



IIM SIRMAUR
KNOWLEDGE . LEADERSHIP

2020-22



"Artistic impression of the new upcoming permanent campus of IIM Sirmaur"

Summer Internship Placement Report
MBA Tourism & Hospitality Management (2020-22)

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About The Institute

Among the youngest of the prestigious IIM family, Indian Institute of Management Sirmaur is making significant leaps of growth and development. Maintaining the IIM legacy, the institute is committed to delivering quality education, training and research in management studies. IIM Sirmaur is focused on developing indigenous knowledge and practices in an enabling environment. Located amidst the serene Himalayan range and on the banks of river Yamuna, IIM Sirmaur has forayed into Tourism and Hospitality Management and Ph.D. programme this academic year. The Institute is committed towards seamless integration of management education with local and global aspirations while remaining mindful of the fact that the management education is not just about seeking the most competitive employment opportunities, but also about securing socioeconomic concerns.

IIM Sirmaur is striving to play a crucial role owing to its unique position, where on one hand the institute realises the onus to groom future managers, it also recognises the responsibility towards the exploration

of unique potentialities of the tourism and hospitality industry. Considering the industry's growing relevance due to its capability of bridging economic growth with social and cultural development IIM Sirmaur has launched the sectoral MBA programme in Tourism and Hospitality Management.

The institute aims to significantly contribute by offering bright and highly motivated minds to the Tourism and Hospitality industry. These conscious young minds carry knowledge and experience owing to their diverse backgrounds and qualifications, selected via a rigorous process. Given their keenness to pursue sector specific education, it can conveniently be inferred that they are eager to make positive contributions in their chosen field and possess genuine desire to be apart of the overall growth of the country. The curriculum is invigorating and aims at transforming young minds into responsible professionals capable of adapting to the ever-changing world. Equipped with this unique combination of practical skills and the latest methods of learning, we believe that our students are bound to be invaluable assets for the organisations.

About MBA (Tourism & Hospitality Management)

MBA in Tourism and Hospitality Management is a two year full- time residential programme, each academic year comprising of three trimesters. The first year of the programme encompasses core courses that explains the fundamental concepts of tourism and management theories and practices across different functional areas. The first year coursework is mandatory for all the students followed by a summer internship and International Immersion Programme. The summer internship is for a period of six to eight weeks where the students are required to work on tourism or hospitality related projects. International Immersion Programme (IIP) is a three-week voluntary activity after Term-III that helps students to expand their horizons towards diverse cultures and give them exposure to global business practices in general and tourism & hospitality in particular.

In the second year, students shall be offered with core and functional elective courses across different areas of specialisation in tourism and hospitality sector. Students can select their preferred elective courses, insofar as they fulfil the minimum credit requirements for the programme. The students who successfully fulfil all the requirements shall be awarded the Degree in MBA in Tourism and Hospitality Management.

The programme aims to enrich the students who are keen to develop their career and knowledge in Tourism and Hospitality industry. With a holistic approach to preparing students for careers in the sector, the programme also encourages to shape future entrepreneurs. The curriculum pedagogy epitomises a sound combination of lectures, flip classroom sessions, case studies, online resources, field work, project assignments, lab sessions and the like.

MBA (Tourism & Hospitality Management) First Year Courses (2020-21)

TERM I

- Tourism Geography
- Organizational Behavior
- Business of Tourism
- Managerial Economics
- Tourism & Hospitality Marketing Management
- Communication and Critical Thinking for Managers
- Information Technology Concepts

TERM II

- Global Business Environment for Tourism and Hospitality
- Management Accounting & Finance
- Tourism Resources and Products
- Tourism Operations Management
- Research Methods in Tourism and Hospitality
- Business Statistics
- Written Executive Communication

TERM III

- Business Strategy
- Destination Planning and Management
- Human Resource Management in Tourism and Hospitality
- Hospitality Management
- Travel and Tourism Industry Laws and Regulations
- Entrepreneurship Development in Tourism Industry

MBA (Tourism & Hospitality Management) Second Year Courses (2021-22)

TERM IV

- Travel Documentation and Forex
- Project Management
- Tourism Analytics
- Core Elective - I
- Core Elective - II
- Functional Elective - I
- Functional Elective - II

