



vedatya
INSTITUTE

INSPIRATIONAL CAREERS

**IN DESIGN AND
CREATIVE ARTS**

FASHION DESIGN
INTERIOR DESIGN
COMMUNICATION DESIGN
DESIGN MANAGEMENT

sdca

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

As the emerging markets are growing, there is a lot of opportunity being generated in terms of jobs in the services sector. Vedatya believes in initiating industry relevant programs which lead to employability. The under graduate programme in design and creative arts is yet another offering from our portfolio of under graduate programmes.

The programme has been developed to train design professionals for service industry (Hospitality, Healthcare, Retail, etc.), covering aspects of interior design, product design and advertising design. By teaching not only design skills but also management skills including accounting, marketing, strategic planning, people management operations management and much more, this program will train the student for an applied approach to a design career. Designed to provide focused inputs through a contemporary, industry validated curriculum along with an opportunity to intern with prominent design firms, facilitated by the institute's placement cell.

Vedatya has had a track record for a strong industry interface for more than a decade and has worked closely with industry to understand their vision and expectations from an academic institution. A student centric organisation where

academic excellence is blended with overall personality and work skills development is the result of such collaboration. Industry relevant visits, lectures and live projects are also initiated such that the students are prepared for real life assignments. Furthermore, the faculty has research orientation which enables a more effective delivery in the class room setting. Lastly, a great student life enriches the student's engagement within the institute.

The programme will build desired industry relevant competencies in all aspects to allow a student to build a strong career path in the chosen field. I hope that this program will open many new doors of opportunity for our students and would be a great learning experience. The knowledge and competencies that you would learn will enable you to be a preferred resource for the 'design' related functions in the broader service sector!



From The Head Of School's Desk

Prof. Usha Iyer
Head of School

It is an exciting time to be starting a Design Management Programme at Vedatya, an institute with a legacy of 21 years in education, with solid footing in the field of Hospitality, Business Management and Culinary Arts, the move towards design has been organic. The view is to bring design management education within reach, with clear focus on industry.

The campus is enviable with a bodhi tree and organic farms, complete eco systems at work as an example of sustainable living, which is what we intend our students to imbibe. Today's Z generation needs more than classroom teaching and lectures. They need application based learning to be able to find solutions which work locally as well as globally. Their exposure to trends across the globe makes them very savvy as the new aspirant has been born into a world of screens and ever ready information at their fingertips.

With inputs from Industry and following serious conversations on what we expect of our graduates, the curriculum is designed to help the student make an informed choice with respect to their career path, the programme is intended as the interdisciplinary space from where the future career paths are defined, alongside grounding in design processes and thinking and other requisite attributes, including business skills.

We are very positive about the future of the students as Vedatya has the vision to take this forward in the 16 acre campus with hostels for girls and boys and space to let the imagination of the young ones run riot.

Our vision is to give the industry responsible, capable and sensitive graduates who can think on their feet and look at the business aspect at the same time. Design professionals at their best!

We wish you the very best in the fantastic world of design management, starting with Vedatya.





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)

