designed to facilitate a highly-driven middle or senior manager to embark on an upward trajectory through an orientation in managerial competencies and organizational leadership.

The programme provides a challenging and stimulating experience to learners to acquire and enhance knowledge, skills and capabilities essential for managing and leading organizations. It is designed to develop and enhance strategic thinking, critical analysis and understand business in a truly engaging and collaborative learning environment. The Executive MBA is an intensive program specially designed to broaden existing expertise with exploration of good management practices.

The comprehensive Executive MBA curriculum provides a framework through which learners are able to:

- Broaden and enrich their management skills
- Expand their knowledge of modern business techniques
- Enhance their understanding of the business environment.
- Make informed decisions

Eligibility:

Bachelor's Degree: The applicant should have a bachelor's degree or an equivalent qualification in any discipline with minimum 50% marks.

Work Experience: Minimum 2 years of managerial/ entrepreneurial/ professional / government service experience after graduation prior to admission to the course. Letter of consent from the current employer (if applicable) is required for the candidate to pursue the programme which can be submitted either during the application process or after admission has been secured.

The programme is open to all nationalities.

No of Seats:- 30

Selection Process:

- Short-listing of candidates on the basis of past academic record and work experience.
- Interview of short listed candidates.
- Reservation as per university rules.

Selection criteria:

100 Marks Evaluation

Past Academic Record	50 Points
Work Experience	25 Points
Interview	25 Points

Past Academic Record:-

- Secondary (10 Points)
- Senior Secondary (10 Points)
- Graduation (20 Points)
- GMAT/ CAT Score (10 Points)

	< 60%	60-80%	>80%
Secondary	05	08	10
Senior Secondary	05	08	10
Graduation	10	16	20

Percentile	50-65	66-80	>80
GMAT/CAT	05	08	10

Work Experience

- 2 years – 10 Points
- 2-5 Years -15 Points
- More than 5 years- 25 Points

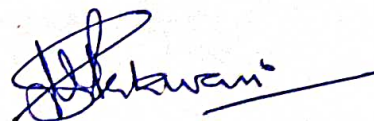
Selection and Registration for the programme:

Selected candidates will be sent admission offers which can only be deemed accepted by the candidate if the Department receives an acceptance letter along with a payment of non-refundable commitment fee of Rs 35,000/- (Rs Thirty thousand only) within the stipulated time period mentioned in the offer.

Tuition Fee :

Resident of India : INR 35,000 (per semester)

Non Resident Indians/Other Nationalities: USD 1000 (per semester)



Head
Department of Management Studies
Faculty of Commerce & Mgt. Studies
Jai Narain Vyas University, Jodhpur

EXECUTIVE MBA PROGRAMME DESIGN**Four Semester Programme**

15 weeks per semester with 45 lectures of one hour each per subject

Semester I

Code	Subject	Lecture (1 hr) per week	Maximum Marks
E101	Principles and Practices of Management	3 hours	100
E102	Managerial Economics	3hours	100
E103	Organizational Behaviour	3hours	100
E104	Accounting for Managers	3 hours	100
E105	Quantitative Techniques and Statistical Methods for Business Decisions	3 hours	100
E106	Information Technology for Managers	3 hours	100
E107	Viva voce	-	100

Semester II

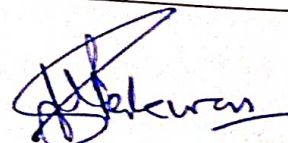
Code	Subject	Lecture (1 hr) per week	Maximum Marks
E201	Research Methodology	3hours	100
E202	Marketing Management	3hours	100
E203	Financial Management	3hours	100
E204	Human Resource Management	3 hours	100
E205	Production and Operation Management	3 hours	100
E206	Legal Aspects of Business	3 hours	100
E207	Industry Project	-	100

Semester III

Code	Subject	Lecture (1 hr) per week	Maximum Marks
E301	Business Environment	3hours	100
E302	Business Communication	3hours	100
E303	Organizational Effectiveness and Change	3hours	100
E304	Project Management	3 hours	100
E305	Elective 1	3 hours	100
E306	Elective 2	3 hours	100
E307	Seminar	-	100

Semester IV

Code	Subject	Lecture (1 hr) per week	Maximum Marks
E401	Business Policy and Strategic Management	3hours	100
E402	Entrepreneurship and Small Business Management	3hours	100
E403	International Business Management	3hours	100
E404	Business Ethics and Corporate Governance	3 hours	100
E405	Elective 3	3 hours	100
E406	Elective 4	3 hours	100
E407	Business Model Project (Idea to Implementation)	-	100



