



Culinary & Hospitality Academy
'Creating Finest Leaders'

LEADERS IN HOSPITALITY EDUCATION • PIONEERS IN TECH-ENABLES EDUCATION

PROFESSIONAL PROGRAM – ELEARNING

M.B.A. IN TOURISM & HOTEL MANAGEMENT

Course Name

M.B.A. in Tourism & Hotel Management – eLearning

Certification

Bharathiar University, Coimbatore, Tamil Nadu, India

Course Overview

Gesto Culinary & Hospitality Academy is a renowned network of educational institutions dedicated to provide highest level of Culinary and Hospitality skills development training through Top Class Programs. The academy believes in two-dimensional focus of 'technical know-how' and 'hands-on experience' leading to professional excellence and positive attitude.

The M.B.A. in Tourism & Hotel Management program is designed to train online and develop future leaders of the hospitality industry for management level positions. It is offered by Bharathiar University, Coimbatore which is a UGC recognized and NAAC 'A Grade' accredited university and is amongst the top ten universities in India. The course duration is spread over three years, which includes a six month industrial training in five star or luxury hotels. The course helps students understand hotel and catering operations in depth. It also gives students hands-on work experience and monitored training through internship in hotels. Students shall also be awarded with three online optional certifications from American Hospitality Academy, USA, World Campus. These modules act as finishing school programs for students.

Online learning platform is an eco friendly tech-enabled learning management system that provides recorded practical and theory classes. Students get anywhere anytime learning flexibility with 24X7 access to virtual classrooms. It also has online assessments to check knowledge and progress periodically.

Minimum Entry Requirements

- The minimum qualification for admission is graduation in any stream
- Applicant should be medically fit and the same should be certified by a registered medical officer

Course Duration

- The course duration is spread across two years with Theory, Practical and On-the-Job exposure with a 6 month internship

Program Start Date

- It is a self-paced program wherein the enrolments are based on first-come-first basis (applicable from April through December)

Aim

The aim of this course is to provide education to students who aspire to get management positions in hospitality organizations in both, private as well as public sectors of the industry. Students are introduced, through this course, to the wide choice of career opportunities available within the hospitality/ tourism industry. On successful completion of the course, the graduates gain knowledge on the following aspects:

- A. The capacity and desire to read analytically on a range of appropriate materials, to think logically and to communicate clearly
- B. The technical and managerial skills and product knowledge necessary for a career in the hospitality/ tourism industry
- C. An interdisciplinary approach to problem-solving and decision making
- D. The personal competence necessary for careers at managerial level and operational levels

Course Curriculum

M.B.A in Tourism & Hotel Management – eLearning

Year 1 – Subjects
1. Principles of Management and Organisational Behaviour
2. Managerial Economics
3. Accounting and Finance for Managers
4. Marketing Management
5. Human Resource Management
6. Quantitative Techniques for Management
7. Research Methods for Management
8. Corporate Communication
9. Operations Management
Year 2 – Subjects
1. Hospitality Management
2. Tourism planning and Marketing
3. Service Marketing
4. International Hospitality Law
5. International Tourism Management
6. Tourism Business Environment
7. Tourism Products
8. Business Environment and Ethics
9. Strategic Management

Course Fee Package

M.B.A. in Tourism & Hotel Management – eLearning

<p>Course and Proficiency Training</p> <ul style="list-style-type: none"> ▪ MBA in Tourism & Hotel Management – BU – eLearning ▪ <p>Suggested add-on programs (optional)</p> <ul style="list-style-type: none"> ▪ Hospitality English & Communication (HEC) – AHA (INR 7,500) ▪ Hospitality Professional Certificate (HPC) – AHA (INR 7,500) ▪ Hospitality Supervisor Certificate (HEC) – AHA (INR 12,000) <p>Course Kit</p> <ul style="list-style-type: none"> ✓ Text Books ✓ eLearning Instructional Guide ✓ Bag ✓ Access to eCampus and eCafé ✓ Access to Online Learning Platform <p>Exams will be conducted in the Bharathiar University nominated Exam centers across India.</p>	
<p>Industrial Training (Optional)</p> <p>The industrial training is included in the course duration. Students are placed in international chain of hotels, resorts and quick service restaurants all over India and abroad. Students are exposed to standard operations of all major departments. This training is a hand-on live experience for students to perform in the actual industry. The duration of the training is 6 months.</p>	<p>FREE</p>

- After successful admission, the student will be given a “Username” and a “Password” to access online programs. Student will be given a welcome kit and the Support team will provide 10 hours of training on how to use the Learning Management System. Learners can call the toll free number 1800 425 6020 in case of questions on how to use online training platform. Self-paced online classes will start after July 15th 2013 for the academic year 2013

