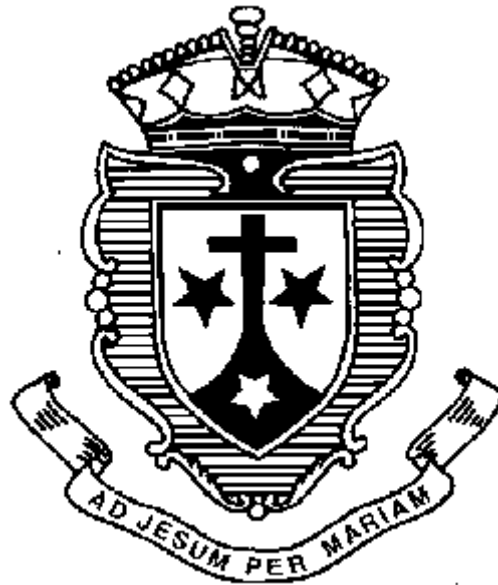


MOUNT CARMEL COLLEGE, AUTONOMOUS
58, Palace Road Vasanthnagar Bangalore 560052



DEPARTMENT OF TRAVEL & TOURISM
&
BINARY UNIVERSITY MALAYSIA
OFFERS
INTERNATIONAL TWINNING PROGRAMME
IN
M. SC TOURISM MANAGEMENT

Mount Carmel College, Bengaluru a leader in educational innovations in collaboration with Binary University, Kuala Lumpur, Malaysia offers a Twinning Program in Masters in Tourism. MCC, which for seven decades has strived towards its goal of “Empowering through Education”, has tied up with Binary University, one of the top business schools in Asia to offer a unique program in Tourism, a booming sunrise industry.

A first of its kind Master’s Program, MSc- Tourism Management provides a unique opportunity to participate in International exchange programmes and to study with multi lingual and multinational students from across the Globe. Students will study first year in MCC and on successful completion of first year course they will be awarded PGDTS (Post Graduate Diploma in Tourism Studies) Certificate. Students scoring an aggregate of 70% and above in the first are eligible to get a lateral entry into final year of **M.Sc in Tourism Management at Binary University, Malaysia**. It is an **International Twinning programme** and **Binary University, Kuala Lumpur Malaysia** will award the **Master’s Degree** along with **ISP certificates** to Students on successful completion of the program.

Mount Carmel College and Binary University- Leaders in Education & Innovation

Mount Carmel College, Autonomous owned and managed by the Congregation of the Carmelite Sisters of St. Teresa (CSST) has since 1948 been working towards the cause of “Empowering Women through Education”. Over the years the college has grown in strength in terms of variety of programs offered and student strength. Today, the college offers 34 undergraduate programs, 2 B.Voc programs, 18 post graduate programs and doctoral programs. MCC caters to over 7,000 students and is synonymous with quality innovative programs driven by market needs. Affiliated to Bangalore University, MCC was granted autonomous status in 2005. The college has successfully completed three rounds of accreditation by NAAC and was awarded “A” grade in its third round in 2012. Recognised as College with Potential for Excellence (CPE) by UGC, MCC is ranked among the top twenty colleges in India by India Today and Week magazines.

Binary University is one of the most established and respected university for management, IT and entrepreneurship education in Asia. The University offers

superior programmes at PhD, Masters and Bachelors level that are internationally recognized by the Association of Commonwealth Universities (ACU, UK), International Association of Universities (IAU, France), NARIC (UK) and the Malaysian Qualification Authority (MQA). The University also places great emphasis on research and has dedicated research centres in social entrepreneurship, ICT centre of excellence, women leadership, business entrepreneurship and advanced management.

Rated as a 5 Star (Excellent) University by the Ministry of Higher Education (MOHE), MALAYSIA. Ambitious people from all over the globe who thirst for the latest thinking in business, IT or entrepreneurship has been patronizing the University for nearly 32 years because it is the **ONLY** University that transforms its graduates to become ***Industry Specialist Professional*** graduates and provides extensive entrepreneurial skills through its comprehensive entrepreneurial ecosystem. The University's Graduate Employability rate of 96% (source: MOHE Tracer Study) which is among the highest in the nation speaks volume of the ISP advantage and entrepreneurial skills that it imbibes in all its graduates.