ELECTIVE COURSE:

Finance Specialization:

EF01	Merger, Acquisition and Corporate Restructuring
EF02	Financial Market and Services
EF03	Banking and Indian Financial System
EF04	Security Analysis and Portfolio Management

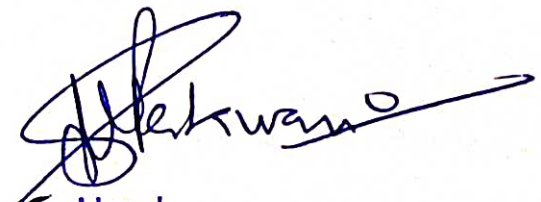
Marketing Specialization:

EM01	Brand Management
EM02	Consumer Behavior
EM03	Retail Management
EM04	International Marketing Management

HR Specialization:

EHR01	Organisational Development
EHR02	Strategic Human Resource Management
EHR03	Industrial Relations and Labour Enactment
EHR04	Human Resource Development for Technological Change

Note: Minimum three case studies to be compulsorily discussed in every subject.



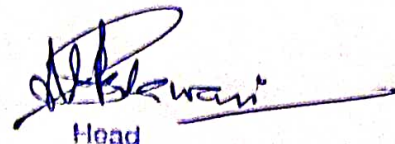
Head

Department of Management Studies
Faculty of Commerce & Mgt. Studies
Jai Narain Vyas University, Jodhpur

SCHEME OF EXAMINATION

1. A candidate admitted to Executive Master of Business Administration programme may be admitted to the examinations after completing the regular course of studies prescribed for the examination which shall be of two years duration comprising of four semesters.
2. There shall be separate course of studies for each semester and there shall be separate examination for each semester. The course of studies and examination in relation there to shall comprise of theory papers, projects, seminar, viva-voce, case-study and class-assignments with maximum marks as indicated in the course design.
3. All theory papers shall comprise of end semester examination with maximum marks of 70 to be evaluated as per University rules and internal evaluation with maximum marks of 30 as indicated below:
 - (3.1) Case Study: To be evaluated by teacher concerned with maximum marks of 15.
 - (3.2) Class Assignment: To be evaluated by teacher concerned with maximum marks of 15 based on Class Assignment/Presentation/Test.
4. Seminar, Projects, Viva Voce will be examined internally or externally as indicated below:
 - (4.1) Seminar: Evaluation of seminar will be based on presentation by student on contemporary business topics to be allotted by Head of Department. Evaluation will be done internally by two faculty members appointed by Head of Department.
 - (4.2) Projects :
 - (4.2.1) Industry Project:
 - a) Evaluation of Industry Project Report with maximum marks of 50 to be evaluated by external examiner as per university rules.
 - b) Viva-Voce examination for Industry Project with maximum marks of 50 to be conducted by one external and one internal examiner as per university rules.
 - (4.2.2) Business Model Project (Idea to Implementation) :

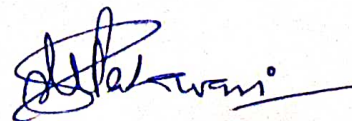
Evaluation will be based on written submission of project followed by presentation to be evaluated by one external and one internal examiner appointed by Head of Department. The candidate has to defend his/her project work compulsorily before the panel of examiners. Project submission and presentation shall be evaluated with maximum marks of 50 each totalling to 100 marks.
 - (4.3) Viva-Voce examination with maximum marks of 100 to be conducted by one external and one internal examiner as per university rules to assess the students of their knowledge assimilation and application in real life situations. This will encompass all the subjects studied during the relevant semester.
5. The minimum pass marks in respect of each examination shall be 40% in each paper and 50% of the aggregate marks in respect of all the papers comprising each



examination. However, minimum pass marks of 40% in every component of each paper are required separately for internal and end semester examination.