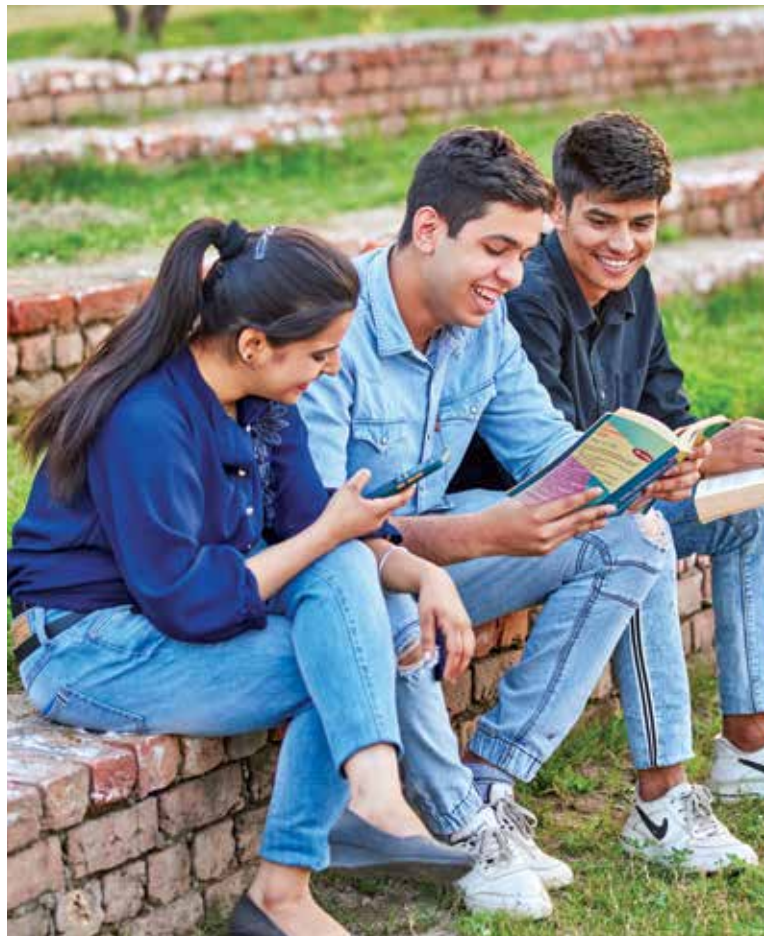
School of Culinary Excellence (SOCE)

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

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

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



School of Design and Creative Arts (SDCA)

The School of Design and Creative Arts (SDCA) has been established under the aegis of Vedatya.

The School has a very strong emphasis on academic excellence that is delivered through good teaching, research, training and consultancy. The best of the teachers are drawn from academia and the industry to deliver the programmes with a goal of providing students with adequate knowledge and skills to be effective design professionals of the future.

The school offers a range of ‘focused’ design programmes as mentioned below:

1. Programme in Interior & Service Design (4 years, Full time)
2. Programme in Visual Communication Design (4 years, Fulltime)
3. Programme in Fashion Design (4 years, Full time)
4. Programme in Design Management and Leadership (3years, Full time)

The programmes offered are clearly differentiated from a host of other programmes being offered currently. The School of Design and Creative Arts at Vedatya recognizes the need to first build ‘design acumen’ in a learner through a process of exploration and discovery. This process of building ‘design aptitude’ is targeted during the first three semesters alongside a parallel effort to build understanding of some design management skills. Once this is achieved the learners are on their way to become cutting edge interior designers, fashion designers, visual design specialists and able managers of design businesses.

Key elements and differentiators

- » Sustainable Design Focus
- » Experimenting Design ideas with on Campus Spaces
- » Design for Live Campus Events
- » Field Trips, Design Competition and Live Projects
- » Industry Internships and Speakers
- » Learning through applied Design Studios and Industry led Live Projects in parallel



Programme in Interior and Service Design

4 year, Full time

Spatial design today has to respond to multiple and equally pressing demands from varied clients as far as interior designers are concerned. These expectations require designers to be responsive towards aspects like aesthetics, functionality and sustainability. The challenge towards finding creative, innovative solutions through their design acumen is what the interior designers of future must be trained for.

The program structure for the first two years offers generic design focused applied learning that exposes the student to multiple art and design forms including but not limited to drama, painting, sculpture, block coding, music, etc. The goal of this phase of study is to make the students realize how little do they understand about design and how much there is to learn. This phase will also have some of the fundamental business study courses being offered in parallel to design focused modules to build the ‘management’ aptitude of the design professionals. Modules in the domain of marketing, finance, entrepreneurial capability, business strategy & leadership will allow the future designers to be equipped with not just design creativity but also business skills critically required for a successful career in Interior Design

The third year of study will be in the form of an internship wherein the learner will work with an Interior Design firm. This will expose the student to the practical aspects of working in that discipline. The programme in its final year further strengthens the learners to get ready to work in the interior design space by engaging with the practice in an applied way, validating the conceptual grounding through real time live projects such that they are ready to join the fraternity of skilled, talented and creative designers leaving their mark on a range of spaces that they design.



