



# 5 STAR CAREERS

**IN THE HOSPITALITY  
INDUSTRY**

3 YEAR PROGRAMME IN  
HOSPITALITY MANAGEMENT  
& LEADERSHIP

# Vedatya Institute

## Success Isn't Accidental.

It is ambitious, it is audacious, and it is bold. Yet, success will only remain a dream unless pursued with knowledge and purpose.

Vedatya, building upon its core values of research oriented faculty, world class curriculum, international placements and student orientation, is now crossing a milestone in its pursuit of knowledge with a brand new fully integrated campus. It is therefore an opportune moment for us to adopt an identity that reflects our pursuit.

Vedatya reflects its core value. *"Ved"* in Hindi means knowledge and *"Aditya"* means sun. *"Vedatya"*, therefore, is a coined term that means *"Source of Knowledge"*. We push boundaries for lifelong pursuit of knowledge. Be successful, not by accident, but through Vedatya.

**Vedatya. Educator for the service industry.**

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# From The Director's Desk

**Prof. Sandeep Munjal**

*Director*

Welcome to Vedatya Institute. I would like to congratulate you for choosing Vedatya as a higher education option.

The true strength of any academic institution comes from its faculty team and their approach towards dissemination of knowledge. Faculty engaged in research and consulting brings value to the class room and ensures that they are current in their subject areas. The institute has a strong research-oriented faculty who author books and has published their research in journals worldwide. The faculty has also been trained and exposed to the latest pedagogical interventions, in higher education.

An international journal and an annual conference on services management are also testimony to the research commitment of the institute.

Add to that, a strong industry interface that allows students to attend lectures from industry professionals, interact with them, get mentoring support and the result is employable talent that is well received by the industry. I am sure you will make the most of these opportunities to develop and enhance your skills and knowledge.

We are passionate about providing an outstanding student experience. Industry visits, international trips, cultural immersion and involvement with NGOs are all elements that contribute to it. Our state-of-the-art 'Green Campus' with academic, recreational and residential facilities for students.

All of the above contribute towards creating leaders, with a mind of their own. Leaders who are going to be ready to make decisions that will help businesses grow and succeed through their leadership.

Vedatya students have been placed in the best organisations over the last fifteen years. Their continued success is a testimony of institute's focus on creating leaders. The institute has also produced entrepreneurs who are successfully managing their businesses.

I wish you the very best and I am sure your stay at Vedatya Institute will be a transformational experience.

It is our primary aim to provide every student with an opportunity to fulfill his or her potential while studying for an internationally-benchmarked qualification.



# From The Head Of School's Desk

**Dr. Anjana Singh**

**Head of School**

*School of Hospitality and Tourism Management*

The world around us is changing faster than one had ever imagined it to. The process of evolution has been expedited by the advancement of technology and increasing knowledge base in all spheres of life. Manufacturing took over from most agricultural economies and the current era is seeing the ascendancy of services as the largest economic driving force. This has led not only to standardization and enhancement in quality of product but has also led to the increase in consumer choices. While dealing with the services sector one must bear in mind that majority of the success depends on the perception that exists about one's product and the experience that one is able to create for the guest and / or ultimate consumer. With the advancement in technology the product in itself can easily be replicated and thus it will be the experience that will provide the cutting edge to any business, including those that are manufacturing oriented or at least have been traditionally so. These changes thus will require a greater understanding of the human psyche and also service orientation like never before. Service orientation is a skill that requires understanding of basic concepts and their implementation in order to drive customer satisfaction.

This is what the School of Hospitality and Tourism Management is all about. It is about directing and channelizing the energies, thoughts and exposure to the various perspectives which will help you learn, and reach your own conclusions independently. It is about making the mistakes and learning from them only to ensure that the same mistakes are not repeated. It is about being a better individual in terms of understanding the importance of team work and the ability to learn from others. It is about creating your identity.

The Hospitality and Tourism sectors in the Indian context are poised for explosive growth to meet the growing demand that our vibrant economy is creating. This offers a tremendous opportunity to build strong, protean careers, engage in entrepreneurship, adding value to self and society.

Having mentioned the activity and opportunities on the Indian landscape, it would be equally relevant to add that despite periods of economic uncertainty and flat growth in many parts of the world, Hospitality sector continues to show growth and offers global opportunities to trained and qualified professionals. It is our endeavor to train, develop and prepare our students for successful global Hospitality careers.



# About Vedatya Institute

Vedatya Institute is an initiative of IIT & the Wharton School alumni who wish to replicate their own quality educational experience for the benefit of students in India. It was established with the active support of corporations such as - The Carlson Group, USA and the Edwardian Group, UK. The institute is funded by the holding entity of Radisson Blu Plaza Delhi, Radisson Blu Varanasi and a restaurant chain called The Great Kebab Factory. The institute's campus, located on Gurugram-Sohna road, is fully integrated with academic, recreational and residential facilities for students.

The institute was established in the year 2000 as an institute of higher learning in India that offers internationally recognized, undergraduate and post graduate programmes of study in hospitality and business management.

The institute's record of academic excellence is demonstrated by its full time faculty, the journal called the Journal of Services Research (JSR) that has been in publication for 20 years, and an international conference on services management hosted by Vedatya in India, and its global partners - Virginia Tech University in US, Oxford Brookes University in UK, and Institute of Tourism Studies in Macao.

# Schools At Vedatya

Vedatya consists of various schools focusing on individual disciplines but with a common thread running through them. The basic philosophy behind this is to leverage synergies that exist between various disciplines such that participants get professional training to fit in general management as well as process management cadres in designated industry sectors. Keeping this in consideration the institute has established the following four schools.

**School of Hospitality and Tourism Management (SHTM)**

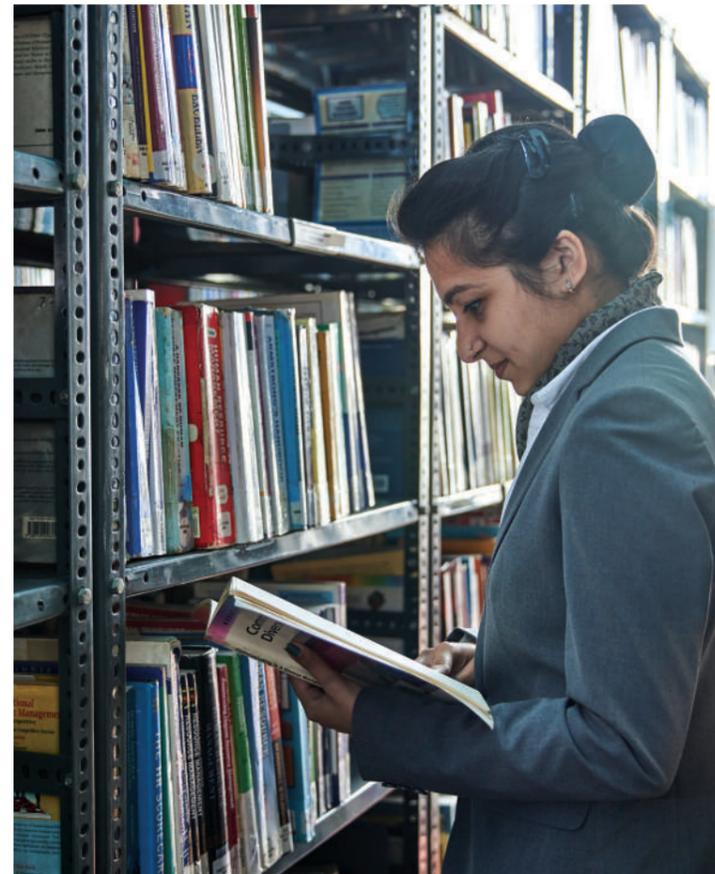
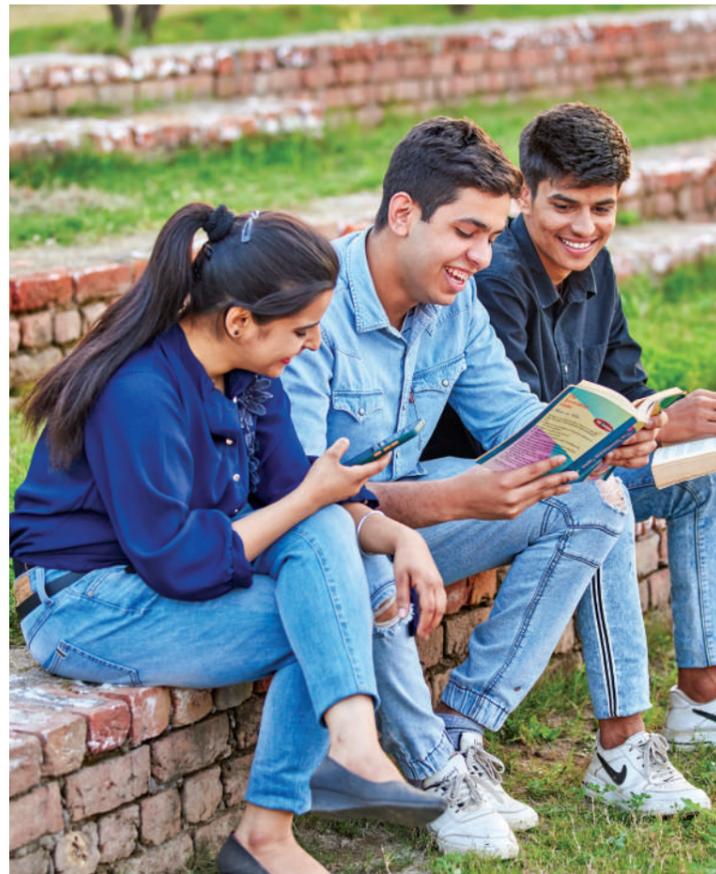
**School of Culinary Excellence (SOCE)**

**School of Management and Entrepreneurship (SOME)**

**School of Design and Creative Arts (SDCA)**

These schools offer undergraduate and postgraduate programmes of study. Other than this each school promotes research, consulting and executive training in their chosen areas of excellence. Each school has its dedicated staff and other resources and is governed by Academic Councils to direct their academic pursuits.





