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## JINDAL SCHOOL OF HOTEL MANAGEMENT

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In academic association with:



Dr. Babasaheb Ambedkar  
Open University  
(Recognize by UGC)



**Your Passport to  
an International Career**



**JINDAL SCHOOL OF HOTEL MANAGEMENT**



In association with



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## JINDAL SCHOOL OF HOTEL MANAGEMENT



# [ Message from the Director ]

The Hospitality Industry is one of the most amazing professions, allowing one to exploit and enhance his true creative and performance potential. With the industry expanding to encompass a wide spectrum of careers, it is no surprise that young students from all over the world desire to develop their expertise in the same. Students from India, in particular, are attracted to this industry due to its global character and constant growth worldwide. However, you need more than passion and a strong desire to build a successful career. The industry now demands a strong academic and technical foundation for a perfect equation.

Having been associated with the Swiss hospitality industry and education, I have come to believe that the Swiss courses are by far the best educational programs available in the world due to their emphasis on practical orientation. This not only adds value to the knowledge of the students, but also develops self confidence and leadership abilities. At JSHM, students get an opportunity to pursue the much coveted Swiss Degree of Bachelor of International Business in Hotel and Tourism Management at the CÉSAR RITZ colleges, SWITZERLAND.

Our aim at JSHM is to prepare well-rounded qualified professionals who can match step-for-step in the changing global hospitality industry, hotel management industry and business environment. Our course curriculum offers facilities that cover all the aspects for a truly international career!

You have made the right choice by joining this huge worldwide community formed by the hospitality people. I wish you all the best for the future, and WELCOME YOU TO OUR FAMILY!!

Satvik Agrawal Founder, JSHM





# Exciting opportunities.

Enriching careers.

Today the hospitality industry has outgrown its traditional task of providing a good night's sleep to busy travellers and offering excellent services to leisure seeking tourists. Today, the world of hospitality is much more than just travel or tourism. It is a world with enormous growth potential and great opportunities for young people seeking an enriching and successful career.

With new design technology and globalisation, the hospitality industry has changed dramatically into an ever-expanding industry marked with hotels, airlines, cruise business, culinary arts, food services, themed leisure activities, sports and event management. Traditional roles in hotel operations have undergone drastic change and new roles such as asset managers, food service specialists, event managers, etc. have been created to meet the needs of the industry.

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## Creating the future leaders of hospitality industry

The Jindal School of Hotel Management (JSHM) is promoted by the Jamunadevi Educational Trust, and was conceived with the objective of bringing truly international hospitality education to India.

At JSHM we impart well-established and intensive training that goes beyond mere curriculum in order to help pave your way to a successful career in the hospitality industry. We offer a learning environment that allows you to develop and hone your creativity, work ethics and leadership skills. Our programmes are practice-oriented and internationally linked to provide requisite global exposure and knowledge that is so essential in today's times.



Around 112,000,000 employees in the Hospitality Industry worldwide  
International Labour Organisation (ILO)

By 2020, international tourism will touch 1,600,000,000 tourists spending over \$5,000,000,000 on a daily basis.  
World Tourism Organisation





# [ A Cosmopolitan Lifestyle ]

JSHM is located at Vadodara, Gujarat – one of the most cosmopolitan cities in the region. Considered as the Sanskari Nagari (Cultural Capital) of the state, Vadodara has a long tradition of art and culture. Home of the Gaekwad rulers; the city boasts of stunning palaces including the Laxmi Vilas Palace that houses the Gaekwad Baroda Golf Club – the prime golfing course of Gujarat. A pioneer in education and industry, Vadodara has attracted people from all over the country and the world; earning its tradition of hospitality at its best.



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## [ Vibrant Campus Life ]

Located in Sayajigunj – Vadodara's prime locality – JSHM offers its students a comprehensive and safe campus that caters to the needs of today's youth, with facilities such as 24x7 Wi Fi internet connectivity, reading room & in-house gymnasium. Its proximity to the railway station and bus depot also means easy public transportation at any time of the day.

At JSHM, care is taken to ensure proper recreation-academic balance in order to provide student convenience and adequate leisure. Also, we assist our out-station students in availing safe, clean and affordable accommodation & boarding in the vicinity of the campus.





# World-class Infrastructure

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JSHM is situated within the Surya Palace Hotel – one of Gujarat's most prominent & luxurious 4-Star Business Hotels – giving its students the unique advantage of obtaining hands-on experience and learning in an active environment. JSHM has been training internationally-placed specialists for the hospitality industry since 2005. The institute attests to stringent international standards and proffers practice-oriented training that enables our students to achieve professional success on a global platform.