PROGRAMME STRUCTURE

YEAR 1				
Design Studio Art and Design Practice 1	Design Lab 2 D Constructs	Exploring Materials	Business Communication and Personality Development	Service Excellence in Customer Facing Business
Computer Aided Design	Design Process and Thinking	Introduction to Marketing Basics		

YEAR 2				
Design Studio Art and Design Practice 2	Sustainable Design	Interior Design Research Project	Design and Business Strategy	Finance Basics
Digital Marketing	Entrepreneurial Capability	Design Studio 3D Modeling and Digital Design		

YEAR 3				
First Half - Supervised work experience (24 Weeks)				
YEAR 3/4 Specialization Immersive Spaces and Service Design				
Design Studio Interior Design	Rendering and 3D	Services Design	Interior Design Live Project	Revenue and Profit Management
SWE Project Report	Career Planning and			

Programme in Visual Communication Design

4 year, Full time

In a world that is rapidly communicating digitally, visual communication design domain has been compelled to reinvent itself. Visual communication designers are expected to apply the principles of design to a wide range of media types and forms, but increasingly the digital media are finding centre stage.

Aspects like graphic design, typography, illustration, image processing, working with motion graphics are quintessential components that learners become professionally trained on through design studios and workshops. The program structure for the first two years offers generic design focused applied learning that exposes the student to multiple art and design forms including but not limited to drama, painting, sculpture, block coding, music, etc. The goal of this phase of study is to make the students realize how little do they understand about design and how much there is to learn. This phase will also have some of the fundamental business study courses being offered in parallel to design focused modules to build the ‘management’ aptitude of the design professionals. Modules in the domain of marketing, finance, entrepreneurial capability, business strategy & leadership will allow the future designers to be equipped with not just design creativity but also business skills critically required for a successful career in Visual Communication Design

The third year of study will be in the form of an internship wherein the learner will work with a Visual Communication firm. This will expose the student to the practical aspects of working in that discipline. Given the applied orientation of the programme, learners find themselves working with visual communication experts with exposure to varied media. The opportunity to test their skills, knowledge and creativity through live projects will allow the students to be job ready from day one.



PROGRAMME STRUCTURE

YEAR 1				
Design Studio Art and Design Practice 1	Design Lab 2 D Constructs	Exploring Communication Media	Business Communication and Personality Development	Service Excellence in Customer Facing Business
Computer Aided Design	Design Process and Thinking	Introduction to Marketing Basics		

YEAR 2				
Design Studio Art and Design Practice 2	Sustainable Design	Research Project	Design and Business Strategy	Finance Basics
Digital Marketing	Entrepreneurial Capability	Design Studio 3D Modeling and Digital Design		

YEAR 3				
First Half - Supervised work experience (24 Weeks)				
YEAR 3/4 Visual Communication Design				
Design Studio Visual Communication	Multi Media Advertising	Design Studio Film Screening, Production and Direction	Visual Communication Design Live Project	
SWE Project Report	Career Planning and			

Programme in Fashion Design

4 year, Full time

Fashion Design as a career domain has a vast spread that invariably leads design professionals to develop interest and passion towards segments that resonate with their persona as much as their creative aspirations and skills. Understanding of fashion requires a deep understanding of culture, customs, traditions, ethnicity and the larger socio-economic factors affecting people. How areFashion trends developed? How can designers respond to modern day imperatives like use of sustainable materials? Any contemporary fashion design programme must groom the future fashion design professionals to respond to such questions and more.

The program structure for the first two years of the programme offers generic design focused applied learning that exposes the student to multiple art and design forms including but not limited to clothes, drama, painting, sculpture, block coding, music, etc. The goal of this phase of study is to make the students realize how little do they understand about design and how much there is to learn. This phase will also have some of the fundamental business study courses being offered in parallel to design focused modules to build the ‘management’ aptitude of the design professionals. Modules in the domain of marketing, finance, entrepreneurial capability, business strategy & leadership will allow the future designers to be equipped with not just design creativity but also business skills critically required for a successful career in Fashion Design

The third year of study will be in the form of an internship wherein the learner will work with fashion design professionals. This will expose the student to the practical aspects of working in the industry. Given the width of choices and sub domains within the fashion landscape, it will be to the benefit of learners to experiment with multiple options like textiles, apparel, accessories, image styling and so on. The final phase of the programme is about getting ready to work in chosen area with demonstrable skills, craftsmanship, knowledge and creativity.



