



vedatya
INSTITUTE

Summer Internship Programs 2024

HOSPITALITY | CULINARY | DESIGN | BUSINESS MANAGEMENT

4th June 2024 - 9th June 2024

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I. About the Document

This document provides a brief overview of Vedatya and details on the 'Summer Program' opportunities for school students in class 11 th and 12 th across a wide range of themes, more details on the same are shared in this document.

II. About Vedatya

Vedatya institute is an educator for the service industry.

The institute is an initiative of IIT & the Wharton School alums who wish to replicate their own quality educational experience for the benefit of students in India. It is funded by the holding entity of Radisson Blu Plaza Delhi, Radisson Blu Varanasi and a restaurant chain called The Great Kabab Factory.

Vedatya was founded in the year 2000 with a long-term objective to provide best-in-class, internationally recognized, undergraduate, postgraduate, doctoral and executive education programs of study in the service sector related areas of hospitality, business, culinary arts and design. It currently offers undergraduate and postgraduate programs in Hospitality, Culinary, Bakery, Design and Management.

Key Differentiators

Vedatya's key differentiators amongst its competitors are:

- i. Highly qualified faculty with impressive industry experience profiles, research credentials and passion for learning and talent development.
- ii. Recognized by InterContinental Hotels Group (IHG), the largest hotel chain in the world, as an “IHG Academy” supporting and promoting hospitality education in India.
- iii. Affiliated with Gurugram University, Gurugram, Haryana as their offsite campus
- iv. Offers “work study mode” across courses to meet the industry’s need of quality manpower with practical skills
- v. Campus over 16 acres, 300,000 square feet of built up space to accommodate 5000 students, within 30 minutes of driving distance from Gurgaon.

- vi. Collaboration with Manchester Metropolitan University (MMU), UK and Swiss Education Group (SEG), Switzerland for hospitality and culinary programs
- vii. An academic culture and corporate policy that promotes applied research and industry focused consultancy assignments for faculty, institute hosts an annual international conference as well
- viii. An academic journal, called “Journal of Services Research (JSR)” has been published for over 20 years in the Services Industry. The journal is listed on ABDC index and gets submissions from global researchers from US, UK, France, Australia, Japan, China and other parts of Europe as well
- ix. On campus organic farms, poultry farm, fish pond and herb garden etc to provide exposure to the entire culinary back end, focus on sustainability through on campus practices like composting, drip irrigation etc, range of design installation towards fostering creative expression
- x. Placement record of our students across multiple continents and the most reputed companies in the respective industries

III. Summer Internship Programs | 2024

Learn and Explore:

The range of options shared below are being offered to students from class 11th and 12th to introduce them to contemporary themes that have potential to be developed into career paths, and as a minimum provide value in terms of skills and knowledge required to enhance 'life skills' in general.

These Five-day programs are going to be facilitated at Vedatya campus during the month of June-July when the schools are closed for summer break. Students can sign up for only one theme/ track at a time.

Typical Duration and Schedule for all tracks

Duration- 5 Days

Timings- 10:30 am to 2:30 pm each day

a. Exploring Design & Creative Arts

The program spread over 5 days will be structured towards enabling young learners to discover their creativity and imagination, allowing them to probe both their potential and interest in the design related career paths.

The program will offer four design sub themes that learners can choose from and will also build personal portfolios.

i. Design of spaces

Includes interior design, exterior design as well as temporary spaces and structures. It is a very exciting creative field where one can explore themes, colors, furniture, textures, lighting and many more aspects.

This program will be conducted under the guidance of a professional spatial designer who has worked on a large number of projects in residential, commercial as well as hospitality spaces.

Students can choose from the topics mentioned below:

- Color in spaces
- Redesigning your own room
- Designing a pop-up store
- Designing a pet shelter

Expected learning outcomes:

After completing the program successfully, the participants will:

- Learn the basics of space design and layouts.
- Learn about proportions and dimensions.
- Learn about color and its impact.
- Learn the basics of structures and materials.

Session Plan

Day One 4th June 2024

- Introduction to spatial design fundamentals
- Presentation of case studies from different examples of spaces.
- Group discussion and brainstorming on the project.
- Team creation and huddle

Day Two 5th June 2024

- Self-study assignment (Research).
- Presentation of research and discussion.
- Conceptualization and visualization using various visualization tools.
- Approaches to planning and strategy for execution.