Our infrastructure includes state-of-the-art learning facilities such as air conditioned classrooms and simulation based classes. Also, our ultra-modern kitchen where we train our students in the art of baking, cold storage and global cuisine, is at par with the best in the industry and the envy of professional chefs.





# Experienced & Expert Faculty

The academic programs at JSHM are delivered by highly qualified and internationally trained faculty, with extensive academic credentials and professional experience. Our faculty consists of industry based experts, from India and abroad, whose training helps impart students not just with the requisite skills, but also with passion for the hospitality industry.

Faculty Development Programs are an integral part of JSHM's syllabi and our instructors / trainers are encouraged to undergo special training programs every year, in order to remain at par with the dynamic changes taking place in the hospitality industry.

JSHM invites professional experts from the field of hospitality to conduct special training sessions for students and faculty on a regular basis; thereby promoting proactive skills and creative learning.



# Wider horizons. Endless possibilities.

At JSHM we train our students to be the best in the hospitality industry. With our holistic & practical-oriented training and top internship placements, our students have gone on to scale the ladder of success in their careers, both nationally and internationally.

When it comes to living your dream, JSHM opens up an entire world of opportunities.

- Luxury Hotels
- Restaurant Chains
- Resorts & Spas
- Bars & Clubs
- Catering & Food Service Companies

- Railways
- Cruise Liners
- Airlines & Flight Kitchens

- Casinos
- Multiplexes & Entertainment Centers
- Theme Parks
- Wineries & Breweries

- Sport Venues
- Convention Centers
- Health & Fitness Clubs
- Community Clubs / Recreational Centers

- Tourism Offices
- Travel Agencies

- Event Management Firms
- Hotel Equipment Suppliers
- Training & Consulting
- Entrepreneurial & Self-Owned Hospitality Business of Choice





# [ Global partnerships. Global perspective.]

JSHM has established strategic partnerships with nationally and globally reputed academic institutions, in order to provide its students with the highest standard of training and opportunities in the hospitality industry. We are proud of our academic association with the following prestigious institutes and colleges:



One of the leading hospitality education institutes in the world, Cesar Ritz Colleges were founded in 1982 and are the pioneers in the art of combining traditional Swiss hospitality with world class sophistication and practical hotel operations.



Established in 1953, AH&LEI is among the premier sources for delivering quality hospitality education, training and professional certification required by prospective hospitality professionals and enthusiasts worldwide.

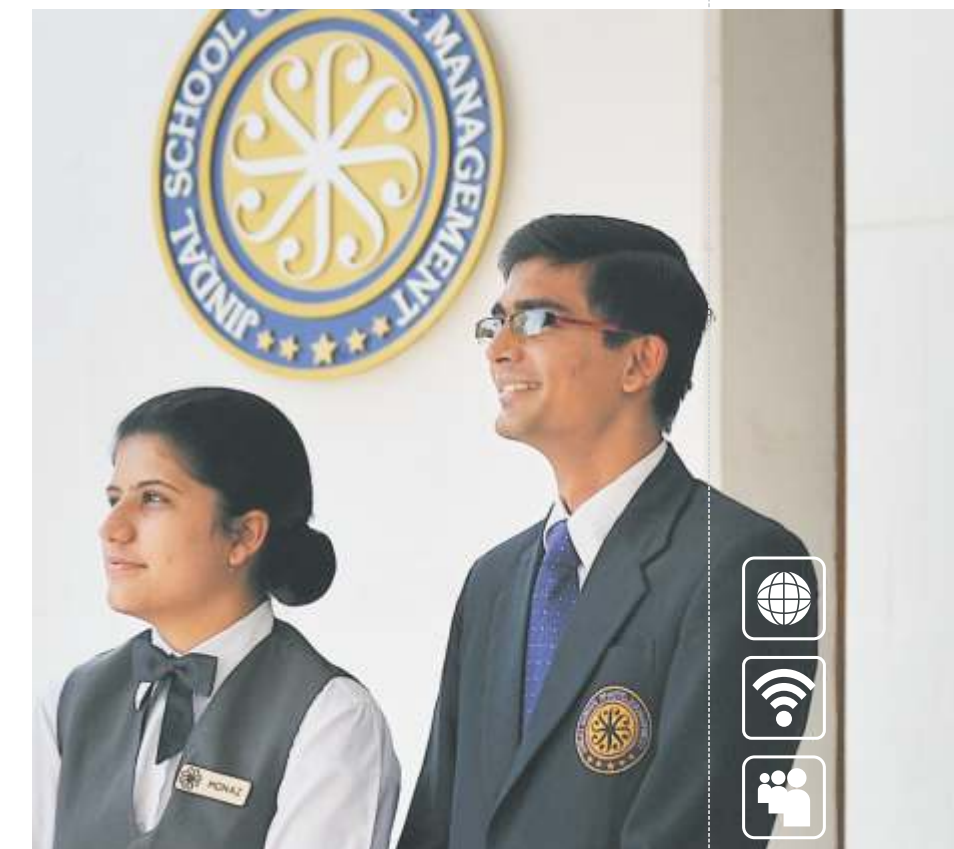


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Established as per the ordinance No.5/1994 of the Gujarat Government, BAOU has achieved rapid acceptance and recognition as a centre of Distance Education, both in India and abroad.