## Why Vedatya

**Highly qualified faculty (85% of its faculty have a PhD or are pursuing a doctorate degree in their respective areas of expertise) who have published books and research publications**

- » A self-sustainable “Green Campus” over 16 acres within 25 minutes of driving distance from Gurugram with academic, recreational and residential accommodation for students
- » First institute in India that will have an on-campus training hotel
- » Academic partnership with InterContinental Hotels Group, one of the world’s largest hotel company, in the form of an IHG Academy to groom future leaders in the hospitality industry

- » The latest episode of ‘Escape from the boardroom’ aired on BBC featured Jan Smith, CEO, AMEA of InterContinental Hotels Group interacting with Vedatya students. The episode also highlighted Vedatya’s brand new sprawling campus on Gurugram Sohna Road
- » Placement record of students across multiple continents and the most reputed companies in the respective industries
- » A record of academic excellence of an international standard as demonstrated through multiple audits conducted by QAA, a UK government independent accreditation body
- » An academic culture and corporate policy that promotes applied research and industry focused consultancy assignments for faculty

## Vedatya’s Campus

The institute’s state-of-the-art campus, amongst other facilities, has the following features:

- » Within 25 minutes of the heart of Gurugram, a major suburb of the National Capital Region (NCR)
- » Self-sustainable campus with academic, administrative, and residential accommodation for students
- » Recreational facilities including football field, tennis courts, volley ball court, basketball court and an upcoming student centre

- » An environmentally-conscious design that minimises the developmental footprint “Green” Campus as per LEED-INDIA
- » Unconventional design of spaces
- » Mazes & Puzzles to foster team work, sharpen minds & critical thinking
- » Student designed and operated ‘Food Truck’ to foster applied learning and entrepreneurial thinking

## Executive Management Committee

Mr. Amit Kapur  
Mr. K.B. Kachru  
Dr. Ramesh Kapur

### EXECUTIVE CO-ORDINATORS

Mrs. Neelam Kachru  
Mrs. Madhuri Kapur

### ACADEMIC COUNCIL

Prof. Abad Ahmad  
Ex Pro-Vice Chancellor, Delhi University

Prof. Sandeep Munjal  
Director, Vedatya Institute

Dr. Sudhanshu Bhushan  
Prof. Vedatya Institute

Dr. Virender Kumar  
Ex. Vice Principal, Kirori Mal College, Delhi University

### INDUSTRY ADVISORY COMMITTEE

Mr. Rohit Khattar  
Managing Director, Old World Hospitality (India) Pvt. Ltd.

Mr. Sandeep Gupta  
Executive Director, Choice Hospitality (India) Pvt. Ltd.  
Senior Vice President Development, Asian Hotel Ltd.

Mr. Manav Thadani  
Managing Director, HVS International

Ms. Deepika Arora  
Founder, Rosakue Hospitality

Bakshish Dean  
Co-Founder at Culinary Quotient

Praveen Roy  
CEO, Tourism & Hospitality Skill Council

Major Rajesh Chauhan  
Regional Director HR, IHG

Mr. Arul Mani  
GM Training and Development, IHCL  
Taj Group of Hotels

## Governing Committee

Prof. Abad Ahmad  
Ex Pro-Vice Chancellor, Delhi University

Mr. Ashwani Kakkar  
CEO, Mercury Travels

Mr. Atul Punj  
Managing Director, Punj Lloyd

Mr. B.K. Goswami  
IAS, Ex Secretary, Govt. of India

Dr. Vinnie Jauhari  
Director, Education Advocacy, Microsoft

Mr. Jasinder Singh  
Chairman, Radisson Edwardian Hotels, U.K.

Dr. Naresh Trehan  
CEO, Medicity NCR Delhi

Mr. Rajan Jetley  
President, Radisson Hotels Asia Pte. Ltd.

Mr. Ramesh Chandra  
Chairman, Unitech Limited

Mr. R.K. Puri  
Secretary General, HAI

Prof. S.S. Kushwaha  
Ex Vice-Chancellor, Ranchi University and MGKV,  
Varanasi



## IHG ACADEMY

### Partnership with IHG to groom future leaders in the hospitality industry through an IHG academy

InterContinental Hotels Group (IHG), one of the world's largest hotel company has a formal partnership with Vedatya which expands IHG's existing IHG Academy programme across India. India's workforce, those between 15 and 64, is expected to rise to 67 percent in 2020 and the challenge is to turn those people into an employable workforce. IHG wants to contribute to the education of the future generation in India through its IHG Academy programme.

Vedatya Institute benefits from the partnership through a range of initiatives including IHG guest lecturers and mentors on campus; work experience placements for its students at IHG hotels; sponsorship of campus facilities as well as the opportunity to connect students with a range of employment options when they are finishing their studies.

The IHG Academy was developed to attract and foster talent by providing real-life skills and enhancing employment opportunities. It is a global initiative by IHG and has more than 180 programmes running around the world.

IHG (InterContinental Hotels Group) is a global organisation with a broad portfolio of 10 hotel brands, including InterContinental® Hotels & Resorts, Hotel Indigo®, Kimpton Hotel & Restaurant®, Crowne Plaza® Hotels & Resorts, Staybridge Suites®, Candlewood Suites®, EVEN™ Hotels and HUALUXE® Hotels and Resorts. IHG manages IHG® Rewards Club, the world's first and largest hotel loyalty programme with nearly 99 million members worldwide.

IHG franchises, leases, manages or owns over 5,000 hotels and 7,54,000 guest rooms in nearly 100 countries and territories, with more than 1,460 hotels in its development pipeline. InterContinental Hotels Group PLC is the Group's holding company and is incorporated in Great Britain and registered in England and Wales.



IHG® REWARDS



# School of Hospitality and Tourism Management (SHTM)

## Mission Statement

Develop the next generation of hospitality leaders and entrepreneurs in Asia through quality international hospitality education, training, development and research, using state-of-the-art facilities, self-learning, qualified faculty, and global certification.

The School of Hospitality and Tourism Management (SHTM) was established in the year 2000 as the institute's first school. SHTM provides its students the knowledge, skills and competencies for a career in the international hospitality and tourism industry. Its programmes are designed to empower students with a complete range of managerial skills both at a conceptual and at an operational level, supported by practical training and a Supervised Work Experience (SWE). In its short existence, SHTM has achieved many milestones:

- » Ranked amongst the premier hotel management institutions of India by the Education Times, Times of India
- » Academic partnership with IHG, world's largest hotel company, in the form of an IHG Academy
- » Demonstrated record of placement at global hospitality chains like Accor, InterContinental Hotels Group, Starwood, Hyatt, Oberoi, J.W. Marriot, Taj Hotels & Resorts and Carlson
- » Record of merit based full year paid internships in England, Australia, Dubai, Malaysia, Singapore, Germany and India
- » Demonstrated record of over 20 years of excellence in academics and research
- » 100 percent placements at management trainee / management positions in leading organisations
- » Numerous 'Employee of the Month' and 'Gold Awards' won by the students during the Supervised Work Experience (SWE) training
- » Self-organised well received food festivals and events created and executed by students
- » Many alumni have started successful entrepreneurial ventures

## TOURISM AND HOSPITALITY SKILL COUNCIL (THSC)

Tourism and Hospitality Skill Council (THSC) is a Not – for – Profit Organization, registered under the Societies Registration Act, 1860. The Tourism and Hospitality Skill Council (THSC) is promoted by the Confederation of Indian Industry (CII) with inclusive representation of the Government, Industry, Industry Associations and Training Institutes across India, with financial support by National Skill Development Corporation (NSDC).

Tourism and Hospitality Skill Council (THSC) which is formed by the Industry and for the Industry to tackle the skilling of large manpower to fulfill the industry requirement plays a crucial role in bridging this ever-growing gap.

Vedatya Institute is a THSC affiliated training partner, delivering jointly certified short term skills based courses.



# Programme in Hospitality Management & Leadership

## 3 YEAR FULL TIME PROGRAMME (Including 6 month Internship)

The goal of the program is to enable students to become entrepreneurial leaders and managers who can transform the hospitality organizations of the future. Students learn the difference between leadership and management and the relationship between the two in the hospitality industry. This course is academically equivalent to the Hotel Management (HM) or Hospitality Management degree.

From the beginning of the course one learns how to be a manager, exploring the key issues and building a foundation for a career in the hospitality industry. Focus on management related skills however is not at the cost of key 'operational skills' that are critical in the Indian context. Students thus get exposure to operational skills in a step up approach throughout the programme.

The 24 week internship provides 'on the job experience' that supplements the work experience and skills developed over the first three semesters. This also allows learners to identify areas of interest within the hospitality and tourism business space.

The third year allows students to choose an operational domain for advanced learning; this allows them to strengthen skills and knowledge in the domain that is likely to be aligned with their career interest and goals.

# PROGRAMME STRUCTURE

## SEMESTER 1

PH101 Food Production & Culinary Art - Basic Skills I	PH102 Food & Beverage Service Operation – Basic Skills I	PH103 Accommodation Operation - Front Office Basic Skills I	PH104 Accommodation Operation - Housekeeping Basic Skills I	PH105 Word Processing & Spreadsheet Skills	PH111 Contemporary Hospitality and Context of Tourism	PH112 Branding Self and Effective Communication I
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## SEMESTER 2

PH201 Food Production & Culinary Art - Basic Skills II	PH202 Food & Beverage Service Operation – Basic Skills II	PH203 Accommodation Operation - Front Office Basic Skills II	PH204 Accommodation Operation - Housekeeping Basic Skills II	PH206 Introduction to Hospitality Marketing	PH207 Hospitality Human Resource Management	PH211 Hospitality Finance Basics	PH212 Branding Self and Effective Communication II
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## SEMESTER 3 & 4

PH301 Food Production & Culinary Art - Basic Skills Includes Bakery and Confectionery	PH302 Food & Beverage Service - Advanced Skills	PH303 Accommodation Management	PH307 Analysis of Managerial Financial Statements	PH309 E - Business and Digital Marketing	PH310 Advanced Communication and Personality Development
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## SEMESTER 3 & 4

Supervised work experience (24 Weeks) with SWE Project Report to be submitted in Semester 5

## SEMESTER 5

Modules for students specializing in Food Production Management

*PH501 Advanced Food Production Management I	PH505 Hospitality Revenue and Pricing Management	PH511 Hospitality Events Management-Plan	*PH513 Slow Food and Sustainable Practices	PH514 Career Planning and H&T Business
PH515 Facility Planning and Design Consultancy	PH516 Operations in Customer Facing Business	PH517 Emerging Food Trends and Culinary Heritage	PH520 Advanced Food and Beverage Services Management II	