Day Three 6th June 2024

- Sourcing and curation (team-based activity).
- Commencement of design execution.
- Team-based assisted learning and doing.
- Iterations and feedback.

Day Four 7th June 2024

- Continuation of design execution.
- Continuation of design execution.
- In-process feedback and improvements.

Day Five 9th June 2024

- Documentation of the work.
- Conclusion of design execution.
- Presentation and feedback session.
- Documentation of the work for portfolio.

ii. Storytelling & Communication

Storytelling has become an integral part of our lives today. Whether it be for entertainment, marketing, teaching and learning or even to strategize an idea, it has become an important tool in the creative economy.

Storytelling can take multiple forms and approaches that suit particular areas of intervention. This program will be conducted under the guidance of a professional communication designer who is a veteran in the advertising and communications industry.

Students can choose from the topics mentioned below:

- Stop motion animation
- Photography
- Video film making
- Print media

Expected learning outcomes:

After completing the program successfully, the participants will:

- Learn how to construct a story.
- Learn the basics of scripting and storyboarding.
- Learn the basics of composition and layout.
- Understand the importance of time and motion.
- Learn the basics of photography / videography / animation / graphic design (depending on the project).

Session Plan

Day One 4th June 2024

- Introduction to communication design fundamentals
- Presentation of case studies.
- Group discussion and brainstorming on the project.
- Team creation and huddle.

Day Two 5th June 2024

- Self-study assignment (Research).
- Fundamentals of storyboarding.
- Presentation of research and discussion.
- Conceptualization and visualization of storyboard.

Day Three 6th June 2024

- Approaches to planning and strategy for execution (team-based activity).
- Commencement of design execution.
- Team-based assisted learning and doing.
- Iterations and feedback.

Day Four 7th June 2024

- Continuation of design execution.
- Continuation of design execution.
- In-process feedback and improvements.

Day Five 9th June 2024

- Documentation of the work.
- Conclusion of design execution.
- Presentation and feedback session.
- Documentation of the work for portfolio.

iii. Fashion, Lifestyle & Culture

The world of fashion goes beyond just garments. Fashion is a mirror of the times and is often the barometer through which we understand and appreciate cultures. Fashion also expands the notion of the personal into the public domain, through its influence on our own styles vis a vis trends and forecasts.

This program helps the student understand the wider world of fashion, lifestyle and culture and enables them to create output that reflects this broader understanding. This program will be conducted under the guidance of a practicing fashion designer and academic who is a veteran in the industry.

Students can choose from the topics mentioned below:

- Fashion styling
- Fashion communication
- Culture and fashion
- Fashion and sustainability

Expected learning outcomes:

After completing the workshop successfully, the participants will:

- Understand the macro aspects of the fashion industry.
- Understand the connection between fashion and culture.
- Explore various expressions connected to fashion and lifestyle.
- Appreciate their own persona from a fashion, lifestyle and culture perspective.
- Create a mini project that explores an aspect of fashion that they feel close to.

Session Plan

Day One 4th June 2024

- Overview of the fashion and lifestyle industry.
- Presentation of case studies in various aspects of fashion and lifestyle.
- Group discussion and brainstorming on the project.
- Team creation and huddle.
- Self-study assignment (Research).

Day Two 5th June 2024

- Presentation of research and discussion.
- Conceptualization and visualization of project approach.
- Selection of medium for executing the project.
- Approaches to planning and strategy for execution (team-based activity).

Day Three 6th June 2024

- Commencement of design execution.
- Team-based assisted learning and doing.
- Iterations and feedback.
- Continuation of design execution.

Day Four 7th June 2024

- Continuation of design execution.
- In-process feedback and improvements.
- Documentation of the work.

Day Five 9th June 2024

- Conclusion of design execution.
- Presentation and feedback session.
- Documentation of the work for portfolio.

iv. User Experience Design

User Experience Design is usually understood as the design of apps for mobile applications. However, app development is only one aspect of UX design. The actual UXD journey starts much before and encompasses many more aspects that build up to a final result that could be an app, a digital product or any other product.