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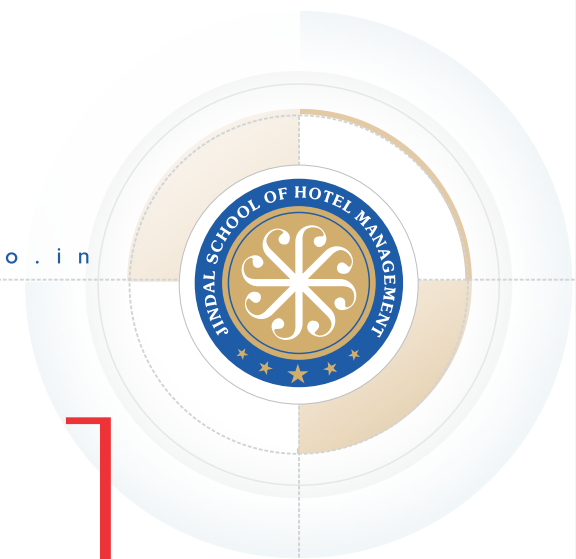
# Take your dream to the world.

The Jindal School of Hotel Management (JSHM) is a professionally managed hospitality institution based in the business city of Vadodara. JSHM provides the best training to professionals in the field of Hospitality, with academic and technical foundations that meet stringent international standards while inculcating the traditional art of eastern hospitality.

Through its various affiliations JSHM provides you with the ideal launch pad for a career in the field of hospitality management. Our partnership with the prestigious "César Ritz" Colleges, Switzerland, gives you the unique opportunity to obtain an international degree of the highest quality and study and work in Switzerland - the cradle of the hospitality industry.



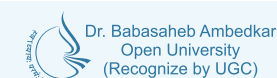
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## Flow chart presentation The International Program

### Higher Diploma in Hotel & Restaurant Management

#### Course Structure



#### Year 1 Sem I & Sem II

The first year focuses on a basic understanding of the industry and its working principles through rigorous on-campus training and exhaustive academic grooming.

#### Year 3 Sem V & Sem VI

The third year reiterates the academic grooming via modern educational tools and electives that represent contemporary trends. Regular seminars are conducted by renowned industry experts, and special emphasis is laid on core skills training. Students also undertake research projects that develop their analytical & decision making ability.

#### Swiss Progression

After 2.5 years of studies, students are eligible for Credit Transfer to:

**Bachelor of International Business in Hotel & Tourism Management** at "César Ritz" Colleges, Switzerland

**Bachelor of Business Administration** at Hotel Institute Montreux, Switzerland

**Bachelor of Arts in International Hospitality and Design Management** at IHTTI, Neuchatel, Switzerland

**Bachelor of Arts in Hospitality Management / Bachelor of Arts in Hospitality & Event Management / Bachelor of Arts in Event Management** at SHMS, Switzerland

#### Year 2 Sem III & Sem IV

The second year focuses on the management processes and imparting supervisory skills.

Students also undergo a compulsory 5 month internship program designed to give them hands-on experience in various aspects of the hospitality industry, through our industry partners. The internship enables students to get exposure to day-to-day operations, customer interactions and real world dynamics that boost their interpersonal skills and confidence level.





# Testimonial



While pursuing the Diploma at JSHM, I learnt a lot about the practical aspects of Hospitality Management. A perfect blend of academics, practice in my domain, placement and part-time employment helped form an excellent base to step out in the real world. One of the first lessons I learnt at JSHM is that the joy you get when people are satisfied with your work is much more worth than the things that money can buy. My successful life journey began here at JSHM.

**Abhishek Patel**

Current Employment: Pursuing Higher Studies @ WLC, London

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## Swiss Higher Diploma in Hotel & Restaurant Management

This is a 'one-of-its-kind' program offered in partnership with the Cesar Ritz Colleges, Switzerland. The Higher Diploma program is designed to hone the entrepreneurial spirit of students looking at business ownership and employment in large and medium sized hotels & resorts. This program is of particular significance to those seeking higher education in Switzerland.

