

Discover amazing careers in Hospitality, Tourism and Event Management

...all through ITM IHM's unique Bachelors programs!

Hospitality and Hotel Management careers have become much sought after and lucrative options for thousands of young professionals in India. The industry has changed significantly, offering high salaries, stability and career growth. In fact, students with hospitality degrees are in high demand, not just from hotels, but from a variety of companies in the services sector.

However, the rising demand for trained professionals in the hospitality industry has resulted in a mushrooming of hotel schools



that are churning out graduates, with little regard for ensuring that their training matches the needs of the industry.

Established in 2002, ITM Institute of Hotel Management has always been proactive in its approach to hospitality training. Unlike other hospitality schools, ITM IHM focuses on developing managers for the industry, relying on the ITM Group of Institutions and its experience in MBA education.

Realising that hotel management graduates are looking beyond careers in hotels, ITM IHM has collaborated with many industry partners and foreign institutions to de-



ITM's COLLABORATION PARTNERS

EMDI INSTITUTE OF MEDIA AND COMMUNICATION

EMDI is a name synonymous with India's best media and communication related vocational education. EMDI is an international institute with globally accredited Diploma courses in Event Management, Advertising, Public Relations, Radio, Graphic Design, Journalism and other related areas.

Event management is an integral part of Hospitality and Banqueting. With the rapid growth of the corporate event industry, the hospitality management job profiles are now asking for accredited studies in event management/coordination right from dealing with clients and to understand their event needs to dealing with event agencies and provision of a venue, hospitality and P&B support services. This underlines the role of a properly trained hospitality manager in event management.

The ITM IHM has integrated EMDI's industry driven Post Graduate Diploma in Event Management (PGDEM) into its 3 year degree programs, making students eligible for dual certification on graduation.

The format of the course is structured to provide students with an in-depth understanding of the industry through the integration of the theoretical and practical knowledge. The theoretical concepts are taught by leading industry practitioners and the students gain valuable insights by working on various events throughout the year.

KUONI ACADEMY OF TRAVEL

Established in the year 1996 with headquarters in Mumbai, Kuoni Travel India is a 100% subsidiary of the Kuoni Travel Group, Switzerland. Kuoni Travel India employs over 2600 people in India and abroad and enjoys a turnover of INR 2000 crores. Kuoni India has several established brands such as SOTC, VFS Global, KDM, SITA and HRC Sita in its portfolio.

Started in the year 2003, the Kuoni Academy of Travel is an edifice of a knowledge institute today. The Academy develops over 1,500 youngsters professionally every year to face the rigors of the travel industry with utmost confidence and vigour. Kuoni Academy has successfully trained and assisted over 4000 students for placements in different spheres of the travel industry over the last five years.

The ITM IHM has integrated Kuoni Academy's Post Graduate Diploma in Travel & Tourism Management into its three-year degree programs, making students eligible for dual certification on graduation. This specialized program aims at providing an education foundation for a wide range of careers in the travel and tourism industry. The effective use and combination of knowledge and skills gained through core and specialist modules enables the learners to make an immediate contribution in the job market.

velop advanced programs in hospitality and services management. The idea behind these programs is to provide graduates with a much wider choice of industries and sectors in which to pursue their careers, giving them an edge over the thousands of hotel manage-

ment graduates who compete for jobs in the hospitality sector.

Armed with multiple skills, business knowledge and industry specific know-how, ITM IHM students are able pursue diverse careers. What's more, ITM IHM focuses heav-

ly on personal grooming, soft skills, language abilities and professional development - delivering a comprehensive and well-developed educational experience to students.

ITM IHM's degree programs in hospitality are highly respected and valued by the industry. Affiliated to Mumbai University, the Institute offers a three-year B.Sc Hospitality Studies program, as well as a B.A. International Hospitality Management program in collaboration with Queen Margaret University, UK. Both programs include a whole host of co-curricular activities, including industry visits, industry training programs, extracurricular activities and a whole lot more.

The most important new ingredient in these programs is the industry's first DUAL CERTIFICATE PROGRAM in Hotel Manage-

ment. The Dual Certification program combines ITM IHM Bachelor Degree Development with a Postgraduate Diploma in either Travel and Tourism Management or Event Management.

The students can thus achieve more specialisation, get higher industry exposure and more lucrative career opportunities, as the courses have been crafted to suit the needs of the current hospitality industry.

The Institute for Technology and Management (ITM) was established in 1991 under the ITM Group that was founded by Dr. P. V. Ramana. The Institute is India's first truly private, non-aided and not for profit B-Schools. The grit and determination to excel soon saw the expansion of ITM in the form of not just the Institutes but campuses at Bangalore (1992), Chennai (1993) and Warangal (1994). The establishment of the specialised ITM Global Leadership Centre (2002) and ITM Institute of Financial Markets (2003) had to follow with the quality of education imbued since the beginning. As of today, ITM is on a rock solid foundation with campuses in SIX cities, 11 Institutes of repute and over 4,500 students. Apart from this, ITM is also a premier 'executive education provider' with centers in Mumbai and Chennai.

Dr. P.V. Ramana, Chairperson, ITM Group of Institutions says, "The role of ITM is to build a strong India with individuals capable to think, act and lead the increasingly complex business world. ITM strongly believes in the positive change that can be brought about by the individual, when they are empowered with knowledge to analyse, confidence to act on their decisions and perseverance to lead others in the pursuit of change."

The ITM Institute of Hotel Management is one of the country's premier Hospitality Schools and was established in 2002 with campuses in Navi Mumbai and Bangalore.

The Institute conducts a number of programs such as B.A. International Hospitality Management (in collaboration with Queen Margaret University College, UK), B.Sc. Hospitality Studies (affiliated to Mumbai University) and a 2 year Advanced Chef Diploma Program (in collaboration with Niagara-On-The-Lake Community School, Canada).

The degree programs offered by the ITM IHM in the field of Hotel Management consist of a wide variety of courses in hospitality, but business management, technical and laboratory work and industrial training and are some of the most respected courses around the world.

ITM IHM provides you great value for your effort by allowing you to achieve much more. With its unique dual-certify programs combined with highly respected Bachelor programs in Hospitality Management, ITM IHM offers you a choice of Postgraduate Diplomas in Travel and Tourism Management or Event Management.

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