This program aims to expose students to appreciating user centric design and problem solving and apply the same to demonstrate results in a project of their choice.

Students can choose from the topics mentioned below:

- Design for healthcare
- Design for differently abled
- Design for ecology and environment
- Design for entertainment

Expected learning outcomes:

- Understand the user experience journey through design thinking and methodology.
- Create scenarios for user centric design in a selected area.
- Learn how to navigate the design development journey.
- Create a final product that expresses and fulfills the user's needs.

Session Plan

Day One 4th June 2024

- Overview of UX Design.
- Presentation of case studies in various aspects of UX Design.
- Group discussion and brainstorming on the project.
- Selection of the design contexts for working on the project.
- Team creation and huddle.
- Self-study assignment (Research).

Day Two 5th June 2024

- Understanding of personas.
- User research and contextualization.
- Conceptualization and visualization of project approach.
- Approaches to planning and strategy for execution (team-based activity).

Day Three 6th June 2024

- Commencement of design iterations.
- Team-based assisted learning and doing.
- Iterations and feedback.
- Continuation of design execution.

Day Four 7th June 2024

- Continuation of design execution.
- In-process feedback and improvements.
- Documentation of the work.

Day Five 9th June 2024

- Conclusion of design execution.
- Presentation and feedback session.
- Documentation of the work for portfolio.

b. Culinary: Explore the world of Culinary Arts & Culinary Heritage

Culinary arts have moved beyond just cooking, as chefs' one needs to also understand the importance of backward integration and the culinary infrastructure at Vedatya supported by on-campus farming, fish cultivation, herb garden and poultry farm provides an ideal place to practically learn the art and science behind cooking.

Therefore, the culinary arts summer program at Vedatya allows you to not only learn international cuisine like Italian & French but it also touches upon farming and lost Indian recipes and culinary heritage. This will help the participant to take their culinary passion to the next level.

A world-class culinary infrastructure that includes professional-grade kitchens, on-campus farms, an herb garden, a fish pond, and a dairy farm will enable the participants to explore their culinary potential and help them choose a career.

Expected learning outcomes:

- Learn the basic recipes from Italian, French and Lost Indian recipes/ cuisines.
- Understand the requirements of becoming a professional chef.
- Explore the rich Indian culinary heritage and lost Indian recipes.
- To evaluate the probability of opting for culinary as a preferred career option.

Session Plan

Day One 4th June 2024

Italian Menu

- Minestrone Soup with grissini.
- Tomato basil bruschetta.
- Herbed crusted Chicken with red wine jus & grilled polenta.
- Fresh homemade pasta with marinara and cheese saucet.
- Panna cotta.

Day Two 5th June 2024

French Menu

- Mushroom cappuccino Soup with garlic bread.
- Nicoise salad.
- Grilled Fish with lemon butter sauce & exotic greens.
- Mushroom and spinach Crepe with tomato sauce.
- Choco lava.

Day Three 6th June 2024

Lebanese Menu

- Tabbouleh.
- Mezze platter – Falafel, chicken shawarma, pita bread, baba ganoush, hummus & tzatziki.
- Baklava.

Day Four 7th June 2024

Preparing a lost Indian recipe and an outdoor activity in on-campus Farms getting to know Fish cultivation, Poultry farm and exploring the fresh herbs from on-campus herb garden.

Day Five 9th June 2024

Food trial (Assessment and Feedback)

c. Bakery: Explore Bakery and Pastry Arts

Vedatya's School of Culinary Excellence provides a platform for budding chefs and epicurean students to learn, practice and showcase their creativity and passion for Baking. This course is designed to enable students to develop basic baking skills and produce items under the supervision of professional chefs. This summer program in Bakery will allow learners to showcase their creativity and passion for Baking. All the sessions will have a live culinary workshop which ensures a complete learning cycle.

Culinary arts have moved beyond just cooking, as chefs' one needs to also understand the importance of backward integration and the culinary infrastructure at Vedatya supported by on-campus farming, fish cultivation, herb garden and poultry farm provides an ideal place to practically learn the art and science behind cooking.

The programme structure is apt for students who have a passion for bakery and would want to explore possible career opportunities in bakery and pastry arts.

