



# EXCITING CAREERS IN THE LUXURY INDUSTRY

## BALM

**BACHELOR OF ARTS (Hons)  
IN LUXURY MANAGEMENT**

**(4 YEAR PROGRAM INCLUDING INTERNSHIP)**

DEGREE AWARDED BY GURUGRAM UNIVERSITY, GURUGRAM, HARYANA

# 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 Radisson Hotel Group, USA and the Edwardian Group, UK. The institute is funded by the holding entity of Radisson Blu Plaza Delhi Airport, Radisson Blu Varanasi and a restaurant chain called The Great Kabab Factory. The institute's campus, located on Gurgaon-Sohna road, is fully integrated with academic, recreational and residential facilities for students.

The institute was established in the year 2000 as higher learning institution in India that offers internationally recognized, undergraduate and post graduate programs of study in hospitality, design, culinary arts and business management.

## VEDATYA HIGHLIGHTS

- » A self-sustainable "Green Campus" with academic, recreational, residential accommodation for students
- » Recreational facilities including football field, tennis courts, volley ball court, basketball court and an upcoming student centre
- » Unconventional design of spaces, on campus organic farms, fish pond and poultry farm
- » Mazes & Puzzles to foster team work, sharpen minds & critical thinking
- » Student designed and operated "Food Truck" to foster applied learning and entrepreneurial thinking
- » Ranked amongst the premier hotel management institutions of India by the Education Times, Times of India
- » Academic partnership with SEG (Swiss Education Group, Switzerland) and industry partnership with IHG, a global hotel company, in the form of an IHG Academy
- » UK trained faculty with International work experience
- » Management focused career path in the hospitality industry
- » 100% placements assistance for graduating students
- » Demonstrated record of placement at global hospitality chains like Crowne Plaza, Four Seasons, Ritz Carlton, Taj Hotels, J. W. Marriott, The Radisson Hotel Group etc.
- » Record of merit based full year paid internships in France, Thailand, England, Australia, Dubai, Malaysia, Singapore and Germany

			
			
			

# Bachelor of Arts (Hons) in Luxury Management

## 4 year Full Time Programme (Including internship) Degree Awarded by Gurugram University

This program will provide an in-depth exposure to the luxury services market and the exciting opportunities it presents for business graduates interested in domains of luxury retail, bespoke hospitality and consultancy services. Studying the business models and best practices of the luxury services market, participants will strengthen their understanding of management competencies required in the luxury industry. Drawing on the expertise of industry professionals, learners will be able to build a robust understanding of the key domains within the rather large luxury retail, bespoke hospitality and consulting landscape. Through an understanding the nuances of the luxury services sector and the intangibles that make this industry unique, the graduating talent would be able to find job opportunities in areas of their interest.

The program offers specializations such as luxury retail, consultancy, and bespoke hospitality in year three, thereby offering a unique opportunity for learners interested in the 'luxury services' ecosystem to find employability and clear career paths aligned with their interest and competencies.

Graduates may find positions in the marketing, sales, and branding areas of the luxury retail industry. Other positions include areas like merchandising, supply chain, sommelier, mixologist, maitre de, and luxury-brand managers to name a few.

### PROGRAMME HIGHLIGHTS

- » Applied learning through practical implementation of concepts across a wide range of modules like WSET Training, Event Management, Store Location & Design, Visual Merchandising to name a few
- » Dedicated industry interface through industry visits, guest lecturers, workshops and demonstrations
- » Program delivery through experts in the field
- » Participation in various internal and external, national and international level competitions for an enhanced learning experience
- » Paid internship(s) international as well as domestic with some of the best luxury brands in the world

### ELIGIBILITY & ADMISSION PROCESS

- » Class 12 of the Indian School System with minimum 50% (in best 4 subjects) in CBSE, ISC 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

## ALUMNI SPEAK

The practical concepts and methodologies taught at the institute helped me hit the ground running in the hotel industry. The international methods of learning, case studies and other material used are very relevant to the real business world. I am thankful for the management knowledge and experience gained at the institute. The faculties are best in their field and their knowledge and guidance have helped me in every aspect of my career

### Karan Khanna

*SHTM-2009 Graduate*

*Corporate Director, Silverbirch Hotels & Resorts, Canada*

I am an Alumni of the 2007 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 of Vedatya 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 2009 Graduate*

*General Manager (GM) at Holiday Inn Express*

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*

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*

*Director of Strategy, Milestone Internet Marketing, California, USA Area Revenue Manager, Silverbirch Hotels & Resorts, Canada*



## vedatya INSTITUTE

Garhi Murli (GarhiBazidpur), Sohna Road,  
Gurugram - 122103, Haryana

### ADMISSION OFFICE ADDRESS

The Corporate Floor, Radisson Blu Plaza Delhi,  
National Highway 8, New Delhi - 110037

### CONTACT DETAILS

+91-9711310079, +91-7042422389, +91-8595650943, +91-7042422358  
Email: [admissions@vedatya.ac.in](mailto:admissions@vedatya.ac.in) | [www.vedatya.ac.in](http://www.vedatya.ac.in)