## MODULES FOR STUDENTS SPECIALIZING IN FOOD AND BEVERAGE SERVICES MANAGEMENT

*PH502 Advanced Food and Beverage Management I	PH505 Hospitality Revenue and Pricing Management	PH511 Hospitality Events Management-Plan	*PH513 Slow Food and Sustainable Practices	PH514 Career Planning and H&T Business
PH515 Facility Planning and Design Consultancy	PH516 Operations in Customer Facing Business	PH517 Emerging Food Trends and Culinary Heritage	PH520 Advanced Food and Beverage Services Management II	

## MODULES FOR STUDENTS SPECIALIZING IN FOOD AND BEVERAGE SERVICES MANAGEMENT

*PH503 Advanced Accommodation Management	PH505 Hospitality Revenue and Pricing Management	PH511 Hospitality Events Management-Plan	*PH513 Slow Food and Sustainable Practices	PH514 Career Planning and H&T Business
PH515 Facility Planning and Design Consultancy	PH516 Operations in Customer Facing Business	PH517 Emerging Food Trends and Culinary Heritage	PH520 Advanced Food and Beverage Services Management II	

In semester 5, student is required to earn minimum 5 credits. Has the option of enrolling for additional 6th credit

## SEMESTER 6

PH601 Advanced Food Production Management II	PH602 Advanced Food & Beverage Management II	PH611 Hospitality Events Management - Implementation	PH612 Gastronomy
PH615 Entrepreneurship in Hospitality, Leisure and Tourism Industries	PH618 Environmentally Sustainable Business	PH619 Leadership and Business Strategies	PH620 Primary Research Report

In semester 6, students who are specializing in Food production and Food and Beverage service will earn 5 credits and students specializing in Accommodation will earn 4 credits

Optional Modules (Student Can Choose Any One Subject To The Module Being Offered)

**Total 31 Credits**

### Final Placement

Optional Modules offered in Semester 5 and 6: Student needs to choose one in each semester.

\*Students are required to choose specialization – Food and Beverage Department/Accommodation Department.

Note: Specialization offered in Final Year (Semester 5&6), students can choose any one of the three operational domains.

1. Food Production, 2. Food and Beverage Service & 3. Accommodations Management

# Module Description

## Food Production Culinary Art-Basic Skills

The module is divided into three semesters and aims to equip students with basic skills required to work in the Professional Kitchen. Students are exposed to multiple cuisines and understand the process and how their ingredients play a role in preparation of different menus, breads, cakes, chocolates, etc.

## Food and Beverage Service Operation-Basic Skills

The module is divided into two semesters and aims to equip students with basic skills required to work in the fine dining restaurants. From learning about wines, typology of alcoholic beverages to understanding various types of service approaches, the module will help develop a learner to understand service aspects around food and beverages. Accommodation Operations-Front Office Basic Skills: The module run over two semesters aims to equip students with basic skills required to manage 'front office' related functions like reservations, bell desk, reception, information and travel desk.

## Accommodation Operations-Housekeeping Basic Skills

The module runs over two semesters is focused on housekeeping skills that are a critical component of any hospitality operation. Student will gain hands on experience and will also gain knowledge required to manage the function.

## Branding Self and Effective Business Communication

The success of an individual is not only dependent on his or her technical knowledge and skills but also on other aspects of personality such as communication skills, attitude, behaviour, etc. The module is spread over three semesters and focusses on Communication, Personality Development and soft – skills.

## Word Processing and Spreadsheet skills

The module provides useful platform to get our IT skills oriented for real life professional use.

## Contemporary Hospitality and Context of Tourism

This module investigates the nature and context of the international hospitality and tourism industry – arguably the largest industry in the world. It explores the wider or macro economic, political, social, technological and physical systems within which Hospitality and tourism operates.

## Introduction to Hospitality Marketing

This module aims to develop students' understanding of how to manage the marketing function for a hospitality or tourism multi-unit, multi-product business. It explains the role of planning, and the development of marketing strategy in branded companies.

## Hospitality Human Resource Management

The module is designed to develop an understanding of the labour markets and the composition of the labour force in the hospitality industry. Given the service focus of the industry, an ability to manage human resource is critical to avoid turnover.

## Hospitality Finance Basics

The module is aimed at building an understanding of basic financial and management accounting functions, to support their appreciation of the way businesses function, control their operations and report on their financial performance. This module helps build financial skills that are critical for learners to analyze, evaluate performance and make effective decisions.

## Food Production and Culinary Art- Basic Skills

The module is designed to teach the candidate underpinning knowledge linked to working in quantity kitchen. Candidates will gain competence in preparing commodities and producing dishes whilst working as part of a team. The Kitchen operations have a dual goal: Understanding – That is, an understanding of theory, of how to cook and serve. Performing – that is, the mastery of a set skills and the ability to apply them to a wide range of cooking styles and products.

## Food and Beverage Service Management

Drawing on relevant management principles and techniques, students will acquire an understanding of the skills and knowledge necessary for successful management within food and beverage service operations. The focus of the module shifts from service basics to aspects like menu engineering, F&B cost control and management of complex operations. Accommodation Management: The program aims to provide with both theoretical knowledge and practical experience of Front Office and Housekeeping operations. Particular emphasis is placed on customer satisfaction and the development of customer care skills.

## Analysis of Managerial Financial Statements

The module will commence with a study of the context and regulation of accounting reports. The main part of the module will be based on the use of accounting reports as a basis for evaluation of company performance and position. The final stages of the module will study the Cash Flow Statement and its interpretation.

## Hospitality E Business

An exploration of the business issues related to using Internet and Internet technologies for conducting business. The module investigates such issues as customer relations, business to business relations, new business models and organizational forms, and management and marketing in the global, multicultural and legal Internet environment. Introduces learners to the world of digital marketing.

## Advanced Business Communication and Personality Development

Across semester three, we focus on your search for your internship placement and your plans for a placement in the industry and your future career. The starting point is the employers' view of what they want from the students / graduates. You will then go on to consider your own strengths and weaknesses in relation to employment and plan for your future development. During semester one and two, you would have completed an assessed mock interview and a technical interview. In this semester you would have time, opportunity and assistance to hone your skills and strengths and work on your weaknesses.

## SWE Project Report

The module is designed to enable students to demonstrate their professional, technical and transferable management skills gained from supervised work experience in a hospitality or tourism organization. Students are required to evaluate current organizational practices using appropriate management theory. Evidence of reflective thinking and self-development are an integral part of this module.

## Advance Food Production Management

The module is designed to enable candidates to develop practical cookery skills required to produce dishes to an advanced level and will provide learners with the opportunity to evaluate the dishes that they have produced. Students will be required to plan a complete menu taking account of seasonality and availability of food raw materials, including produce available at Vedatya Farms. The menu type and service details will be specified by the tutor. Each student will undertake production of the menu items in a commercial production situation.

## Slow Food and Sustainability Practices

The unit reviews literature on 'slow food movement' from the international and Indian context and the same is analysed with respect to its possible commercial expression. The learners are expected to research the significance of the slow food movement as a force of culinary innovation with respect to the Indian hospitality landscape, identify best practices that will enable industry to commercially adopt 'slow food' and enlarge the movements footprint in India.

## Advance Food and Beverage Services Management

This module aims to provide an understanding of the complexities of managing food and beverage outlets. The module examines a wide range of subject areas within the operation of food and beverage management and relates these to relevant sectors in the hospitality industry. Developing trends and increasing demands from the general public are studied, using examples from the hospitality industry.



### Advance Accommodations Management

This module is designed to provide students with the opportunity to study and examine the contemporary practices in accommodation industry in detail and the issues being faced by hospitality Accommodation Managers. The services and products within this department will be considered and those factors, which optimize management and business performance, will be evaluated. Achieving a satisfactory balance between demand patterns, resource scheduling and operational capacity is one of the most difficult tasks facing accommodation managers today. There will be analysis of the scope of strategic, operational and financial decisions, which affect the success and development of the Accommodation department.

### Hospitality Revenue Management

The module combines the study of revenue management processes with financial management methods that are designed to convert revenue into profit. For a sector where demand-supply shifts are common, a perishable inventory needs to be managed by deploying a scientific approach to pricing.

### Hospitality Events Management

The module aims to provide students with a hands-on experience of project/event management in the context of the food-service industry. Working in small teams, students will acquire the skills and knowledge necessary to plan, organize, execute and evaluate a themed restaurant event within the realistic work environment.

### Career Planning and Self Awareness

The module will allow students to reflect critically on the qualities and competencies required for graduate-level employment. The module will require students to evaluate career prospects for specific management positions in the hospitality or tourism industries. Building awareness about self is an integral part of the module.

### Emerging Food Trends and Culinary Heritage

The module aims to investigate the historical significance of food and culture; it will integrate food with its heritage and explore ways of promotion through the contemporary promotional mediums. The students will be able to discover the field of food blogging with special emphasis on food photography and presentations skills. The module is aligned with current and future industry demands and will take the understanding of heritage and culinary tourism to the next level; it aspires to enhance the knowledge and understanding of traditional regional food and its capacity to drive tourism activity as a key driver.

### Operations in Customer Facing Business

The module is designed to enable students to bridge the gap between theory and practice – the challenge of understanding operations management in the real life retail context. With this in mind, the Module Assessment involves you trying to design and hence consider all the customer-facing operational aspects involved in setting up your own customer-facing business, as well as designing a way to analyse how other operators in a customer-facing business such as retail do it and why.

### Advanced Beverage Studies

This module will provide students with an advanced level of knowledge in beer, wine, spirits and mixology. They will have the opportunity to visit distilleries, breweries and wineries of international brand leaders to learn best business practices directly from the top professionals in the field.

### Facility Planning and Design Consultancy

This module provides an understanding of planning and design is critical to the effective long-term sustainability and performance of hospitality businesses. Planning and Design of Hospitality Facilities provides a unique opportunity for students to learn about contemporary planning a design issues including: an examination of design processes; the role of government and building authorities; design principles for hospitality facilities; sustainability; and managerial aspects related to commissioning and evaluating hospitality facilities.

### Entrepreneurship in Hospitality, Tourism and Leisure Business

The module will combine an academically grounded and practical approach to entrepreneurship. By engaging with theories and concepts within the industry context, it will consider both academic findings and the reality of the operating environment.

### Leadership and Business Strategies

This module aims to integrate the knowledge you have gained about aspects of the hospitality and tourism industries in other advanced modules and therefore aims to consolidate the understanding of hospitality and tourism organizations by assessing them from a strategic perspective.