Expected learning outcomes:

- Learn basic baking techniques.
- Understand the requirements of becoming a professional baker/ pastry chef.
- Explore making bread, pastries, and desserts by working in real-time with bakers/chefs.
- Acquire knowledge and skills around using bakery/confectionery equipment and resources.
- To evaluate the possibility of opting for bakery & pastry as a preferred career option.

Session Plan

Day One 4th June 2024

It will provide basic knowledge of various equipment and an overview of food safety and hygiene practices.

Travel Cake

- Banana Bread Loaf.
- Marble Tea Cake.

Cup Cakes

- Fresh Fruit Muffins.
- Chocolate Cupcake.

Day Two 5th June 2024

Cakes with Decoration

- Vanilla Sponge with Fresh Fruit.
- Baked New York Cheesecake.
- Red Velvet cake.

Day Three 6th June 2024

Artisanal Bread

- Garlic Bread Loaf.
- Country Loaf.
- Babka.

Day Four 7th June 2024

- Preparing a lost Indian recipe and an outdoor activity in on-campus Farms getting to know Fish cultivation, Poultry farm and exploring the fresh herbs from on-campus herb garden.

Day Five 9th June 2024

Food trial (Assessment and Feedback)

d. Business Skills for Corporate Careers and Entrepreneurial Interests

The five day summer program will cover a diverse range of topics and themes aimed at enabling young learners to recognize skills and aptitude required to pursue their career interests. The program will include concepts and types of entrepreneurship, digital/social media marketing, how to pitch an idea, market validation and how to seek early-stage investments. The program will bring in industry experts and the entrepreneurship community to provide valuable learning experiences for students.

Expected learning outcomes:

- Describe and assess the core concepts around developing a business plan.
- Explain the differences between the different digital marketing tools and assess their appropriateness for use in a particular business situation.
- Recognize key attributes and core competencies required for entrepreneurial pursuits.
- Understanding key financial statements and using them for building a business plan.
- Demonstrate business skills and aptitude by selling and managing an assigned task.

Session Plan

Day One 4th June 2024

Your type of legal entity, the good, bad and ugly of being an entrepreneur.

Description: help learners to understand what kind of entrepreneur they are? Hitting the bottom-line or having a positive impact on the community? Prefer to work alone or in a team? Be a sole proprietor/partnership or a company, understanding legal structure.

Helps understanding entrepreneurship not as a profession but as a lifestyle, value creation, problem solving, creative thinking & innovation.

Day Two 5th June 2024

Topic: Connecting with people and social media marketing.

Description: enabling effective presentation of the business idea, building leadership skill, idea promotion through technology, building brand and presenting it to the world through social media tools, making use of digital marketing.

Day Three 6th June 2024

Topic: Your business proposal and market validation.

Description: assessing the competitive landscape, identifying customer needs, assessing product/idea viability and profitability, market validation examples, market validation mistakes to avoid, making a business plan.

Day Four 7th June 2024

Topic: understanding key financial statements & analyzing business data.

Description: introduce key financial statements and their purpose, basic knowledge of four types of data analytics, descriptive, predictive and prescriptive; helps businesses understand the market trends, consumer preferences, and competitive landscapes to aid in pricing strategies and other business decision making.

Day Five 9th June 2024

Assessment and Presentation

e. Hospitality Kaleidoscope Program

The five-day summer program will provide an opportunity that will allow learners to understand the core concepts and essential skills required in managing ***Hospitality businesses and entrepreneurial ventures***. It will explore various domains such as Food and Beverage Service Operation, Applied Digital Marketing, Event and Facility Management, and Customer Service Orientation, simultaneously building a surface-level understanding of Service Quality as a concept.

Participants will gain hands-on experience in the mentioned domains followed by an integrated event on the last day. The event will showcase the learner's ability to bring together all the elements for a successful event. This accelerated program is designed to be immersive and dynamic, providing a comprehensive overview of various aspects of the hospitality industry.

Upon successful completion of the five-day workshop followed by the event, the learners will receive a certification from Vedatya Institute.