PROGRAMME STRUCTURE

YEAR 1				
Design Studio Art and Design Practice 1	Design Lab 2 D Constructs	Exploring Materials	Business Communication and Personality Development	Service Excellence in Customer Facing Business
Computer Aided Design	Design Process and Thinking	Introduction to Marketing Basics		

YEAR 2				
Design Studio Art and Design Practice 2	Sustainable Design	Research Project	Design and Business Strategy	Finance Basics
Digital Marketing	Entrepreneurial Capability	Design Studio 3D Modeling and Digital Design		

YEAR 3				
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First Half - Supervised work experience (24 Weeks)				
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YEAR 3/4				
Fashion Design Studio	Fashion Construction & Cultural studies	Trends and Communication	Fashion Design Live Project	Revenue and Profit Management
SWE Project Report	Career Planning and Self Awareness			

Programme in Design Management and Leadership

3 year, Full time

The program aims to transform individuals with a passion to work in the design management space into professionals with a specialized industry focus ready to work in the rapidly evolving design industry in India. Through studying/ experimenting with management fundamentals and varied approaches, spending time in a design organisation on a professional work placement – the students would gain academic understanding and practical knowledge of the issues involved in successful management.

The modular array spread over the three year programme will carefully equip you to gain knowledge and skills required to become a high impact manager. Year 1 focuses on business fundamentals as well as introducing the learner to design thinking concepts.

Year 2 engages with aspects around sustainability, merchandizing, supply chain management and entrepreneurship. Leadership and strategy management approaches are also discussed alongside. Learning to do quality research and recognizing the importance of understanding financial statements all happens in this year, In effect building the business management aptitude of the learner.

The final year is all about getting learners to connect with various sub segments of the larger design space and finding momentum towards determining individual segment of interest through the career planning module as a culmination of the journey. Modules on revenue management, buying behaviour and business law ensure that the graduates are ready become business professionals with all necessary knowledge and skills required to be job ready from day one.



PROGRAMME STRUCTURE

YEAR 1				
Management Principles and Practice	Foundation of Economics	Design Process and Thinking	Business Communication and Personality Development	Service Excellence in Customer Facing Business
Accounting for Managers	Human Resource Management	Introduction to Marketing Basics		

YEAR 2				
Purchasing and Supply Chain Management	Sustainable Design	Merchandizing Basics	Design and Business Strategy	Understanding Financial Statements
Digital Marketing	Entrepreneurial Capability	Design Studio Art and Design		

YEAR 3				
Supervised work experience (24 Weeks) or Research Project				

Internship				
Advertising Basics	Design Trends and Communication	Fashion Basics	Luxury Retail Management	Psychology and Buying Behavior
Business Law	Revenue and Profit Management	Business Ethics and Social Responsibility		

KEY MODULE DESCRIPTIONS

This section provides a brief description of the key modules that are part of the programmes offered by the School of Design and Creative Arts at Vedatya.

Design Studio (s) Art and Design Practice: Basics of design which include principles and elements of design, Semiotics etc. to understand the fundamentals through applied learning in studio practical classes. Delving into history and how design has evolved, how it affects each of us and its problem solving capacities will be explored through deconstruction and reconstruction.

Design Lab 2D Constructs: Being able to present a thought, an idea or a concept through drawing is immensely important for all designers. Picking up the right tools for expression is equally crucial for appropriate communication of the same. Concept drawing and drawing from life bring understanding of proportion and perspective, while exploring ideations which are innovative and unique.

Exploring Materials: Be it cloth, wood or paper, plaster of paris or plastic wires, a designer needs to know how each can be manipulated, how each lends itself for a designer to work with, its innate characteristics, strengths and weaknesses. Working with tools and machines and exploring the material, learning through touch and feel, the student knows what to pick up when a sample or prototype needs to be made or a 3D model needs to be created.

Design Process and Thinking: Getting to know the world we live in, the society we are part of and the people that we are is imperative for a designer. How we live and think influences choices we make and a designer's being empathetic to the user's needs will come about only when he/ she knows himself/ herself well. We look at research and analysis, existing design and practical solutions to local problems. From here the way to innovative and sensitive design solutions takes shape, paving the way for larger projects and globally relevant design.