MSc in Tourism Management (By Research)

A dynamic, continuously growing and developing industry- Tourism, is a sunrise industry whose share in world GDP and employment is predicted to rise in coming years. According to World Travel and Tourism Council, tourism today accounts for 8% of the world's jobs and has the highest growth and revenue potential. Domestic and international tourist arrivals are constantly rising and the need is to build trained skilled manpower to drive the industry.

MSc in Tourism Management is a specific industry focused programme designed to prepare students for senior management-level careers in the Tourism Industry. This programme is to meet the challenges through activities in strategic planning, market research, e-commerce, project management and other specific management functions which are becoming significant and demand international and intercultural approach.

This programme aims to develop students' management, research and analytical skills to allow the student to operate at a high level within the booming tourism industry. Students will be equipped with the necessary expertise to manage, coordinate and develop tourism businesses and projects internationally. This programme focuses on a range of key issues, challenges and developments in tourism management.

Programme Structure & Course Matrix

Post Graduate Diploma in Tourism Studies I & II Semester 2017 - 18						
I SEMESTER						
Subject Code	Paper Title	LTP	Credits	CIA	ESE	Total Marks
CC-01	Travel & Tourism Management	3:2:0	4	30	70	100
CC-02	Event Management	4:0:0	4	30	70	100
CC-03	Tourism Law & Ethics	4:0:0	4	30	70	100
CC-04	Managerial Economics	4:0:0	4	30	70	100
CC-05	Research Methodology	4:0:0	4	30	70	100
AC -01	Principles of Management	4:0:0	4	30	70	100
AC -02	Business Statistics	4:0:0	4	30	70	100
TOTAL		28	28	210	490	700

II SEMESTER						
Subject Code	Paper Title	LTP	Credits	CIA	ESE	Total Marks
CC-06	Global Tourism & Resources	4:0:0	4	30	70	100
CC-07	Destination Planning & Development	4:0:0	4	30	70	100
CC-08	Service Marketing	4:0:0	4	30	70	100
CC-09	Entrepreneurship in Tourism	3:2:0	4	30	70	100
CC-10	Emerging Trends in Tourism	4:0:0	4	30	70	100
AC-03	Financial Management	4:0:0	4	30	70	100
AC-04	Organisational Skills	4:0:0	4	30	70	100
CDP	Community Development Programme		2		50	50
TOTAL		28	30	210	540	750

Each semester will consist of Core Courses, Allied Courses. There will be CRS training course in both Amadeus and Galileo Packages along with Community Development Programme of serving 06 weeks in nearby Bangalore Localities to empower the locals in tourism activities. Course includes Assignments, Paper Presentations, Group Discussion and Case studies with regular sections on current affairs in addition to End semester Examination. Students must score above 70% in the First year course to be eligible for Lateral Entry into Final year of M.Sc Tourism Management in Binary University Kuala Lumpur Malaysia. We also provide Credit course in Chinese language.

Compulsory Requirements for the Program:

1. Undertaking from Parents and Student to pursue/continue the Twinning Programme and complete M.Sc Tourism Management Course in Malaysia is a Prerequisite to get admission.
2. Formal Uniform
3. Camera
4. Laptop with Data Card
5. One week Educational Tour
6. Two weeks of Industry Internship

Eligibility

Students must have aptitude for Research, urge to travel and explore destinations. Candidates with 75% Marks in Undergraduate course of any discipline can apply. Candidates must have good communications skills, with an attitude for Customer Service ability to write effectively to convey ideas with good knowledge of current affairs and global locations. Selection is based on written test and Interview.

Fees:

Application Fee: Rs:500 Entrance Exam Fee Rs200/-

Course Fee: Rs 60,000/- per candidate for First year. Binary University Fee Structure will be provided at time of Entrance test.

Further details Contact : Lalitha.K 09972477068

Write to: [pgtourism@mccbbl.co.in./](mailto:pgtourism@mccbbl.co.in/) klalitha04@gmail.com

Application Deadline: 21 May 2018.