The 2.5 year course is based upon internationally transferable credit system; on completion of which, the student is eligible for a 5-month paid internship at our leading hospitality partners in India or for directly enrolling in the Bachelor of International Business in Hotel & Tourism Management at the Cesar Ritz Colleges in Switzerland.

| Higher Diploma in Hotel & Restaurant Management  |   |
|--|---|
| Year 1   |   |
| Term 1 (11 Weeks)                                | Banquets & Events                                 |
| Introduction to Hospitality & Tourism Management | Language - French                                 |
| English for Hospitality & Catering Industry      |   |
| Business Software Applications                   | Term 6 & 7 (22 weeks)                             |
| Front Office Operations                          | Internship (22 weeks)                             |
| Food & Beverage Service Theory                   | Vacation  |
| Food Production & Food Safety Theory             |   |
| Term 2 (11 Weeks)                                | Term 8 (11 weeks)                                 |
| Housekeeping Operations                          | Internship Certification & Report Submission      |
| Food & Beverage Service Practice                 | BBAHT Contact Classes                             |
| Food Production Practice                         |   |
| Personal Development & Communication             | BBAHT TERM END EXAMS (TEE)                        |
| Principles of Accounting                         | Year 3  |
|  | Term 9 (11 weeks)                                 |
| Term 3 (11 weeks)                                | Hospitality Facilities Management & Design        |
| Food & Beverage Service Management               | PR & E-Marketing for Hospitality and Events       |
| Food & Beverage Service Practice 2               | Management Projects                               |
| Food Production Theory                           | Entrepreneurship                                  |
| Food Production Practice 2                       | Planning & Control for Food & Beverage Operations |
| Front Office Management & Information Systems    | Term 10 (11 weeks)                                |
| Housekeeping Management                          | Strategic Planning & Revenue Management           |
|  | Contemporary Trends                               |
| Term 4 (11 weeks)                                | Global Tourism                                    |
| Vacation   | Cultural Diversity in Organisations               |
| BBAHT Contact Classes                            | Hospitality & Tourism Law                         |
|  | Term 11 (11 weeks)                                |
| BBAHT TERM END EXAMS (TEE)                       | Project Report Submission                         |
|  | Career Specific Specialization & Electives        |
| Year 2   | BBAHT Contact Classes                             |
| Term 5 (11 weeks)                                |   |
| Bar & Beverage Management                        | Term 12 (11 weeks)                                |
| Hospitality Marketing & Sales                    | Placement   |
| Financial Accounting                             | BBAHT TERM END EXAM (TEE)                         |
| Principles of Management                         |   |



# [Testimonial]



JSHM gave me the opportunity to experience various job roles at an early age and gave me a glimpse of the REAL world; helping me to judge how and where I wanted to pursue my career. My amazing experience of studying at JSHM still continues at Ce'sar Ritz. I believe that my thirst for knowledge and learning will always remain the same as when I first joined JSHM

### Binny Varghese

Current Employment: Pursuing Degree at Ce'sar Ritz Colleges, Switzerland

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## [BBA in Hotel and Tourism Management, From BAOU]

JSHM offers a 3-Year Undergraduate Degree Program in association with the Dr. Babasaheb Ambedkar Open University (BAOU). The course covers all areas of hospitality training and studies comprehensively. The 3rd Year includes practical experience in the form of extensive Industrial Training.

Recognized by the Employment and Training Department of the Government of Gujarat, this program paves your way for a successful career in the Hospitality Industry.

| BBA in Hotel & Tourism Management   |  |
|---|--|
| Year 1  |  |
| Principles of Management  |  |
| Introduction to Hospitality Management  |  |
| Principles and Practices of Tourism   |  |
| Introduction to Accounting & Book Keeping   |  |
| Basics of Food Production   |  |
| Introduction to Front Office Management   |  |
| Communication Skills  |  |
| Practicals (Food Production & Front Office)   |  |
| Diploma in Hotel & Tourism Management   |  |
| Year 2  |  |
| Housekeeping & Accommodation Operation  |  |
| Food Production Techniques  |  |
| Marketing Management  |  |
| Food & Beverage Services  |  |
| Laws related to Hospitality Business  |  |
| Travel Agency & Tour Operations   |  |
| Practicals (Food Production & Housekeeping)   |  |
| Industrial Training   |  |
| Advanced Diploma in Hotel & Tourism Management                                      |  |
| Year 3  |  |
| Food & Beverages Management   |  |
| Sales Management  |  |
| Banquet Management  |  |
| Advance House Keeping   |  |
| Human Resources Management  |  |
| Services Marketing  |  |
| French  |  |
| Practicals (Food and Beverage Management, Banquet Management, Advance Housekeeping) |  |