### Hospitality Events Management-Implementation

The module aims to provide students with a hands-on experience of project/event management in the context of the food-service industry. Working in small teams, students will acquire the skills and knowledge necessary to plan, organize, execute and evaluate a themed restaurant event within the realistic work environment.

### Environmentally Sustainable Business

This is an optional module that introduces students to the concepts of environmental management and sustainability as they apply to the hospitality and tourism industries.

### Gastronomy

This is an optional module providing an understanding of the restaurant sector from a context of dining trends, and evaluates the changes that the sector has experienced in recent years. The central purpose of this module is to investigate what shapes and drives consumer preferences within the international restaurant sector. What influences contemporary culinary taste and our dining habits?

### Primary Research Report

Student will work in four phases namely Inquiry, Exploration, Experimentation, and Reflection. Students will work in groups and learning is driven by the project that aims to provide an opportunity to concurrently develop operational and management skills.

# Programme Delivery

In the context of learning and teaching pedagogy, the mission of both Manchester Metropolitan University and Vedatya is to provide excellence through experience. The Institute therefore uses a number of learning and teaching approaches to achieve this end and prepare students for lifelong learning. In addition to formal lectures, the programme makes use of seminars, guest lectures, business games, case studies, simulations and projects. Students will have the opportunity to develop their vocational and managerial skills using our state-of-the-art hospitality facilities. Our learning and teaching approaches also help students develop transferable skills such as teamwork and communication skills, which are essential in a personal as well as professional context.

The delivery of the curriculum at Vedatya is achieved through-

## LECTURES

Lectures provide the necessary theoretical framework and concepts and students will be expected to undertake prescribed reading on the topic area in advance.

## GUEST SPEAKERS

The institute actively supports a variety of guest lecture programmes. Subject specialists from both hospitality and the wider business community lecture students on current topics, thereby ensuring exposure to the latest industry thinking and approaches.

## WORKSHOPS & SEMINARS

Workshops and seminars are used as an effective means of demonstrating knowledge and understanding in a specific subject area. Students having undertaken independent or group research will have the opportunity to present and discuss their findings within a controlled environment.

## CASE STUDIES/ BUSINESS GAMES/ SIMULATIONS

These are used to develop students problem-solving skills. Students will analyse and evaluate a range of industry specific information and are expected to draw objective conclusions and provide workable solutions to the problems encountered.

## INDUSTRIAL VISITS

These are seen as an essential component of the curriculum. Students will visit various operations and organizations representing the different sectors of the industry. These visits provide students with the opportunity to assess current operating systems, procedures and practices at first hand.

# Programme Highlight

The School of Hospitality & Tourism Management (SHTM) has a strong emphasis on interdisciplinary approach to learning that is delivered through excellence in academic teaching, applied methods of research and a practical approach to training and consultancy. Teachers who not only have academic experience but also have extensive industry experience deliver the programme with a goal of providing students with real world knowledge and skills to be effective hospitality leaders and entrepreneurs of the future.

The key features of programmes are as follows.

## KNOWLEDGE

At Vedatya, our students experience high quality of academic delivery in terms of course content by experts in their respective areas. The teaching pedagogy at the institute includes learning outcomes through the use of lectures, case studies, group discussions, role plays, simulation games and live projects. The section on "Teaching Methodology" provides a detailed description of this unique form of knowledge transfer.

## ACTIVE INDUSTRY INTERFACE

In an ongoing endeavor to ensure that the students are exposed to the contemporary practices in theoretical learning and practical training, Vedatya has designed an active industry interface in the form of guest lectures, industry visits, industry mentorship programme, live projects and other similar initiatives. Seasoned industry professionals from a wide spectrum of corporate functions routinely feature as guest speakers, visiting faculty and conference participants to provide a real world perspective and an enhanced student learning experience. The students gather valuable perspective and guidance from industry visitors and gain insights into corporate life.

## GLOBAL EXPOSURE

Vedatya recognizes the importance of a global perspective for its students in this boundary less world. Therefore one of the institute's criteria for recruiting faculty is to bring teacher on board who have global teaching and industry experience. This invaluable knowledge is of immense benefit to Vedatya students.

The global perspective is emphasized at Vedatya also through its curriculum. The course work showcases the interrelatedness of global political, economic, legal, social, technological, cultural and environmental systems to business situations.

Additionally, the students in many-a-case are taken for interactive sessions to and corporate organizations at international locations. The visit involves interaction with the industry and local universities. This helps students understand the global business climate. All costs are borne by the students.

# Projects and Engagement in Community Service

We at Vedatya ensure that our students not only emerge as successful business leaders but also mature to become responsible citizens who make a meaningful contribution to the society. The program provides a platform for students to appreciate and contribute in activities and issues of social relevance. Our program places special emphasis on training students in the use of managerial sciences for the rural sector. This is also in line with the evolving business standard. In recent years Corporate Social Responsibility (CSR) has become a fundamental business practice and has gained much attention from chief executives and executive management teams of larger international companies. They understand that a strong CSR program is an essential element amongst the portfolio of business initiatives. Hence it is no surprise that most employers prefer to hire students with real world community service experience that makes you a multifaceted professional and sets you apart from the competition.

Vedatya offers special avenues to expose its students to various societal concerns and also undertake projects to contribute meaningfully to the world around us. In this respect, we have an active collaboration with an NGO called Goonj. This initiative is a unique resource mobilization activity for providing clothes and other basic amenities to millions of people in the far-flung areas by turning one's waste into a resource for another. Initiated in 1998 with just 67 clothes, Goonj now sends out over 20,000 kgs of material every month in 19 states. They are targeting their efforts towards people steeped in poverty in some of the remotest parts of the country. Goonj have won many prestigious awards including CNN IBN Heroes Awards, India NGO of the year Award, Change Makers Innovation Awards and Development Market place Award from the World Bank. Vedatya is therefore very proud to be part of such an initiative.



## TOTAL PERSONALITY DEVELOPMENT

We believe personality has the power to open many doors and take pride in enabling comprehensive personality development of all our students. The industry values professionals with traits that include high personal grooming standards, etiquettes that are sensitive to cultural context, and personal work ethic. Our students are prepared and positioned to meet any corporate expectations in this regard through various workshops and training sessions designed and delivered by experts on the following subjects.

- » Fine dining etiquettes
- » Self-esteem and confidence building
- » Public speaking and presentation skills
- » Interview techniques and group discussions
- » Voice modulation and body language
- » Social graces and proper email & telephone etiquettes
- » Personal hygiene and grooming essentials
- » Working in cross cultural teams

# Teaching Methodology

## CURRICULUM DELIVERY

At Vedatya, we focus on learning that is vibrant, engaging, supportive and rewarding. Students learn through critical enquiry with practical insight in preparation towards management careers. We have developed a wonderful blend of learning, which includes pedagogy where the teacher imparts his knowledge and experience, andragogy where the student is encouraged to learn by seeking information through research, and epistemology where the student applies one's learning to real life situations. We develop the habit towards continuous learning throughout one's life. Curriculum is delivered using the following methods:

## ASSIGNMENTS

As part of their course work and assessment of research, students are required to analyse and deliver solutions to professional issues

## PRACTICAL TRAINING

Students work on the latest front-office software in the IT labs and get familiarized with E-formats of current day distribution systems

## APPLIED LEARNING

Students managed food truck on campus

## LECTURES

Lectures provide the necessary theoretical framework and concepts, and students are expected to read the prescribed topic area in advance

## GUEST SPEAKERS

The Institute actively supports a variety of guest lecture programmes. Subject specialists from both hospitality and the wider business community lecture students on current topics, thereby ensuring exposure to the latest industry thinking and approaches

## PSYCHOMETRIC TESTS / ASSESSMENT CENTRES

Students undergo various psychometric tests that help them understand their learning styles, term roles, strengths and areas of improvement. We also run Assessment Centers for students to assist them with interviewing skills and career planning aspects

## CASE STUDIES / PROJECTS

These are used to develop student's problem-solving skills. Students analyze and evaluate a range of industry specific information, are expected to draw objective conclusions and provide workable solutions to the problems encountered

## INDUSTRIAL VISITS

These are seen as an essential component of the curriculum. These visits provide students with the opportunity to assess current operating systems, procedures and practices on a first hand basis

## FEE STRUCTURE

### Undergraduate Programme

Programme in Hospitality Management & Leadership (PHML)

3 year full-time program (including 6 month internship with an option for international location)

Year	Installment 1 (By Jun. 7th)	Installment 2 (By Oct. 7th)	Installment 3 (By Feb. 7th)	Vedatya Fee (₹)
Year 1	90,000	90,000	90,000	2,70,000
Year 2	90,000	90,000	90,000	2,70,000
Year 3	80,000	80,000	80,000	2,40,000
<b>Total</b>				<b>7,80,000</b>

*Note: GST @18% and any other applicable taxes are additional. Taxes are subject to revision as per the statutory policy of the government of India.*

#### Terms and Conditions

- » A refundable programme security deposit of Rs. 15,000 is to be paid at the time of admission. This is fully refundable when the student completes the programme or for some reason when he/she leaves the programme
- » If a student leaves the program in the middle of an academic year, then he/she is liable to pay half the annual fee for the particular year
- » Any taxes as applicable by law are not included in fees and will be charged additionally
- » International trip opportunity can be availed at an extra cost as communicated closer to the departure date
- » Learning resources are provided/facilitated by the institute at extra cost
- » A one-time charge of Rs. 25,000 (inclusive of taxes) is payable before the programme's commencement towards a uniform and culinary kit

#### Fee Refund Policy

- » The registration fee is refundable only in case the candidate fails or does not meet the 50% marks requirement (in best 4 subjects) in class XII or equivalent exams. It will not be refunded under any other circumstances
- » In case a student fails to join the programme or withdraws from the programme after the course has started, then only the refundable security deposit will be refunded (after completing a no due clearance process)

#### Eligibility and Admission Criteria

- » Class 12 of the Indian School System with minimum 50% (in best 4 subjects) in CBSE, ICSE or equivalent accreditation
- » Test to establish aptitude and an interview will be conducted
- » Test in English and General Awareness. Those with IELTS Score of 5.0 or more are exempted from the English exam
- » A candidate can either fill online application form or download it from the website and send the duly filled application form to the address mentioned on the form along with a draft of Rs.1500 drawn in the favour of "Umak Educational Trust" payable at Gurugram. Candidate can also obtain the application form from the Institute's Admission Office by depositing Rs.1500 in cash
- » Selection is based on personal interview and aptitude test