TERM V

- Digital and Social Media Marketing
- Tourism Policy and Planning
- Core Elective - III
- Functional Elective - III
- Functional Elective - IV
- Functional Elective - V

TERM VI

- On the Job Training and Report Submission
- Core Elective - IV
- Functional Elective -VI

A List of Courses Offered as Electives in the Second Year is Mentioned Below:

Core Electives

- Event Planning and Management
- Itinerary Preparation and Costing
- Heritage Conservation and Management
- Travel Agency Management
- International Tourism Management
- Tour Guiding and Interpretation
- Customer Relationship Management
- Data Analysis in Hospitality and Tourism Research
- Tourist Behavior and Cross-Cultural Management
- Sustainable Tourism

Functional Electives

(Specializations)

Hospitality and Aviation

- Revenue Management
- Air cargo Management
- Air Operations Management
- Accommodation Management
- Gastronomy and Culinary Tourism
- Food and Beverage Management
- Tourism Transportation

Event Management

- MICE
- Sports Event Management
- Event Planning and Management

- Festivals and Social event Management

Special Interest Tourism

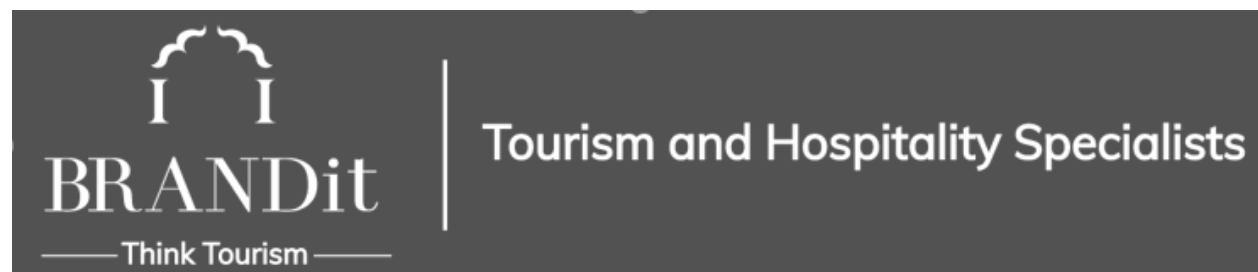
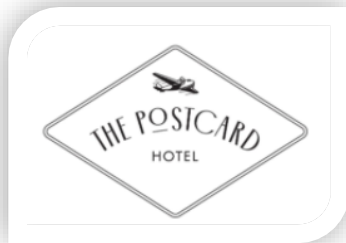
- Adventure Tourism
- Agro, Farm & Rural Tourism
- Health and Wealth Tourism
- Religious Tourism
- Heritage & Cultural Tourism

Entrepreneurship

- Design and Critical Thinking
- Social Entrepreneurship
- Innovation and Creativity
- Business Finance

Participating Companies

Some companies participating in the Summer Placement Process for MBA Tourism and Hospitality Management (2020-22) Batch are shown below.



Placement Statistics

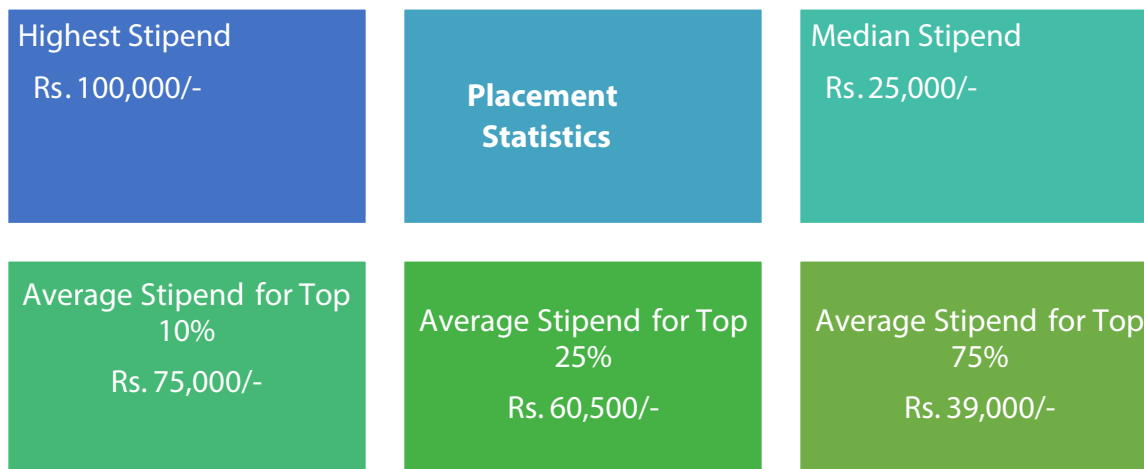
MBA Tourism & Hospitality Management Batch 2020-22 consisted of 30 students, including five female and 25 male students. The Participating Batch details for Summer Internship is given below:

Batch –wise Classification

1.Total Batch Strength	30
2. Students eligible to participate in summer placements	30
3. Seeking internship through the institute	27
4. Seeking Entrepreneurship support from the institute	-
5. Students opted out from the summer placement	3

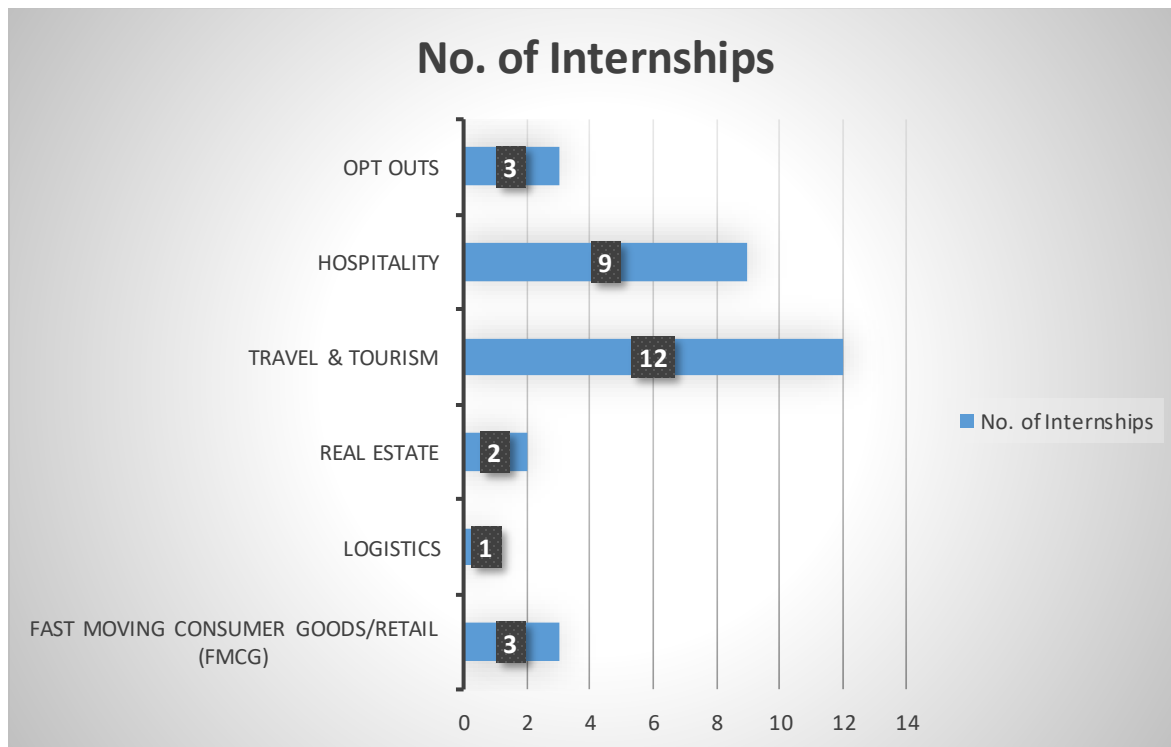
The Batch witnessed good diversity of roles and offers from the recruiters belonging to hospitality, tourism, and related sectors. Students of the Batch received internship offers in area of Tourism and Hospitality Management including Real Estate, Retail, Logistics, etc., roles such as Vendor Management, Business Analyst, Marketing Intern, Product Management, etc.

Placement Statistics based on the student receiving stipend across different roles and sectors is given below. The Summer Internship Placement of the MBA (T&HM) Batch 2020-22 witnessed an enthusiastic participation of around 32 companies including one international recruiter based in Boston, USA.