Sustainable Design: Learners are exposed to opportunities to embed sustainability as a critical part of design process, ensuring that design solutions respond to the urgent need to pursue sustainable solutions, use/ reuse materials that support sustainable practices and more. Designers of future will need to be firmly rooted in sustainability.

Computer Aided Design: The module provides a useful platform to get IT skills oriented for real life professional use while the student learns to create and render digitally whatever he/ she has designed including relevant presentation and documentation.

Introduction to Marketing Basics: This module aims to develop students' understanding of how to manage the marketing function for a business. It explains the role of planning, and the development of marketing strategy in growing a business.

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.

Digital Marketing: 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.

Designing Events and Exhibitions: A module focused on integrating design capability with events and exhibitions. A successful event or exhibition depends on multiple factors; the module allows learners to recognize how design elements can improve operational efficiencies as well as aesthetics that attract visitation.

Business Communication and Personality Development: Focus is on enhancing communication skills. 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 design 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.

Revenue and Profit 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. Analysis of key financial statements is part of this module.

Multi-Media Advertising: This module will help learners build a working conceptual knowledge of advertising domain, establish the design implications. Learners will analyze range of media and tools deployed for advertisement purposes, critique them from a design perspective and evaluate their effectiveness based on empirical data.

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 positions in the design sector at large. Building awareness about self is an integral part of the module.

Service Excellence in Customer Facing Business: The module is designed to enable students to bridge the gap between theory and practice – the challenge of understanding operations in the real life context from a designer's perspective. With this in mind, the module requires a learner to consider all the customer-facing operational aspects involved in ensuring quality service to clients.

Entrepreneurial Capability: 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.

Design and Business Strategies: This module aims to integrate the knowledge you have gained about aspects of the design and related industries in other advanced modules and therefore aims to consolidate the understanding from a strategic perspective.

Design Studio (s) Interior Design/ Fashion Design/ Visual Communication Design: These advance design studios will be focused on building design aptitude in the specific programmes by focusing on the design domain of choice, the studios will allow learners to apply skills and creativity to expand their understanding of the specific design theme and prepare them in parallel to engage with the industry driven live projects.

Design Live Projects: This module will constitute the last year of the program in the form of live project or assignment that will require learners to work with practicing designers (in the specific design domain) in an 'intern' capacity, with a learning mandate that includes being able to demonstrate in practice all stages of a design assignment or project.

Module Description

This section provides a brief description of the modules that are part of the program.

Design Studio Art and Design Practice 1

Basics of Design which include principles and elements of design, Semiotics etc. to understand the fundamentals through applied learning in studio practical classes. Delving into history and how design has evolved, how it affects each of us and its problem solving capacities will be explored through deconstruction and reconstruction.

Design Lab 2D Constructs

Being able to present a thought, an idea or a concept through drawing is immensely important for all designers. Picking up the right tools for expression is equally crucial for appropriate communication of the same. Concept drawing and drawing from life bring understanding of proportion and perspective, while exploring ideations which are innovative and unique.

Exploring Materials

Be it wood or paper, plaster of Paris or plastic wires, a designer needs to know how each can be manipulated, how each lends itself for a designer to work with, its innate characteristics, strengths and weaknesses. Working on machines and exploring the material, learning through touch and feel, the student knows what to pick up when a prototype needs to be made or a 3D model needs to be created.

Design Process and Thinking

Getting to know the world we live in, the society we are part of and the people that we are is imperative for a designer. How we live and think influences choices we make and a designer's being empathetic to the user's needs will come about only when he/she knows himself/her-self well. We look at research and analysis, existing design and practical solutions to local problems. From here the way to innovative and sensitive design solutions takes shape, paving the way

for larger projects and globally relevant design.

Sustainable Design

Learners are exposed to opportunities to embed sustainability as a critical part of design process, ensuring that design solutions respond to the urgent need to pursue sustainable solutions, use/reuse materials that support sustainable practices and more. Designers of future will need to be firmly rooted in sustainability.

Computer Aided Design

The module provides a useful platform to get IT skills oriented for real life professional use while the student learns to create and render digitally whatever he/she has designed including relevant presentation and documentation.

Introduction to Marketing Basics

This module aims to develop students' understanding of how to manage the marketing function for a business. It explains the role of planning, and the development of marketing strategy in growing a business.