6. However, a candidate may be promoted to the next semester if he/she fails or has not appeared in only one paper out of the seven papers in the examination of the semester. Such candidates may be permitted to makeup the deficiency at subsequent but regular and scheduled examination only. Subsequent examination will be treated as main examination. There shall be no makeup or special examination for making up such deficiency. Also a candidate appearing at an examination to make up the deficiency shall have to appear at such an examination based on the course of studies in force at the time, unless the paper itself no longer forms that part of the course of studies, in such eventuality the course of study soon before the deletion shall be deemed to be relevant. However, the Department shall have no responsibility to organize and impart teaching in the paper in which the candidate has got deficiency. Those candidates who appeared at the subsequent examination for clearing deficiency and passed shall be awarded the actual marks obtained but in no case it will be more than 60% of the maximum marks in the concerned paper, irrespective of the marks secured by them at the subsequent examination.
7. A candidate who fails at an examination and reappears as an ex-student will not be required to submit or appear for seminar, viva-voce, project, case study, class assignment examination and marks obtained at the previous examination will be transferred; unless he/she has failed in that particular examination.
8. Each candidate is required to offer one elective course comprising of four papers of respective specialisation. Elective course once opted shall not be changed. The elective courses will be announced at the commencement of relevant semester by the Head of Department and this decision shall be final.
9. After the fourth semester examination the result will be declared and Executive MBA Degree will be awarded when a candidate passes all the examinations in respect of all the four semesters including those paper(s) for which deficiency, if any, is to be made up.
10. The division shall be awarded a candidate on the basis of marks of all the examinations in respect of all the semesters as mentioned above on the following basis:

Division	Percent of Marks
First with Honours	70 and above
First	60 and above but less than 70
Second	50 and above but less than 60
11. The language of instructions and examination in each course shall be English.
12. The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course.
13. In order to be eligible to take examination each candidate shall have to fulfil minimum attendance requirement rules and regulations prescribed by the University from time to time.



MINUTES OF THE MEETING OF THE DEPARTMENTAL COUNCIL HELD ON
16.12.2014 AT 12.00 NOON IN THE DEPARTMENT OF MANAGEMENT STUDIES,
FACULTY OF COMMERCE & MANAGEMENT STUDIES, JAI NARAIN VYAS
UNIVERSITY, JODHPUR.

The following members were present:

01. Prof. Kalpana Mathur
Head..... In the Chair
02. Dr. Shishupal Singh Bhadu
Professor
03. Dr. Meeta Nihalani
Associate Professor
04. Dr. Swapna Patawari
Associate Professor
05. Dr. Puja Gehlot
Assistant Professor
06. Dr. Yamini Sharma
Assistant Professor
07. Dr. Neelam Kalla
Assistant Professor
08. Mr. Nishant Gehlot
Assistant Professor

The following decisions were taken:-

- 01 Resolved to confirm the minutes of the meeting of the Departmental Council held on 13.09.2014.
- 02 Resolved to approve research proposal of following student for registration in Ph. D. Programme in the Department:

Sr. No.	Name of Research Scholar	Title of Research Proposal	Name of Research Supervisor
1.	Mr. Ahmed Ali	Service Quality Gap in Hospitals of Jodhpur: An Empirical Study on Patients Perception and Expectation	Dr. Swapna Patawari
2.	Ms. Hemprabha Purohit	Analysis of Impact of Human Resource Development practices on Organisational Effectiveness in Public and Private Sector Banks: A Study of Western Rajasthan	Dr. Neelam Kalla

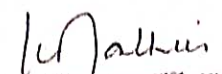
03 Resolved to:

- (i) Revise the syllabus of Mater of Business Administration (Tourism and Hospitality) at the earliest.
- (ii) Introduce executive MBA course from academic session 2015-16. Though it has been approved by all the bodies in the previous academic session but could not be started due to late approval.

Head

Department of Management Studies
Faculty of Commerce & Mgt. Studies
Jai Narain Vyas University, Jodhpur

04 Meeting ended with a vote of thanks to the chair.


(PROF. KALPANA MATHUR)