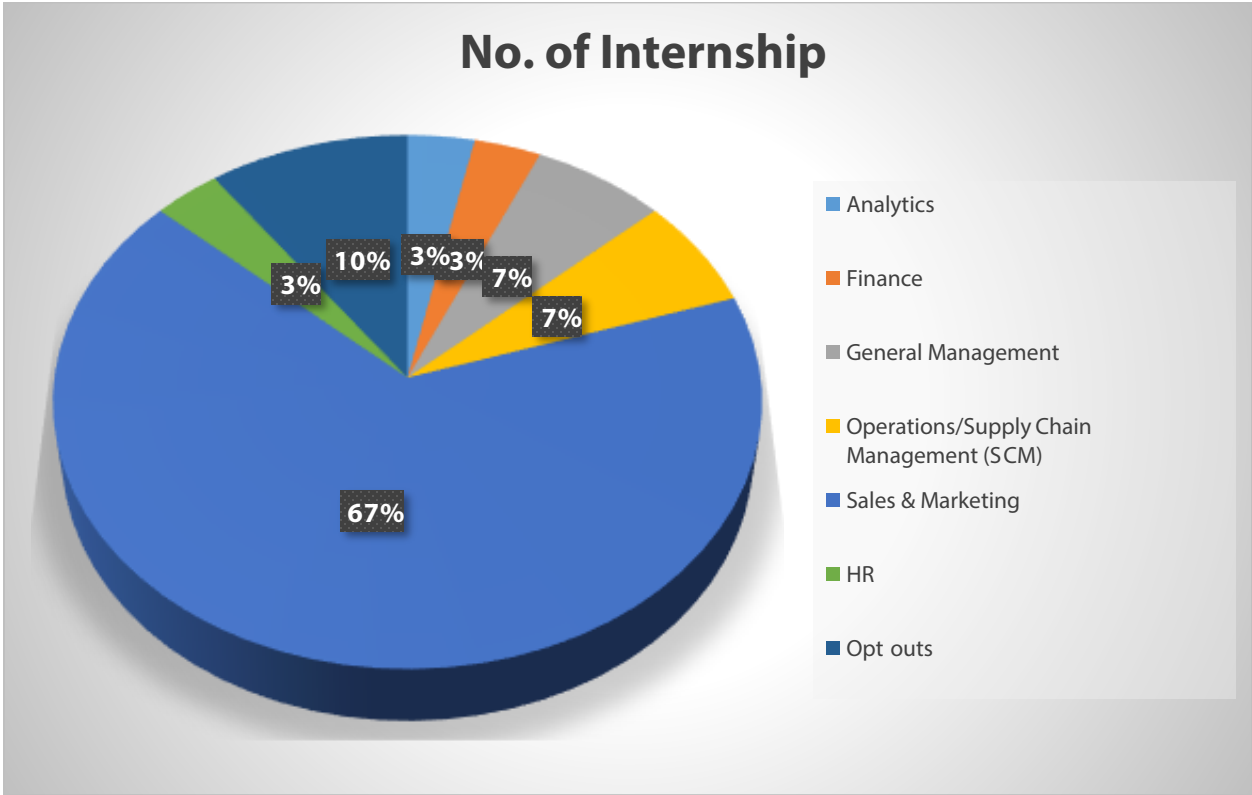
Sector-wise Classification

Sector	No. of Internships
Fast Moving Consumer Goods/ Retail (FMCG)	3
Logistics	1
Real Estate	2
Travel & Tourism	12
Hospitality	9
Opt outs	3
Total	30



Function-wise Classification

Function	No. of Internship
Analytics	1
Finance	1
General Management	2
Operations/Supply Chain Management (SCM)	2
Sales & Marketing	20
HR	1
Opt outs	3
Total	30



Location –wise Classification

Global

Location	No. of Internships
India	27
Rest of the world	-
Opt outs	3
Total	30

Domestic

Indian Locations	No. of Offer accepted
Agra	2
Bengaluru	3
Indore	1
National Capital Region	14
Pune	2
Shimla	2
Kolkata	1
Jaipur	1
Work from Home	1
Opt outs	3
Total	30

Placement Committee

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