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.

Digital Marketing

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. Designing Events and Exhibitions: A module focused on integrating design capability with events and exhibitions. A successful event or exhibition depends on multiple factors; the module allows learners to recognize how design elements can improve operational efficiencies as well as aesthetics that attract visitation.



Business Communication and Personality Development

Focus is on enhancing communication skills. 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 design 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.

Revenue and Profit 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. Analysis of key financial statements is part of this module.

Advertising Basics

This module will help learners build a working conceptual knowledge of advertising domain, establish the design implications. Learners will analyze range of media and tools deployed for advertisement purposes, critique them from a design perspective and evaluate their effectiveness based on empirical data.



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 positions in the design sector at large. Building awareness about self is an integral part of the module.

Service Excellence in Customer Facing Business

The module is designed to enable students to bridge the gap between theory and practice – the challenge of understanding operations in the real life context from a designer's perspective. With this in mind, the module requires a learner to consider all the customer-facing operational aspects involved in ensuring quality service to clients.

Entrepreneurial Capability

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.

Design and Business Strategies

This module aims to integrate the knowledge you have gained about aspects of the design and related industries in other advanced modules and therefore aims to consolidate the understanding from a strategic perspective.

Design Live Projects

This module will constitute the last semester of the program in the form of live project or assignment that will require learners to work with practicing designers (in the chosen area of specialization) in an 'intern' capacity, with a learning mandate that includes being able to demonstrate in practice all stages of a design assignment or project.

Programme Delivery

In the context of learning and teaching pedagogy, 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 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 in dependent 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 Design and Creative Arts (SDCA) 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 AND ELIGIBILITY

FASHION DESIGN | INTERIOR DESIGN | COMMUNICATION DESIGN

4 year full-time programmes (including 1 year internship / research project)

Year	Installment 1 (By Jun. 7th)	Installment 2 (By Oct. 7th)	Installment 3 (By Feb. 7th)	Vedatya Fee (₹) (INR)
Year 1	120,000	120,000	120,000	3,60,000
Year 2	120,000	120,000	120,000	3,60,000
Year 3	120,000	120,000	-	2,40,000
Year 4	120,000	120,000	-	2,40,000
Total				12,00,000

DESIGN MANAGEMENT AND LEADERSHIP

3 year full-time program (including 6 month internship / research project)

Year	Installment 1 (By Jun. 7th)	Installment 2 (By Oct. 7th)	Installment 3 (By Feb. 7th)	Vedatya Fee (₹) (INR)
Year 1	90,000	90,000	90,000	2,70,000
Year 2	90,000	90,000	90,000	2,70,000
Year 3	90,000	90,000	80,000	2,60,000
Total				8,00,000

*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.
*year 1 installment 1 to be paid as per the offer letter, please refer your offer letter for payment deadline (*Applicable to all programmes)*

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

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
- » 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 (Semester1)	Installment 2 (Semester2)	Total (₹per annum) (per annum)
Triple Seater	87,500	87,500	1,75,000
Double Seater	1,00,000	1,00,000	2,00,000
Single Seater	1,25,000	1,25,000	2,50,000

Non-AC ACCOMMODATION CHARGES

	Installment 1 (Semester1)	Installment 2 (Semester2)	Total (₹per annum) (per annum)
Triple Seater	70,000	70,000	1,40,000
Double Seater	85,000	85,000	1,70,000
Single Seater	95,000	95,000	1,90,000

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 installments for semester 1&2) 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

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

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

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.

