

MTA

Master of Tourism Administration

Course Duration

Two Year - Full Time - Four Semester

Our Philosophy

Believe



Commit



Deliver



Affiliated to Bangalore University
&
Recognized by Govt. of Karnataka



Academy of Business Management,
Tourism & Research
Bangalore

CURRICULUM

The MTA curriculum is so designed to help students face the industry with a clear understanding of what is expected of them. The course is spread over two years, and the curriculum is as follows:

Sem No. I

- Tourism Industry
- Indian History & Culture
- Tourism Principles, Policies & Practices
- Geography of Tourism
- Business Environment & Legal Systems
- Managing Behavioral Processes in the Organization
- Management Thought*
- Introduction to Marketing*
- Business Ethics & Social Issues – Part - I*
- Business Communication – Part - I*

Sem No. II

- Accounting for Tourism
- Indian Art, Architecture & Monuments
- Sustainable Tourism
- Tourism & Information Technology
- Destination Marketing
- Methodology of Research
- Cruise-line Industry*
- Introduction to Hospitality Industry*
- Aviation Industry*
- Business Ethics & Social Issues Part - II*
- Business Communication Part - II*

Two months Summer Internship Training with a Leading Company in Travel, Tourism & Hospitality Industry.

Sem No. III

- Human Resources Management
- Tourism Finance
- Indian Heritage
- Foreign Language-French
- Travel Agency & Tour operations
- International Tourism & Ticketing
- Business Ethics & Social Issues Part - III*
- Customer Relationship Management*
- Internship Report & Viva
- ABMTR Elective Papers*
 - 1
 - 2
 - 3

Sem No. IV

- Foreign Language-French
- Public Relations
- Entrepreneurship Development*
- Destination Planning & Development*
- University Elective Papers (One each from Group A & Group B)
 - 1
 - 2
- ABMTR Electives Papers*
 - 1
 - 2
 - 3
- Project + Viva-voice

Bangalore University Electives

Group A	Transport Management	Group B	Hotel & Restaurant Administration
	Contemporary issues in Tourism		Event Management
	Destination Planning & Development		International Airlines Management





ABMTR - ELECTIVE PAPERS

Students should choose Six Electives from a Group, depending on their Career Choice

Group 1 Travel Agency & Tour Operations

Management of Travel Agencies
Tour Operations - Functions & Prospects
Sales & Marketing of Tour Packages
Zones and Monuments in India
Rural & Urban Tourism and Hill & Beach Tourism
Management of Theme Parks, Resorts & Clubs

Group 2 Airlines Management & Ticketing

Aviation Industry
Airlines Management & Ticketing
Cargo Management
Foreign Exchange Management
Logistics & Supply Chain Management
International Geography

Group 3 Hotel & Restaurant Management

International Hospitality Industry
Operating Department - I
Operating Department - II
Food Science & Nutrition
Hotel Accounts
Sales & Marketing in Hospitality Industry

FACULTY

ABMTR's Academic Council and Faculty consist of Senior multi-disciplinary Professionals with Impeccable Credentials and substantial National & International exposure as Trainers, Researchers, Consultants & Managers.

INDUSTRIAL EXPOSURE

Summer training programme, Project assignments, Seminars by Experts from Industries, Industrial visits and Study tours expose the students to the real life situations in Travel & Tourism Industry. Students are thereby enabled to observe prevailing methods and practices in organizations and relate to them to the knowledge gained in the class-room and through readings. Students are thus prepared to face, with confidence, the problems they may encounter as they begin their professional career.

ELIGIBILITY

A Graduate with 50 % and above from any discipline is eligible to apply.
Students appearing for their Final Year /Semester examinations this year also can apply.

SELECTION

All eligible candidates will have to appear for a Written Examination (duration 90 minutes, based on English Language and General Knowledge in Travel, Tourism & Hospitality), Group Task, Subject Interview and Personal Interview.

ADMISSION

The selected candidates must indicate their acceptance by paying the first installment of fees before the date stipulated there in. Otherwise, it will be assumed that the candidate does not want to avail of the offer of admission, and the offer stands cancelled.

APPLICATION FORM

The Prospectus and Application Form are available at the Institute Office for Rs. 700/- (Rs. 750/- for out-station candidates / by post). A Demand Draft (only) for the above amount drawn in favour of "Bethel Educational Trust, Bangalore", payable at Bangalore, has to be sent along with the duly filled application form.



The ABMTR

As the 21st century unfolds in all its uncertainties, the demand in the Business World and the standards expected are becoming higher and tougher day by day. The need of the hour is, therefore, to lay a strong foundation and evolve innovative processes that will prepare these Managers and Researchers of the future to be able to excel in the realm of Information technology, Business Management and Tourism in the new millennium.

ACADEMY OF BUSINESS MANAGEMENT, TOURISM & RESEARCH (The ABMTR), an institution run by The Bethel Educational Trust (Regd.), Bangalore, is a New Generation Business School that believes and practices a different practical knowledge culture. The Institute is committed in transforming the capabilities of every student and providing them an opportunity to find their talent while leveraging their capability to scale success in professional fronts in the market place. To this extent, at ABMTR a body, the "Council of Excellence", has been formed to cater to this Commitment and Deliver to Excel.

The ABMTR has made no compromises in developing constructive and purposeful processes for assuring a successful career for each student. "The Corporate Relations and Placements Committee" at the Institute with its high level contacts in the corporate and strong network with leading HR Managers across India ensure that students don't simply get a job, but choose a career of their interest.

VISION

Over the past two decades Education in India has witnessed proliferation especially in Technical and Management Institutes. The Nation as a whole and Karnataka in particular faces the problem of shortage of Skilled Managers and Researchers to take-on the challenges posed by the corporate world and cater to our nation's research needs.

Bethel Educational Trust's vision is to contribute towards this objective through the Academy of Business Management, Tourism & Research (The ABMTR). This Institution is set-up for imparting **Quality Education at Affordable Cost with Industry specific competencies**. The ABMTR focuses on Under Graduate & Post Graduate Level Education, Research & Consultancy in the area of Information Technology, Business Management and Tourism.

VISION STATEMENT

To deliver Excellence in up-to-date Knowledge, Skills, Abilities and Positive Attitudes to suit the Industry and Societal Needs and thereby become a Premier Institution in the Country for Under Graduate & Post Graduate Level Education, Research & Consultancy in the area of Information Technology, Business Management and Tourism.

MISSION

The Mission of the Institute is centered around its Philosophy – Believe, Commit and Deliver. The ever demanding market place today has opened a window of opportunities for young and dynamic graduates having zeal to excel. In this boundary-less world it is our endeavor to transform such youngsters into professionals of the highest capability. Thus achieve the twin motive of providing the right fit to the industry and research domains with the relevant competencies and building individuals with the right values and attitudes **for a developed and strong India.**



ACADEMY OF BUSINESS MANAGEMENT, TOURISM & RESEARCH

Opp. Nandi Toyota, Hosur Main Road, Bangalore -560068

Tel : 91-80-25731731 / 25730444 / 9845443362 / 9341707377

E-mail : info@abmtr.com //// Website : www.abmtr.com