After completing the program successfully, the participants will be able to:

- Develop a thorough understanding of core concepts and essential skills in Hospitality Management and related areas.
- Demonstrate a comprehension of interdepartmental collaboration by explaining how various elements, such as marketing, operations, and customer service, contribute to the success of hospitality businesses.
- Execute successful events by applying hands-on knowledge from various domains.
- Evaluate digital marketing effectiveness and event page development.
- Generate creative solutions for event aesthetics and layout design.
- Assess service quality through a customer-centric approach and role-playing.
- Organize and execute a concluding event, applying comprehensive hospitality concepts.

Session Plan

Day One 4th June 2024

Food and Beverage Service Operations

- Basics of food and beverage
- Service cycle
- Mocktail extravaganza

Day Two 5th June 2024

Applied Digital Marketing

- Basics of digital marketing.
- Content Alchemy: Creative making for social media marketing.
- Marketing through social media: the creation of event page on social media platforms, getting followers, and selling the event.

Day Three 6th June 2024

Event and Facility Management

- Venue layouts.
- Orchestrating interdepartmental success.
- Crafting decor to match themes.
- Event aesthetics.

Day Four 7th June 2024

Customer Service Orientation.

- Customer-centric approach.
- Concept of service quality.
- Situation handling role play.

Day Five 9th June 2024

Event Execution

- Integrating the acquired knowledge and organizing for the ultimate event.

IV. Program Fee & Process of Registration

- Rs. 5000/- plus GST will be charged as Registration Fee for any theme as per choice of candidate.
- Boarding and Lodging will be arranged (if required) at the institute hostel with charge of Rs. 7500/- per participant including meals and AC accommodation on twin sharing basis.
- Fee for the internship should be paid online by using the registration link provided below - <https://www.vedatya.ac.in/campus-life/events/summer-programs-2024/>.
- Seats for respective themes will be allotted on a first come first serve basis as a limited number of seats is available.

V. Contact Information

For registration and more details please feel free to call us at 8595650943, 9711310079, 7042422389, 7042422358 or email us on summer.internship@vedatya.ac.in

VI. Campus Pictures

This section provides a sample of actual pictures of the new campus.



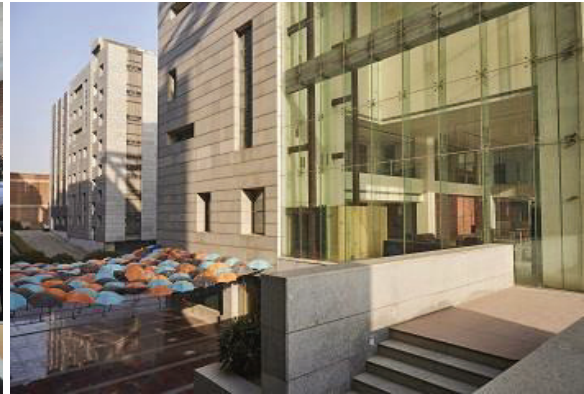
Academic Building Façade / Entrance



Theater Style Classroom – View 1



Theater Style Classroom – View 2



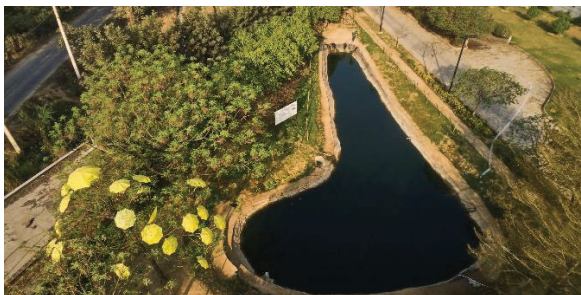
Design Installations on Campus



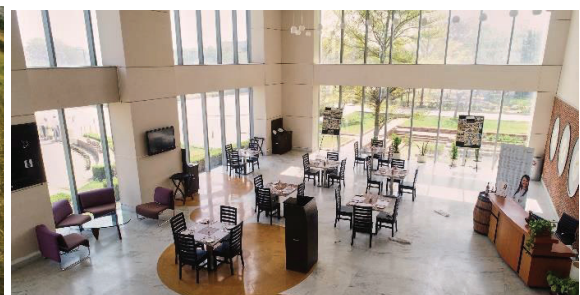
Open Spaces for Students



State of the Art Design Infrastructure



Fishpond on Campus



Training Restaurant on Campus