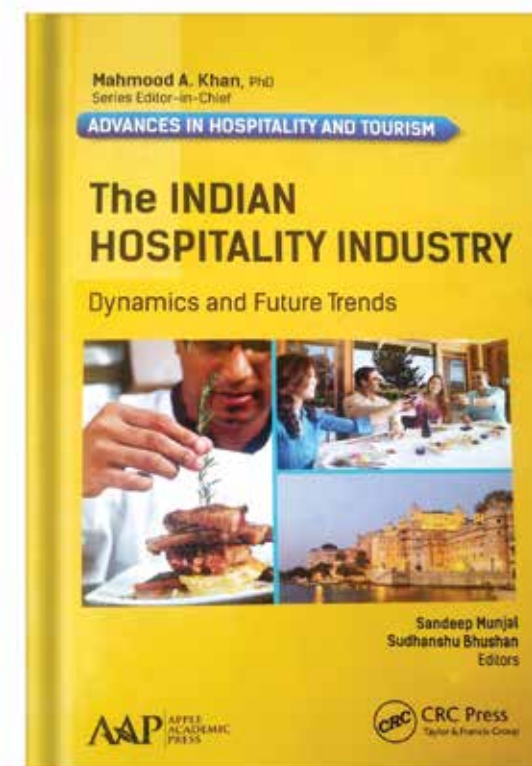
The volume includes a selection of insightful chapters that offer research into the multiple dimensions of the Indian hospitality industry. The book covers many segments of the hospitality sector, including hotels, events and catering businesses, and restaurants and coffee shops, both domestic and small 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 a 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.

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



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) at Holiday Inn Express

It dates back to 2007 when the glorious journey with Vedatya began - and after four successful years of completion I worked as an Events Coordinator at Pullman Gurugram Central Park. Vedatya taught me not only hotel management but how to walk the wonderful journey called Life. The institute has bestowed the seeds in me which make me what I am today. The four years at Vedatya have been remarkable not only in terms of academics but my overall development as an individual. The professors are the backbone of the institute who go out of the way to make sure your goal is attained as if it if was their own. I'm now an entrepreneur, managing my own events management company, Designer Events Inc. When words such as "Kaveri Well Done" echo into my ears now- My heart smiles and owes all of it to Vedatya.

Kaveri Vij

SHTM 2007 Graduate

Partner, Designed Events Inc.





Vedatya is my identity. It has made me the individual that I am today. I was given a perfect mix of international & domestic industry work exposure and classroom case based studies. It was completely an adventurous experience of learning via practical sessions, interactive lectures and conducting events. I was provided with many opportunities of interacting with Industry's best. Even after finishing my course and being a part of the real world, I still at every step, seek the advice from my mentors back at Vedatya. The institute has not only provided me with the best of opportunities across the globe but also transformed me to a better individual. I am always grateful to Vedatya and my mentors & coaches to guide me at every step and for being my alma-mater.

Dilawar Singh Shaheed

SHTM 2009 Graduate

Operations Head at Shloka Events

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 a industry partner.

~ Dilpreet Singh

General Manager, J W Marriott



INTERNSHIP PLACEMENT

INDUSTRIAL INTERNSHIP

The School of Design and Creative Arts in collaboration with the industry offers an Internship Programme after year two of the academic curriculum for six months and finally a live project in chosen area of specialization in year four to ensure effective practical industry experience.

INTERNSHIP HIGHLIGHTS

- » The Internship programme is 6 month work term in semester 5
- » Design firms choose the most suitable student for their organization through their own recruitment procedure
- » The Industrial Internship programme has been established to provide an opportunity for students to obtain a practical industrial earning experience
- » The idea is to expose them to the world of work such that they appreciate the deviations from theory at the ground level
- » The institute will organise an internship on a best effort basis. However, if students have specific requirements, then they would have to look for their own internships

FINAL PLACEMENTS

There is an immense need for design professionals across a range of domains. The opportunities to join design firms of repute will be enabled for the students, entrepreneurial opportunities too are quite common given the nature of the design space in India.

DESIGN SCHOOL'S THINK TANK

AKILA SESHASAYEE

Akila's latest entrepreneurial venture is Toile Indienne (TI), a textile design firm, started in 2017, with a belief that Indian textiles do not have any one style. It is through TI that Akila and her partner, Pankaj Kehr, seek to tell wonderful stories about who we are. Toile Indienne has already won accolades as the winner in the textile design category at the prestigious Lexus Design Award India 2018.

TI is born out of Akila's love of textiles. It is also a realisation that the Indian textile story has become so centred on Jaipuri prints alone that it was up to Pankaj and her to explore and showcase the vast wealth of stories, histories, myths, legends and culture that is India.