## Hostel And Transportation

#### AC ACCOMMODATION CHARGES

	Installment 1 (By Jun. 7th)	Installment 2 (By Dec. 7th)	Total (₹ per annum)
Triple Seater	80,000	80,000	1,60,000
Double Seater	95,000	95,000	1,90,000
Single Seater	1,15,000	1,15,000	2,30,000

#### Non-AC ACCOMMODATION CHARGES

	Installment 1 (By Jun. 7th)	Installment 2 (By Dec. 7th)	Total (₹ per annum)
Triple Seater	65,000	65,000	1,30,000
Double Seater	80,000	80,000	1,60,000
Single Seater	90,000	90,000	1,80,000

#### Terms and Conditions

- » 3 basic vegetarian meals per day are included in the hostel fee. A-la-carte food & beverage will be charged extra
- » The hostel fee mentioned above is AI (all inclusive) for one academic year and is payable in two installments
- » A security deposit of Rs. 20,000 is to be paid at the time of admission to the hostel. This is refundable after accounting for any damages attributable to the student and will be paid at the time of exit. Please note that a student has to commit for a minimum of one year stay and the fee is payable for minimum of six months at a time. Only in exceptional circumstances will a withdrawal application be considered. If the hostel withdrawal request is granted, then the fee already paid will be forfeited
- » The hostel facility is available only during open/continuous academic semester. Hostel closure dates will be communicated by hostel administrator. Any exceptions for exam / placement related requirements will be through prior management approval

#### Transportation

- » Rs. 60,000 annually (payable in two instalments) for a pick-up and drop-off for day scholars from IFFCO Chowk Metro station, Gurugram, to campus on Sohna Road
- » Other pickup/drop points shall be communicated in due course of time along with applicable charges

*Note: Hostel & Transportation fee are subject to an increase next year*

# Academic Resources

## Vedatya Learning Resource Centre

The state-of-art library equipped with multimedia facilities is a student's delight. It uses LibSys software which is an integrated multi-user library management system that supports all the in-house operations of the library. It has a rich collection of book, video cassettes and CD-ROMs on Hospitality, Business Management and Information Technology and houses 175 national and international journals. The Resource Centre also has institutional membership of British Council Library and life membership of Indian Library Association (ILA) & Management Library Network (MANLIBNET).

### Proquest Abi/Inform Database [proquest.umi.com](http://proquest.umi.com)

One of the world's first electronic databases, PROQUEST-ABI/INFORM has been a premier source of business information for more than 30 years. The database contains full text, abstract/index of articles from 2500 journals that help researchers track business conditions, trends, management techniques, corporate strategies, and industry-specific topics worldwide.

### INDIASTAT [www.indiastat.com](http://www.indiastat.com)

Indiastat provides an oceanic depth of India-specific socio-economic statistical facts and figures culled from various secondary level authentic sources.

Over half-a-million pages of statistical data have been qualitatively analysed, condensed and presented in a user-friendly format. This exhaustive and methodically compiled data can easily be accessed within three or four clicks.

### CAPITALINE PLUS [www.plus.capitaline.com](http://www.plus.capitaline.com)

Capitaline Plus is an offline/online corporate database of more than 10,000 Indian companies. It provides extensive financial (5 to 10 years) and non-financial information, share prices, charts and news; extensive data on every company; bio-data, collaborators, expansion plans, shareholding patterns, 10-year profit & loss, balance sheet, schedules & notes to account, fund flows, financial ratios full text of director's Reports, auditor's report and extensive news clippings.

### BOOKS

Over 10,000 titles out of which majority are international texts. One of the largest collection of hospitality texts and journals in India.

### COMPUTING RESOURCE CENTRE

Vedatya has invested heavily in the latest information technology equipment so as to enable its students to use technology as a learning resource. Students have the facility to sit in a classroom environment with one to one computer-student ratio. This provides an opportunity for the students to fully understand the use of computers as an educational tool. Relevant details, of this facility are as follows -

- » **TEACHING LAB with networked computers**
- » **INTERNET LAB with networked computers**
- » **Broadband connectivity**



# Research at Vedatya

Vedatya is a research-oriented institute of higher learning. Our faculty authors books and publishes their research in some of the top tier publications and journals worldwide. Following education and research initiatives by the institute are a testimony to its research focus.

## JOURNAL OF SERVICES RESEARCH (JSR)

Vedatya's Journal of Services Research (JSR) is an effort in building and documenting a corpus of research and analytical work which can facilitate decision making in the most dominant sector of the Indian economy – the services sector. It is owned and authored by the institute for over a decade since the year 2000 and is an effort to promote global researchers who focus on issues related to services management. JSR is a well researched & tested benchmark for the industry and sets new directions for future trends in research. The key features of the journal are as follows -

- » Features in the international databases – EBSCO (www.epnet.com) and Proquest (www.proquest.com). These databases provide online access to over 2500 journals (full text) therefore providing global reach and circulation to JSR
- » Participation by global researchers from US, UK, France, Australia, Japan, China and other parts of Europe
- » The editorial board of JSR includes 25 national and international members and 30 global reviewers. Board members include eminent academicians from India and abroad.

## SERVICES CONFERENCE

The International Conference on Services Management (ICSM) was started by Vedatya in 2005 to explore the influence of technology on management of services across various segments such as information technology, healthcare, hospitality, telecom, education, infrastructure, retailing, and logistics. It also assesses how technology drives globalization and contributes to superior customer experience.

Since its inception, ICSM now has four additional international partners, Oxford Brookes University (OBU), UK, and The Pennsylvania State University (PSU), US, Virginia Tech University in US and Institute of Tourism Studies in Macao. As a result, ICSM is now a global conference held on a rotating basis in India, Europe, and US.

# Recent Books by Faculty

## THE INDIAN HOSPITALITY INDUSTRY: DYNAMICS AND FUTURE TRENDS

India has been in transition for the last two decades, moving from a mixed economy toward a market economy model, and the Indian hospitality industry is metamorphosing into a mature industry. It is time that the story of the Indian hospitality industry is told. The Indian Hospitality Industry: Dynamics and Future Trends tells that story, one defined by the industry's push for growth in revenues and the struggle to match the revenue growth with profitability.

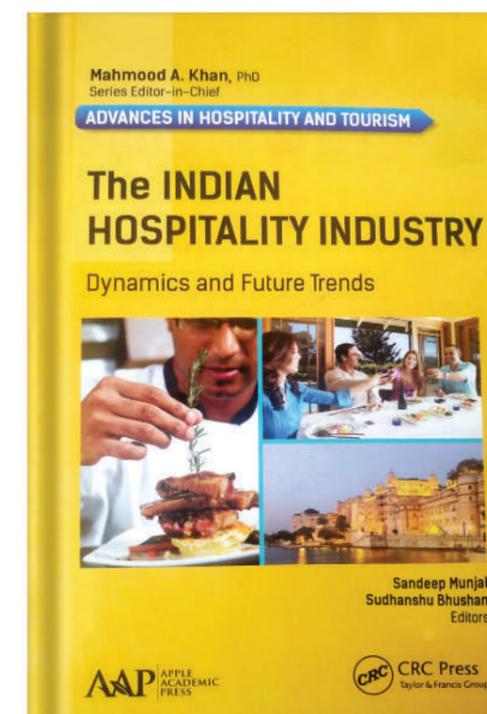
The volume includes a selection of insightful chapters that offer research into the multiple dimensions of the Indian hospitality industry. The book covers many segments of the hospitality sector, including hotels, events and catering businesses, and restaurants and coffee shops, both domestic and small mom-and-pop businesses as well as international chains. The opening chapters set the tone for providing an overarching perspective on the status of the industry in terms of the macroeconomic variables and how they may have impacted the health of hospitality businesses in India. The book then goes on to explore a wide variety of issues.

The editors and chapter authors are either practitioners themselves or researchers, looking at both domestic and international hospitality business in India and a wide variety of economic factors. The information divulged here will be important for stakeholders, which includes domestic and international hospitality professionals, business leaders, investors, and those in governmental positions, especially in the tourism ministry. The volume informs on the issues and challenges that the hospitality industry in India is up against. The book looks at the dilemma of an industry that responded to the demand growth promise by ramping up supply, only to find that the investments made were received by an actual growth that was way shy of forecasts and left investors with unexpected losses on their profit & loss statements and bloodied balance sheets.

### About the Author

**Sandeep Munjal** is a Director at the Vedatya Institute, Gurugram, in the National Capital Region (NCR Delhi).

**Sudhanshu Bhushan** is currently Professor at the Vedatya Institute, Gurugram, India.





## MANAGING SUSTAINABILITY IN THE HOSPITALITY AND TOURISM INDUSTRY

As the world's natural resource base is limited, the world is looking for solutions in the domains of energy, water, alternate building materials, resource redeployment, and sustainable livelihoods as well. This new book focuses on the important concern of sustainability in tourism and hospitality industry. The authors look at various aspects of the hospitality sector and analyze each of those from a sustainability standpoint. The book includes case studies that are global in nature and that show how sustainable applications can be used and how concerns can be addressed.

### Some Chapters authored by Vedatya faculty

- » Munjal, S and Munjal, P.G. (2014) Sustainable Tourism Destinations: Development and Creation', Jauhari, V.(eds) 'Managing Sustainability in the Hospitality and Tourism Industry', Apple Academic Press.
- » Bannerjee, R and Munjal, S. (2014) Sustainable Restaurants- Current status and future path', Jauhari, V.(eds), 'Managing Sustainability in the Hospitality and Tourism Industry', Apple Academic Press.
- » Tripathi, G and Munjal, S. (2014) Heritage Communication and Sustainable Tourism- Current status and future path', Jauhari, V.(eds), 'Managing Sustainability in the Hospitality and Tourism Industry', Apple Academic Press.
- » Anjana Singh and Bandana Rai (2014), Conception of Sustainable Accommodation Practices in Hotel for Tomorrow: in Jauhari, V. (2014) for the book 'Managing Sustainability in the Hospitality and Tourism Industry', Apple Academic Press.
- » Sharma, Sanjay (2014) Sustainable Culinary Practices', Jauhari, V. (eds), 'Managing Sustainability in the Hospitality and Tourism Industry', Apple Academic Press.

## INNOVATION MANAGEMENT

Innovation Management a comprehensive textbook designed to meet the needs of postgraduate management students was released in June 2014. The book aims to capture the essence of innovation in the dynamic environment of today.