DEPARTMENT OF MANAGEMENT STUDIES
POST-GRADUATE DIPLOMA IN
TOURISM AND HOTEL MANAGEMENT
EXAMINATION, 2021

One Year Regular Full-Time Course

DEPARTMENT OF MANAGEMENT STUDIES
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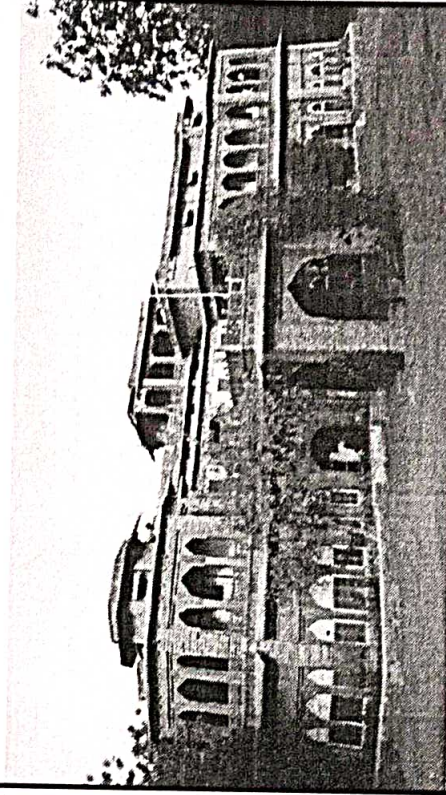
Head

Department of Management Studies
Faculty of Commerce & Mgt. Studies
Jai Narain Vyas University, Jodhpur

SYLLABUS

DEPARTMENT OF MANAGEMENT STUDIES
POST-GRADUATE DIPLOMA IN
TOURISM AND HOTEL MANAGEMENT
EXAMINATION, 2020-2021

One Year Regular Full-Time Course



JAI NARAIN VYAS UNIVERSITY
JODHPUR
(Accredited with 'B' Grade by NAAC)

SYLLABUS

DEPARTMENT OF MANAGEMENT STUDIES
POST-GRADUATE DIPLOMA IN
TOURISM AND HOTEL MANAGEMENT
EXAMINATION, 2020-2021
One Year Regular Full-Time Course

IMPORTANT

With a view to bring about greater reliability, validity and objectivity in the examination system and also for closer integration of teaching, learning and evaluation.

- (i) The syllabus has been divided into units. Questions will be set from each unit with provision for internal choice.
- (ii) In order to ensure that the students do not leave out the important portion of the syllabus, examiners shall be free to repeat the questions set in the previous examinations.

[Ref. Resolution No. 21 (c) of Academic Council dated 9-2-84]

The examinees are permitted to use their personal transistorised pocket battery operated calculators in the examinations. The calculator to be used by the candidates in the examinations should not have more than 12 digits, 6 functions and 2 memories and should be noiseless and cordless. A calculator belonging to one candidate shall not be allowed to be used by another candidate. The Superintendent of the centre will have complete discretion to disallow the use of a calculator which does not conform to the above specification.

[Ref. Res. No. 6/90 of Academic Council dated 20th July, 1990]

In Engineering and any other examinations where the use of calculators is already permitted, it shall remain undisturbed.

NOTIFICATION

In compliance of decision of the Hon'ble High Court all students are required to fulfill 75% attendance rule in each subject and there must be 75% attendance of the student before he/she could be permitted to appear in the examination.

REGISTRAR
(Academic)



Head

Department of Management Studies
Faculty of Commerce & Mgt. Studies
Jai Narain Vyas University, Jodhpur



JAI NARAIN VYAS UNIVERSITY
JODHPUR
(Accredited with 'B' Grade by NAAC)

DEPARTMENT OF MANAGEMENT STUDIES

Jai Narain Vyas University, Jodhpur

List of Teachers

1. Prof. Shishu Pal Singh Bhadu
M.Com.(Bus.Adm.), Ph.D.,
FDP(IIM-A) Professor and Head
2. Dr. (Mrs.) Meeta Nihalani
M.B.A., Ph.D. Associate Professor
3. Dr. (Mrs.) Swapna Patawari
M.B.A., Ph.D. Associate Professor
4. Dr. (Mrs.) Puja Gehlot
M.T.A., Ph.D. Assistant Professor
5. Dr. (Mrs.) Neelam Kalla
M.B.A., FDP(IIM-A) Assistant Professor
6. Mr. Nishant Gehlot
M.B.A.,M.B.L. Assistant Professor

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Head

Department of Management Studies
Faculty of Commerce & Mgt. Studies
Jai Narain Vyas University, Jodhpur

Post-Graduate Diploma in Tourism and
Hotel Management (D.T.H.M.)

(One Year Course)
General Information

The Department of Management Studies brings together a group of young persons with superior mind and motivation. The objective among others is to help them develop competitive excellence in pursuit of their aims of life.

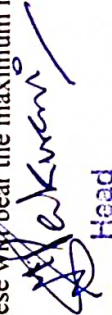
As technical education of high employment potential, the Master of Business Administration (MBA) course was started in 1968 and gained encouraging acceptance by the students and employees. The Department is devoting attention and energy to gain higher social relevance, and to provide useful courses as extension service for the society around the Campus.