Career & Placement Opportunities

We are proud to boast about the 100% placement records of the past years

Global growth and development of tourism have opened up innumerable openings. As a result graduate can look forward to following career opportunities:

- Management Trainee in Hotels and allied industries
- Guest/ Customer Relation Executive in Hotels and other service sectors
- Kitchen Management/ Housekeeping Management Trainee in Hotels
- Career Opportunities in Flight Kitchens
- Multi Skilled Executive in Fast Food chains
- Hospital and Institutional Catering Executives
- Faculty in Hotel Management/ Food Craft Institutes (after gaining industry work experience)
- Cabin Crew in National and International Airlines
- Catering Officer or Chef in Cruise Lines

- Marketing/ Sales Executive in Hotel
- Executive in Tourism Development Corporations and resort properties
- Self-employed Entrepreneurs

The Training & Placement cell provides excellent infrastructure/ facilities to support every stage of the placement process. Arrangement of pre-training and placements discussions, written test, interviews and group discussions are made as per the requirements of the organization as well as the students. A regular corporate interaction weaves the thread to create a mosaic for 100% placements.

Recent Recruiters

- P&O Cruises
- Norwegian Cruise Liners
- Marriott's
- Hyatt
- Radisson
- Hilton
- Leela
- Taj
- The Oberoi Hotels and Resorts
- Trident
- Zuri
- Ramada International
- Domino's Pizza
- KFC
- ITC-Fortune
- InterContinental
- Holiday Inn
- Aviation Industry & Corporate Houses

Course Outcome

After undertaking the course, the student will be able to

- Provide professional customer service that achieves a high level of customer satisfaction and enhances the guest experience
- Analyze the interdependence of various tourism sectors on a local, national and global scale when solving industry issues
- Apply essential human resources management competencies resulting in an ethical and productive hospitality work environment
- Apply basic cost control and revenue management techniques to maximize performance results of an enterprise. Evaluate financial information and financial implications related to business decisions to support the goals of a hospitality enterprise
- Produce service marketing, sales plans and collaterals in order to increase revenue
- Support the provision of healthy, safe, secure, well-maintained and environmentally sustainable practices within the industry
- Develop ongoing personal and professional development strategies and plans to enhance leadership and management skills for the hospitality environment
- Employ various technologies, systems and computer applications for the hospitality industry

- Perform effectively as a member of a food and beverage team
- Perform effectively as a member of an accommodation operations team
- Demonstrate professional customer relations with external customers and internal staff
- Demonstrate excellent culinary, bakery skills and effectively perform as a team member in the Kitchen and Bakery
- Gain knowledge and become hospitality leaders
- Influence and impact within a diverse hospitality organization
- Become ethical leaders in their hospitality management roles
- Possess self-knowledge required for continued personal and professional development as hospitality leaders

Documents to Be Submitted for Admission

- 10th and 12th Mark sheets (attested photocopies)
 - 1 Original
 - 1 Attested copy
 - 1 Photocopy
- Birth Certificate
- Transfer or Leaving Certificate
- Proof of identity
- 4 passport size photographs

Fee Refund Policy

- Rejection: An applicant rejected by the school is entitled for refund of all money paid except for application fee and processing fee.
- Refund: No fees paid for a course or program will be refunded under any circumstance, unless (if at all) the program is called off by the institution – Gesto Culinary & Hospitality Academy or the program is not started within one month of the start date mentioned in the course contract.

Contact Us

PORVORIM

Pitru Chaya Complex,
Next to Hero Show Room,
Porvorim, Goa – 403 521
Phone: +91 832 3257 499
Mobile: +91 73505 66983
+91 94209 77724

HYDERABAD

D-NO-1-8-613, Prakash Nagar,
Begumpet,
(Opp. to Old Begumpet Airport),
Hyderabad,
Andhra Pradesh – 500 016
Phone: +91 40 4006 4214
Mobile: +91 86867 99772

MARGAO

3rd Floor, Niana Gracias Plaza,
Next to Police Station,
Margao, Goa – 403 601
Phone: +91 832 2730 873
Mobile: +91 94054 90921
+91 78753 12059

VIJAYAWADA

27-14-60, 1st & 2nd Floor,
Rajagopalachari Street,
Governorpet,
Vijayawada,
Andhra Pradesh – 520 002
Phone: +91 866 2579 140
Mobile: +91 90100 35566

CHENNAI

No. 60, Luz Church Road,
(Opp. to Nageswara Rao Park),
Mylapore,
Chennai,
Tamil Nadu – 600 004
Phone: +91 44 2466 0234/ 36/ 38

Toll Free No: 1800 425 6020