The foundation of all successful companies has been the practice of innovation. This book is universal in its approach and integrates both macro and micro perspectives of innovation, especially from the context of emerging economies. It provides a unique treatment of continuity and change as a dynamic process of evolution in managing innovation. It also deploys a multidisciplinary approach combining knowledge and experience of the authors in the domains of knowledge management, technology management, strategy, and entrepreneurship.

Besides students, the book will also be a useful tool for practitioners, consultants, entrepreneurship, and policy makers.

- » Provides a holistic framework for innovation integrating contexts of developed and developing economies
- » Links the concepts of innovation to the socio-economic environment and demonstrates the paradigms across various geographical regions
- » Includes unique topics such as corporate entrepreneurship, open innovation approach, role of venture capital, and industry- academia partnership
- » Discusses innovation practices of firms such as procter and gamble, Apple, Samsung, Nokia, ITC, Marriot, and Reliance
- » Includes numerous cases of companies such as Google, Facebook, Hewlett-Packard Open Labs, and McDonald's

### About the Author

Vinnie Jauhari is Ex. Director, Vedatya Institute, Gurugram. She has over 14 years of academic and was earlier Region Lead of HP Labs Open Innovation Office for India. Dr. Jauhari obtained her Phd in corporate entrepreneurship from IIT Delhi and is a post-doctoral fellow from United Nations University, Tokyo.

Sudhanshu Bhushan is currently Professor at the Vedatya Institute, Gurugram, India.



## The Food and Beverage Hospitality Industry in India- An Emergent Segment

This book, *The Food and Beverage Hospitality Industry in India: An Emergent Segment*, presents the story of growth and change of what is still a largely unorganized food and beverage service industry in India. With the authors' experience in both industry and academia, the volume provides a holistic perspective of the current performance and identifies the topical issues and the challenges faced by the Indian food and beverage industry. The authors offer an insightful discussion on where the industry is headed and how it can move from top-line driven growth to a bottom-line supported one.

### About the Author

**Sandeep Munjal** is a Director at the Vedatya Institute, Gurugram, in the National Capital Region (NCR Delhi).

**Sanjay Sharma** is currently Head of School, School of Culinary Excellence at the Vedatya Institute, Gurugram, India.

## LIFE AT VEDATYA

The student activities at Vedatya offer some of the most interesting, memorable and fun aspects of the student life. The co-curricular and extracurricular activities offer an opportunity for students to develop and augment their interests and passion. The institute believes that students learn much better through a multi-disciplinary approach and therefore learning can be imparted not merely through books but also through a host of extracurricular activities. Such activities provide a forum to discover and develop personal interests and are a core component of the student's life.

The diversity of activities at the institute is listed below.

### STUDENT ACTIVITIES

Student activities at Vedatya provide students an engaging and vibrant co-curricular experience. The activities provide students forums to discover and develop their talents. These activities are a part of the academic calendar at Vedatya. There are many ways for students to get involved at the campus and make a positive impact. The student activities offer opportunities for students to take the lead in organizing events and develop their leadership and teamwork skills. Some of these activities are as follows.

- » Cultural Festival
- » Chaupal- Conference with a difference
- » Orientation
- » Chaupal- Conference with a difference
- » Picnics
- » Rangoli / Flower Decoration / Sand Art / Wall Painting / Best out of waste/Website Designing Competition to name a few
- » Budding Chef Competition
- » Fresher's Party





### SPORTS

Sports serves as a medium for bringing students from all cohorts together and enjoy their favorite game. Sports competitions are an excellent way of preparing students for state or national level competition performance. The campus offers some of the best sports facilities with a full-fledged cricket pitch, football field, basket ball, lawn tennis and badminton courts. Some of the Indoor and outdoor sports competitions organised at the campus are as follows.

- » Vedatya Cricket Tournament
- » Korner Kick - Football Tournament
- » Chess Competition
- » Table Tennis Tournament
- » Lawn Tennis Tournament
- » Basketball Tournament
- » Badminton Tournament

### STUDENT CLUBS

At Vedatya we have a student council that manages all student related activities. There is a faculty member attached to the council to provide guidance and support. Students are encouraged to develop their leadership, interpersonal and networking skills through taking up management roles in various student led clubs. Following are some of the clubs that are being managed by the students and assisted by faculty.

- » Finance Club
- » Marketing Club
- » HR Club
- » Literary Society
- » Cultural Society
- » Sports Society
- » Hospitality Society

### PROFESSIONAL COMPETITIONS

The different societies and clubs at Vedatya organise professional competitions for students to learn how to work as a team and develop leadership skills. The competitions help students apply what they learn in the classroom to challenging situations. Professional competitions are an innovative approach to education that combines excitement and fun to learning. Learning can therefore be imparted not merely through books but through a host of extracurricular activities that provide a forum to discover and develop talent. Some of the professional competitions organised at the campus are as follows.

- » Ad-mad Show
- » Current Affairs
- » The InQuiZitive
- » I beg to differ
- » Off the cuff
- » Konquer



# ALUMNI SPEAK



Vedatya has lots to offer to its students in terms of industry interaction, studies, events, participation in internal and external competition, conferences, workshops etc. All this and more forms part of a student development program which is holistic in nature. I was prepared and positioned to meet corporate expectations through various workshops and training sessions. The one year internship gave me the much needed training I needed to succeed in my career. Thanks to Vedatya and all the faculty members who were all there for me throughout the program.

## **Dionne Macker**

*SHTM 2013 Graduate*

*Asst. Sales Manager, Crowne Plaza, Rohini, Delhi*



Being a part of Vedatya family, I have set up myself as a winning professional in the recent times by executing my skills acquired from my academic qualifications and practical experiences in the ever active Vedatya. I have raised myself as a professional in the past recent years not only by learning cooking skills, but also gaining an highly professional management skills for an organization with the support of highly skilled Vedatya faculty.

## **Akshit Dhingra**

*SHTM 2012 Graduate*

*Chef at Angelina Paris, Dubai*

I am an Alumni of the 2011 SHTM batch and already striving to become one of the youngest General Manager at IHG. A lot of it has to do with Vedatya and the various faculty members who guided me in the most crucial years. The curriculum at the institute which is research based is clearly the USP for me. I find the curriculum very helpful that encourages logical thinking & creates a strategic bent of mind which is quintessential for a student aspiring to be a leader in the professional world. Add to it, practical experience in the 1st year, Internship in the 2nd year, management modules and the thoughtful industry interface in the last 2 years, and you have a winner.

## **Abhishek Verma**

*SHTM 2011 Graduate*

*General Manager (GM) Holiday Inn Express*

*SWE in Revenue Management, Sheraton, Dubai*



The institute offers a perfect mix of basic and advanced level of marketing and revenue specialized programmes. After joining the programme at the institute, I was introduced to the dynamic world of hospitality. By the end of the programme I was transformed into a revenue & marketing expert. I would thank the institute for the knowledge and tool kit which I am using till date.

## **Kanika Thakran**

*SHTM 2009 Graduate*

*Senior Account Manager, Milestone Internet Marketing, California, USA*

*Area Revenue Manager, Silverbirch Hotels & Resorts, Canada*



# INDUSTRY SPEAK

Vedatya - School of Hospitality and Tourism Management students have been well received by the industry.



We see Vedatya as a very forward thinking, responsive & responsible partner. The commitment, dedication & enthusiasm displayed by the Vedatya Team is infectious. We at IHG look forward to continuing our great working relationship with them in the years ahead.

~ Major Rajesh Chauhan

Director Human Resources, South West Asia IHG



It is indeed a pleasure to be associated with Vedatya as a mentor. Your Hospitality programme is really well structured to deliver quality managers to the industry.

~ Kushagra Nagrath

Owner, IHC-Innovative Hospitality Consultants



We have had a fantastic working relationship with 'Vedatya' over the last two years. The students are groomed to become true professionals. Our experience with all the students from Vedatya has been that of exceptional performance, and a willingness to learn.

~ Yuvraj Singh

Founder, Shloka Events



We are extremely pleased with the quality of students at Vedatya. This is reflected in our very high selection rate of over 70% at your campus (i.e. 5 out of 7 students) vis-a-vis other Institutes where our ratio of selected students over applicants have varied between 8-15%. This speaks volumes about the education and exposure that Vedatya is providing to its students through the hospitality programme. Looking forward to visiting your Institute again year after year!

~ Zia Sheikh

Chief Executive Officer, Svenska Design Hotels



The quality of training, the contemporary curriculum and professional delivery of the programmes in hospitality and business management at Vedatya is quite impressive. I am sure with the amazing learning environment that your sprawling campus has to offer, the institute will achieve higher goals in years to come. Keep up the good work.

~ Mayank Tandon

Head – Food Services, The Future Group



'Vedatya' offers comprehensive high quality programmes in Hospitality with a clear employability focus. The students are groomed to become true professionals. Their programme delivery approach and willingness to partner and work with Industry is what clearly differentiates the institution. I look forward to working with Vedatya as an industry partner.

~ Dilpreet Singh

General Manager, J W Marriott

## INTERNSHIP & PLACEMENT HIGHLIGHTS

SHTM students at Vedatya have had excellent placements for the last 13 years.

- » Promoted by Radisson Blu Plaza, Delhi Airport, founded by Carlson Group, USA, academic partnership with InterContinental Hotel Group in the form of an IHG Academy
- » Ranked amongst the premier hotel management institutions of India, by Education Times, Times of India
- » 100% placement and internship record with premium organisations
- » Majority students placed abroad for internships since inception
- » Students have interned at locations such as UK, Australia, Dubai, Mauritius Malaysia, Singapore, Germany and India
- » Numerous 'Employee of the Month' and 'Gold Awards' won by the students, during the SWE training

Students placed predominantly in management roles, such as

- » Management Trainee (MT)
- » Events Manager
- » Manager Revenue
- » Guest Relations Manager
- » Banquet Manager
- » MT - HR
- » Front Office Manager
- » Conference & banqueting Manager
- » Supervisor
- » Meeting & Events Asst. Ops Manager
- » Chef
- » MT – OCLD

*Note: For details on placement record visit website*

[www.vedatya.ac.in](http://www.vedatya.ac.in)



## INTERNATIONAL RECRUITERS

Crown Plaza, Malaysia  
 Sunway Resort, Malaysia  
 Holiday Inn, Germany  
 Grand Hyatt, Dubai  
 Shanti Ananda, Mauritius  
 Hotel Strand, Germany  
 Ritz Carlton, Singapore  
 Radisson South, US  
 Four Seasons, Australia  
 J.W. Marriot, Dubai  
 Taj Palace, Dubai  
 Condrad Hotel, UK

## NATIONAL RECRUITERS

The Oberoi, Gurugram  
 Taj Hotels, Delhi  
 Westin, Gurugram  
 Pullman, Gurugram

## INTERNATIONAL RECRUITERS



## NATIONAL RECRUITERS



# FACULTY PROFILE

Vedatya has extremely talented pool of faculty members and it is one the strongest asset for the institute. They have brought rich experience of research, industry and teaching to offer these to our present and future students.