Akila also founded in 1998 and is a partner in a graphic design studio called Designosis. Over the years Designosis has built a stellar reputation for handling a broad spectrum of projects (ranging from branding and corporate communications to magazine design) as well as providing excellent client servicing. It is one of the few handful of studios that has the skill and experience to work on projects as diverse as website design and newspaper design. Some of its corporate clients are amongst India's top 100 companies, and include banks, real estate companies and auto component makers. Before starting her entrepreneurial journey with Designosis, Akila's experience spanned as an Associate Producer in a TV channel, as an Art Director for the Indian Express Sunday Magazine and also for a magazine called "Down to Earth". She started her career as a designer at Times of India.

Akila is passionate about typography and her work features in India: Contemporary Design: Fashion, Graphics, Interiors published by the V&A. She has also taught typography at the National Institute of Design. She believes that good editorial design doesn't mean merely pushing bits of text and pictures around to create a layout, but it truly needs to engage with content to create pages for people to read.

Akila has a degree in Visual Communication (Graphic Design) from National Institute of Design, Ahmedabad, where she

was strongly influenced by Bauhaus and designers like Saul Bass, Adrian Frutiger, Paul Rand, Milton Glaser, and so on. These designers, and the privilege of working with an incredibly talented bunch of people in editorial, art and photography have influenced the work that she does today.

AMIT KRISHN GULATI

Amit Krishn Gulati is an award winning industrial designer, entrepreneur and design educator with a multifaceted oeuvre encompassing New Product Development, Healthcare, Hotels & Hospitality, Branding, Built Environments and Retail Experiences. Amit completed the post-graduate programme in Industrial Design from the National Institute of Design (NID), Ahmedabad in 1995 and is the co-founder of Incubis, one of India's leading architecture and design companies with several Fortune 500 clients. Incubis is known for its path-breaking 'frugal innovation' projects, exemplified by the creation of a range of affordable maternal infant-care devices for GE Healthcare, modular polyclinics for the Delhi Government and Ginger, the 'smart' hotel chain for the Tata Group.

Amit is passionate about mentoring entrepreneurs and works closely with many start-ups. He is one of the founding investors at Barista, India's pioneering espresso retailer, Abisko, a solar solutions venture and Eye-Q, a successful and fast-growing chain of affordable eye hospitals. Amit, and the team at Incubis, designed and helped execute the iconic 100 meter 'Mudra' installation that has become the celebrated symbol of the International Airport at New Delhi. Amit is actively engaged in creating design awareness and has served on the CII National Committee on Design for several years and is the Vice President-National Executive Council of the Association of Designers of India (ADI). In addition to leading the design team at Incubis, Amit teaches at The School of Planning and Architecture - New Delhi, Ambedkar University - Delhi, Anant National University - Ahmedabad and at his alma-mater, NID- Ahmedabad.

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 25 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.

IYER, USHA Head of School

Bachelors in Fine Art (Applied Art), Delhi College of Art



Usha Iyer has been a teacher and mentor in Design since the year 2000. After graduation from the Delhi College of Art, Usha worked in advertising and as a freelance designer on various prestigious accounts, such as Luxor Pen Company, Taj Group of Hotels, Indian Airlines etc. Work included complete design and execution of catalogues, exhibition collaterals, packaging and advertising material. In the 18+ years as faculty, Usha has been associated with Apeejay Institute of Design, IILM School of Design, Pearl Academy and Indian Institute of Art and Design. Heading the Communication Design department, teaching Foundation and specialisation classes alongside curriculum development and design are some of the various hats Usha has donned recently. The experience and passion for value added design education and student interaction keeps Usha going. Constantly keen on learning more, Usha is learning to be a trained counsellor now. Her free time is spent on long walks, listening to music, gardening, cooking and drawing. Her brand by the name Chittu Kuruvée Designs is an extension of her creative endeavours. Her ongoing pet project is a personalised, illustrated recipe book for her daughter.

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".

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.

LUTHRA, SUGANDHI Adjunct Faculty

*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.

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.

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.

KHULBE, IRA Visiting Faculty

*Master in Interior Design from Drexel University, US
Bachelor Of Architecture, Sushant School of Architecture, New
Delhi, India*



Ira is an experienced designer who is well versed in the world of design and has written many books on interior design. She has worked through various phases of corporate, commercial and educational projects. She understands several computer-modeling programs and graphic software. Ira has worked with skid more Owings & Merrill in the United States & Architects Bureau in Delhi, India for various prestigious projects.



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