A new dimension to management education at Jodhpur was introduced by Professor V.N. Hukku in 1986 when the Post-graduate Diploma in Tourism and Hotel Management (DTHM) was started. It aims to open up new opportunities of rewarding employment in the high growth areas of tourism and travel and hotel management. The Diploma has received excellent response from the students and employers of Rajasthan and -the employers as far away as Pondicherry, Bombay and Shimla.

SCHEME FOR EXAMINATION

A candidate admitted to the Diploma course after having passed the entrance-test to be organized by the Department of Management Studies when completes the regular course of studies prescribed by the University for this Diploma may be admitted to the examination.

The course of study shall comprise of four theory papers. one seminar, one viva-voce and two project reports. These will bear the maximum marks as indicated in the course design.



Head

Department of Management Studies
Faculty of Commerce & Mgt. Studies

Of the above, Seminar will be evaluated internally by the teacher concerned and Head, Department of Management Studies or his nominee for the Department.

The minimum pass marks shall be 40 per cent in each paper and 50% in the aggregate. The Division shall be awarded only when a candidate passes all prescribed examinations. The division shall be indicated as follows :

Division	Percentage of marks earned
First Division with	70 and above Honours
First Division	60 and above but less than 70
Second Division	50 and above but less than 60

The subject of seminar, to be given by the candidate, shall be approved by the Head, Department of Management Studies.

The candidate will be required to undertake study visit to at least two tourist resorts and internship at a hotel for work experience of at least four week at their own expenses. Both the tourist resorts and the Hotel shall be approved by the Head of the Department.

The Diploma will be awarded to candidates completing the course of studies, declared pass at the examination and producing a certificate of internship-work experience by the concerned Hotel Management. This certificate will be submitted to the Department within six weeks of taking written examination whichever is later.

No make-up supplementary examination will be held in this course of study. The language of instructions and examination will be English only.

The candidates who fail at the examination but obtain minimum 50% marks in Project Report and Viva-voce will not be required to again submit Project Reports and re-appear at the Viva-voce while subsequently re-appearing for theory examinations.

In order to be eligible to take examination, the candidate shall have to fulfil the minimum attendance requirement as prescribed by the University and in force.

COURSE DESIGN

POST GRADUATE DIPLOMA IN TOURISM AND
HOTEL MANAGEMENT (DTHM) 2020-21

Course Code	Course	Lectures	Maximum Marks
101	Profile of India	6	100
102	Tourism and Travel Management	6	100
103	Hotel Management: Operations	6	100
104	Hotel Management: Management and Control	6	100
105	Seminar on Contemporary Issues in Tourism and Hotel Management	6	100
106	Project Reports - 2 x 30 = 60 Viva-voce Examination = 40	-	100
		<u>30</u>	<u>600</u>

POST-GRADUATE DIPLOMA IN TOURISM AND HOTEL
MANAGEMENT

(One Year Course)

101-PROFILE OF INDIA

1. Important Landmarks in Indian History
2. Ancient Monuments with detailed study of ancient monuments in Rajasthan such as Forts, Palaces and Temples-their location and Importance. Other important cultural, religious and trade centers in Rajasthan
3. Geographical Location, Climate, Topography
4. Religions and Festivals (including fairs) with special reference to Rajasthan
5. Folklore, folk music and folk dances; dresses and ornaments with special reference to Rajasthan
6. Languages in India-with special reference: to languages and dialects spoken in Rajasthan
7. Contemporary India : Constitutional Democratic set-up and the concept of welfare state. Achievements in political, social, economic, science and technology spheres, National Movement and National Leaders

SUGGESTED READINGS

- Acharya Ram : Tourism and Cultural Heritage of India, R. B.S.A. Publishers, Jaipur
- Basham. A.L: The Wonder That was India, Roopa & Co, Calcutta, Delhi
- Chandra, B : Modern India, NCERT, New Delhi
- Davies, C.C: An Atlas of Indian History
- Ganguly, K.K : Cultural History of Rajasthan, Sundeep Publishers, New Delhi
- Gokhale, B G : Bharatvarsha-A Political and Cultural History of India, Sterling Publishers, New Delhi
- Government of India : Constitution of India
- Jain, P.R : National Movement of India and Constitutional Development, Sahitya Bhawan, Agra



Head

Department of Management Studies
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Jai Narain Vyas University, Jodhpur