## MUNJAL, SANDEEP Director

*Masters in Business, Temple University, USA  
BSc(Hospitality), Widener University, USA  
Diploma (Hospitality) (Gold Medalist), IHM, Aurangabad  
Certificate of Teaching in Higher Education,  
Oxford Brookes University*



Professor Munjal brings in a diverse experience of over 23 years in both industry and academia. During his early career he worked in management positions in the hospitality and retail sectors both in India and internationally. Taj Group of Hotels, Aramark Corporation (USA) and Compass Group

are some of the prominent companies he has worked for at various management positions. In academics, his strengths lie in the domain of 'Strategic Management', 'Operations Management' and 'Sustainable Tourism'. He is an active researcher who has published widely in international and domestic journals of repute in the areas aligned with his teaching interests. He has been associated with Vedatya Institute for over nine years and has provided leadership to its Hospitality School prior to being elevated to his current role.

## SINGH, ANJANA Head of School, School of Hospitality and Tourism Management (SHTM)

*Ph.D from IGNOU  
MSc (Hospitality Administration), IHM Pusa, Delhi  
Post Graduate Diploma in Training and Development,  
ISTD, New Delhi  
BA, Delhi University  
Diploma in Hotel Management, IHM, Mumbai*



Dr. Anjana Singh has over 15 years of cumulative experience in the hospitality industry and academia, with almost 12 years in academia and 3 years in hotel operations. She has co-authored more than 15 research papers that have been published in national and international

journals and presented several papers in conferences including the ones at IIT-Delhi; IMT Gaziabad; Services Conference by the Pennsylvania State Univ and Virginia Tech University (USA). She has held various operations and decision making positions with some of the major players of the hospitality industry - Taj Groups of Hotels, Hyatt Regency, and The Imperial, New Delhi, India. She holds an All India First Position in Annual examination for M.Sc. Hospitality Administration and has also been awarded a Gold Medal and Certificate of Excellence from Ministry of Tourism.

## TIWARI, SHWETA Assistant Dean

*Ph.D from Mohanlal Sukhadia University, Udaipur,  
MBA from Bhilai Institute of Technology From Chhatisgarh  
B.Sc Mathematics from Pt. Ravi Shankar Shukla University,  
Raipur*



A passionate teacher to the core she has spent over 7 years in Management education. Dr. Tiwari's area of interest includes Human Resource Management, Organizational Behavior, Training and Organizational Development, Manpower Planning & Performance Appraisal etc. Her research area includes "Human Resource Planning at Dairy sector in Rajasthan".

## SHARMA, SANJAY Head of School | School of Culinary Excellence

*MBA, Birmingham City, UK  
Degree in Hotel Management, IHM, Lucknow  
Certificate of Teaching in Higher Education*



Sanjay Sharma is a certified hospitality professional from Oxford Brookes University, UK and has over 17 years of work experience in the hospitality industry and academia. A graduate from Institute of Hotel Management, Lucknow, he brings rich national and international work experience. He upgraded his education and honed management skills through an MBA from Birmingham City University, Birmingham UK and subsequently worked with Whitbread, UK at various positions. Some of the prominent names that he was associated with include Taj

Hotels, The Park, IHM PUSA, IIMT Oxford Brookes University, Premier Inn, UK and Whitbread, UK. He is also a certified food handler from Whitbread academy, Birmingham, UK. Sanjay Sharma is also an avid researcher, published books, presented papers in International conferences and has published widely in the area of gastronomy, culinary heritage, slow food and culinary tourism.

## BHUSHAN, SUDHANSHU Professor

*Ph.D (Boston University, USA),  
Certificate of Teaching Higher Education (CTHE), (Oxford  
Brooks University, U.K.)*



Dr. Bhushan has extensive teaching and corporate experience in US, Europe and Asia. In India, he was an Economist with FICCI. Prior to joining Vedatya, Dr. Bhushan was Associate Dean at G.D. Goenka World Institute and facilitated collaboration between Lancaster University and GD Goenka. Prior to that, he was Founder Director of JK Padampat Singhania Institute of Management and Technology, Gurugram. A gold medalist in management education, he is a guest faculty at many International Business schools in US and Europe.

**DE, DEBPRIYA**  
**Associate Professor**

*M.Sc in Hotel Management, Sai Nath University, Ranchi*  
*Diploma in Hotel & Catering Management, International Institute of Hotel Management, Kolkata*



Debpriya De, Associate Professor at Vedatya Institute, completed his Diploma in Hotel Management from IIBM, Calcutta. He has total of 20 years of work experience out of which 11 years is in the industry and 9 years in academics. He has worked in various capacities with

his core forte in the aspects of Bars and Night clubs. He has worked with some of the prestigious hotels and restaurants in India, namely Carlson Rezidor worldwide. The Park Hotels, The Choice Group etc. His last teaching assignment was with UEI Global.

**SHARMA, REKHA**  
**Assistant Professor**

*Post Graduate in English, HP University, Shimla*  
*BA, Delhi University*  
*B.Sc in Hotel Management, IHM Gwalior*



Rekha Sharma has over 16 years of enriched experience in the hospitality industry and academics, with almost 7 years in hotel kitchen operations and 9 years in academics. She rediscovered her passion for the science of baking and the art of designing. Specialising in Chinese Cuisine, she stresses

on the importance of using fresh ingredients in every dish which can enhance the gastronomic values.

She has worked with some of the prestigious hotels & colleges in India, namely Hyatt Regency, ITC Marriot Welcome, Holiday Inn, JayPee Palace, SRM University, IILM

Gurugram and UEI Global. In Hyatt Regency, Rekha was a part of the core team responsible for opening their speciality restaurant, The China Kitchen. Here, she gained immense knowledge and experience under the able guidance of the well-known international Chefs. In her capacity as CDP she has done menu planning for various functions. She has also successfully executed "Train the trainer" programme.

**JAYKUMAR, PRASHANTI**  
**Assistant Professor**

*Diploma In Hotel Management from Institute of Hotel Management (IHM), Mumbai)*



Prashanti Jaykumar has over 6 years of experience working in 5 star hotels. She started her career as an Asst. Housekeeper in Hotel The Taj Mahal, Mumbai after passing out from Institute of Hotel Management (IHM). During her tenure with The Taj hotel, she was deputed as Housekeeper-in-charge of

Hotel Taj, Aurangabad, where she was not only responsible for the Housekeeping Dept. of the hotel, she was also in charge of in-house training for the students of IHM, Aurangabad (The Taj Group of Hotels) - both theoretical as well as practical.

Prashanti has also worked in the capacity of Executive Housekeeper in Hotel Fortune Landmark, Indore. She was a member of the core team of the hotel which planned, worked towards and successfully attained 5 star classification for the above mentioned Hotel. It was under her leadership and guidance that the hotel started operating an in-house laundry. Training her departmental staff as well as college student trainees was one of her core responsibilities. Prashanti also held the position of Reader and HOD, Housekeeping Dept. in Mashal College of Hotel Management, IPS Academy, Indore. Here she brought in the much required discipline and correct attitude towards service within the students.

She was responsible for Accommodation Operations, Accommodation Management (both Theory and Practicals) and Development of Soft Skills and Spoken English. Prashanti passed out as one of the toppers from IHM, Mumbai, coming 2nd in the college and 7th in All India Level.

**KAPOOR, RASHMEET**  
**Assistant Professor**

*Pursuing Masters in Travel & Tourism Management from IGNOU*  
*Post Graduation Diploma in Business Administration From Symbiosis University, Pune*  
*BA Honours, English from Delhi University*



Ms. Rashmeet Kapoor has over 9 Years of Experience working in Hospitality Industry with an expertise in Front Office Operations. She started her career with The Imperial, New Delhi and thereafter moved on to Taj Group of Hotels where she held various operational and decision making positions.

Her last tenure was with The Leela Group of Hotels as an Assistant Front Office Manager.

She has been responsible for training of new team members, continuous monitoring of budgets & projections, analysis of the guest complaints for improvement and strategically control of inventory and price to maximize Revenue per available room (REVPAR).

Rashmeet is also a Certified Trainer from the Taj & Leela group of hotels and certified in Situational Leadership from Blanchard International. She has been awarded as a Role Model for 2 Quarters in Taj Mahal Hotel, New Delhi and Shining Gem of the 1st Quarter, Executive Level (pre-opening team) at The Leela Kempinski Hotels & Residences, Gurgaon.

**SHARMA, JAYANT**  
**Assistant Professor**

*PGDBA in Business Administration, SYMBIOSIS, Pune*  
*B.Sc. in Hotel and Hospitality Administration, IHM Bangalore*



Jayant Sharma has completed his degree in Hotel and Hospitality Administration from IHM Bangalore. He has an extensive experience of 10 years with reputed brands like JW Marriott, Sheraton, Lalit and Hilton. He started his career with JW Marriott Juhu, Mumbai, where he discovered his passion and

drive for Cocktails and Food and Beverage Management. His name is also mentioned in the LIMCA Book of Records for the 'Longest Cocktail Domino'.

**JOSE, JASMIN**  
**Assistant Professor**

*B.Sc. in Hospitality and Hotel Administration, Kozhikode*



Chef Jasmin Jose completed B.Sc. in hospitality and hotel administration from IHM Kozhikode. She started her career with Hotel Marriott Jaipur, then worked in Hotel Fairmont Jaipur. Later she moved to Dubai.

Worked in Hotel Steigenberger, Dubai and Hotel Marriott Al Forsan, Abu Dhabi.

After this she worked as a lecturer in Jaipur National University.

**GUPTA, ANKIT**  
Assistant Professor

*Pursuing PGDBM in Travel & Tourism from Welingkars (Mumbai University)*  
*B.Sc. in Hotel Management & Tourism from LBIHM Delhi*  
*Certified WSET level 3 award in Wines*  
*Certified WSET level 2 award in Spirits*  
*Certified Hospitality Trainer from AHLEI*  
*Certified Bartender from Ultimate bartenders training program, ITC*



Ankit Gupta has a versatile and enriched experience of 10 years in various fields like Hospitality Industry, Liquor Industry, Food Trading & Processing Industry and Academics. He has a vast experience in luxury hotel brands like The Grand New Delhi and ITC Maurya New Delhi Luxury Collection and

has upgraded his beverage skills of wines, spirits and bar by working with Luca Wines and Nature Bounty Wines as wine trainer cum sommelier. He designed his own curriculum and founded Robust School of Wine to provide quality wine knowledge with practical exposure. He has also worked as Project Manager at Ritual Foods Pvt Ltd. to execute setup of food processing plant and machinery, SOP's, HACCP standards and recipes.

At IHHM Delhi, Ankit has evaluated curriculum of all years, designed MT program, created FAQ for final year students and conducted mock psychometric test. He also played a vital role in international and domestic competitions, fests and events and conducted WSET wine training and tasting sessions.

He is a proud member of Indian Culinary Forum.

**LUTHRA, SUGANDHI**  
Adjunct Professor

*B.A Communication Design, Pearl Academy of Fashion validated by Nottingham Trent University*  
*B.A (Eng), Delhi University*  
*Post Grad Diploma: Retail Management, Symbiosis University*  
*Digital Marketing Delhi School of Internet Marketing, (DSIM)*



A communication designer by profession, Sugandhi is a spiritual, keen learner with a zeal for remarkable design & philosophy. A passionate person, Sugandhi loves to put life to concepts with powerful communication, strategy, and detail. With 12 years of experience, Sugandhi's expertise includes

Brand communication, Client service & relationships, Leading Event & management, Social Media marketing, innovating new ways of creating worthwhile marketing tactics that can be useful and effective.

**DAS, NITIKA**  
Visiting Faculty

*MBA, IIM Kozhikode*  
*Diploma in Digital Marketing, NIIT*  
*B.Com, Delhi University*



Nitika has an overall experience of over 12 years in the industry with organizations like Barclays, HP, SP Jain and American Express. In her previous assignment with Barclays as Service Manager – Retail Liabilities, she headed the customer service and complaints for the Delhi

region and managed the prestige customer base for Barclays, Delhi. She has also worked with HP in Malaysia and SP Jain in Singapore as Account Manager and Business Development Manager respectively. She has been associated with the institute for the last 3 years, heading the marketing and communications function.

**KULAR, NAVDEEP KAUR**  
Visiting Faculty

*MBA, Punjab Agricultural University, Ludhiana (Gold Medalist)*  
*B.E. (Electrical), Panjab University, Chandigarh (Silver Medalist)*  
*UGC – NET qualified*  
*SLET Panjab University (Master's Level) (Accredited by UGC) qualified*



Navdeep Kaur Kular has an impeccable academic record. She started her career in a wealth management firm and moved to teaching after qualifying the UGC-NET exam. She has been associated with Vedatya since 2004 and has taught a vast array of subjects.

Her strong background in quantitative analysis and keen interest in current business developments round the globe brings in high quality insights to the classroom.

**KAPUR, AMIT**  
Managing Promoter and Visiting Faculty

*PMBA (Entrepreneurial Studies), Wharton School of Business, USA*  
*MS (Electronics Engg.), University of Southern California, USA*  
*BS (Electronics Engg.), Arizona State University, USA*



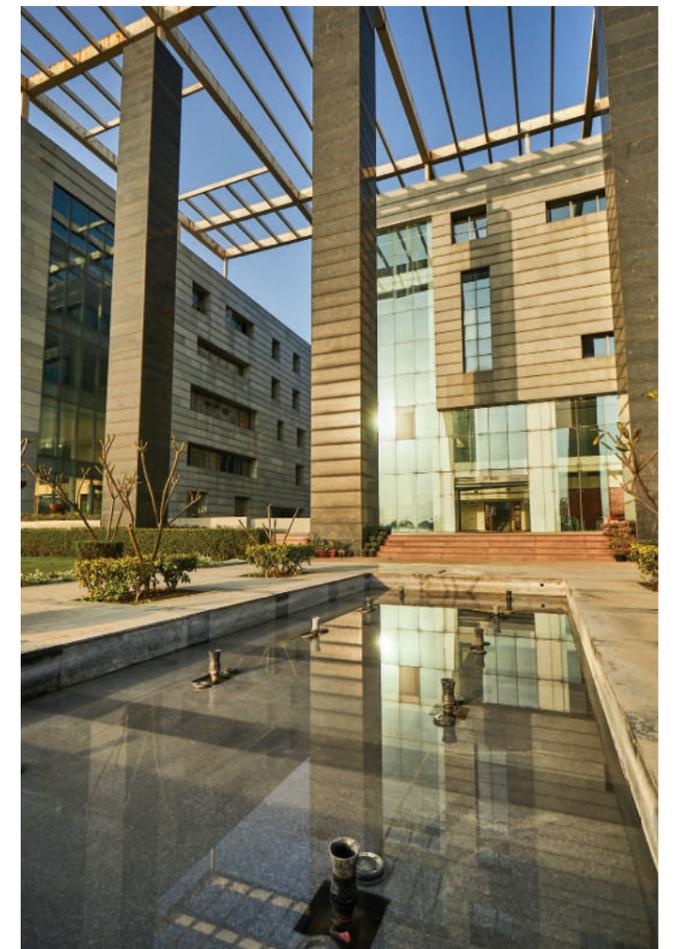
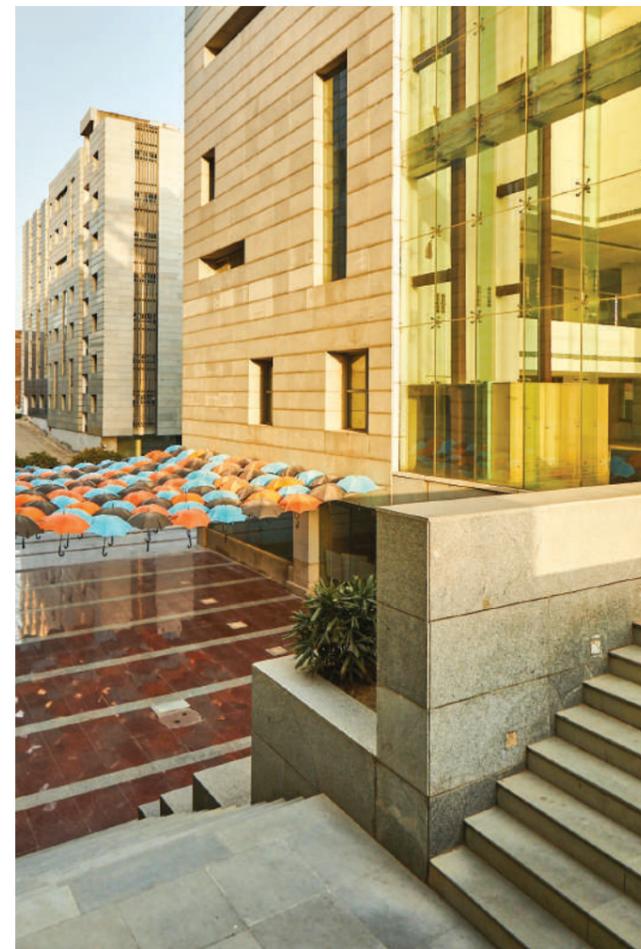
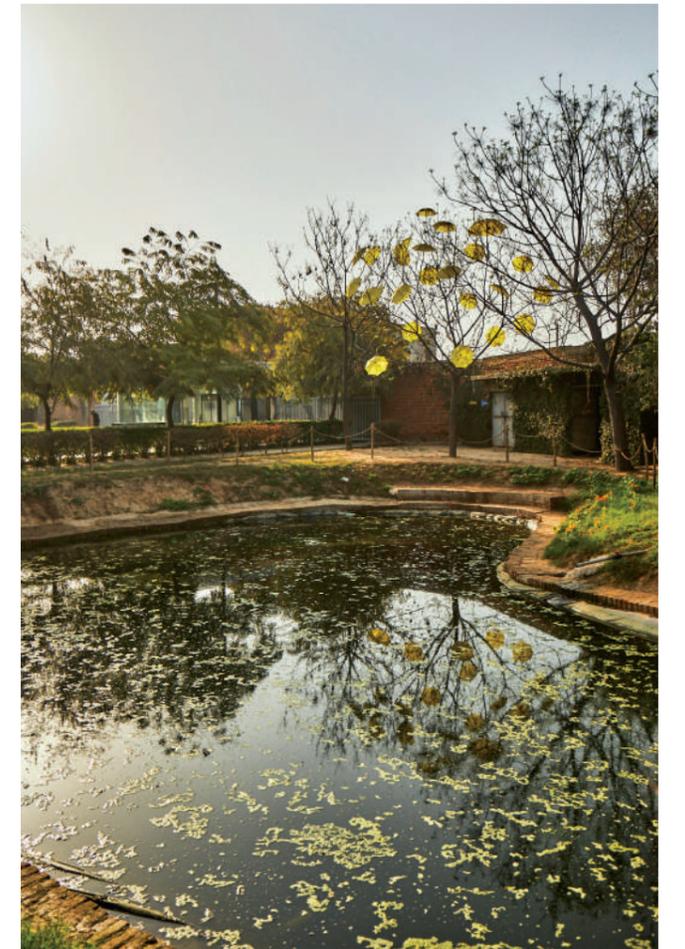
Amit Kapur has complemented his electronics engineering background with a business focused work experience. As a member of Intel's first 64-bit microprocessor team in California, Amit was part of a team that established Intel's next generation microprocessor architecture

as an industry standard. After this engineering experience, he transitioned to a marketing and business development role at another semiconductor company called Integrated Circuit Systems (ICS) in California, USA, where he increased the business unit's revenue from \$100,000/year to \$8 million/year.

Amit also worked at a venture capital firm based out of Philadelphia, USA, where he advised the principal investor on investment strategies for Information Technology start-ups.

Since moving back to India in late 2006, Amit is helping drive the business development activity of the Umak Group in the hospitality and education sectors. This includes formulation of a business growth strategy and implementation of this strategy through both Greenfield and Acquisition modes, driving fund raising activity in both debt and equity forms, and corporate restructuring of the holding company after factoring the growth plans, tax optimization goals, and statutory compliances.

Amit is very committed to the concept of providing not just good quality education, but relevant skills that are immensely helpful for success in the real world.





## vedatya INSTITUTE

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