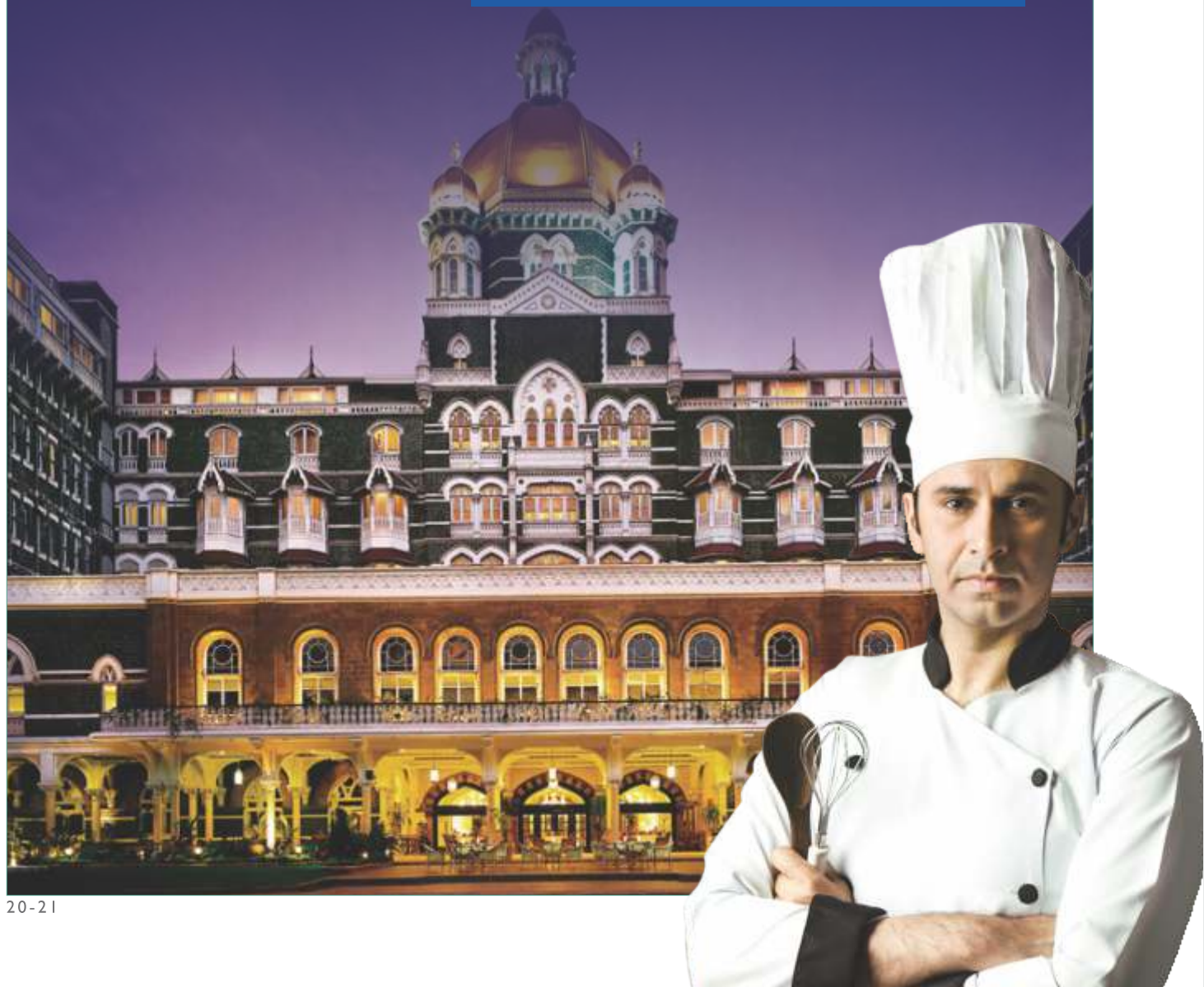


# [ Internships & Placements ]

The placement cell of JSHM is constantly expanding our network of affiliations with premium hotels internationally to ensure top quality placements & training experience to our students.

The placement cell has the distinction of 100% placement till date. More than 40% of our students are placed internationally.

Many of our students have been placed for their jobs / internship programs in these recognized hospitality brands.



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## International Placements

Marriott Gaylord Opryland Resort and Convention Centre  
Emirates Palace  
Mariott Hotel, Washington  
Sea Island Resorts , Georgia  
The Grove Pub & Restaurant, Winnipeg  
Wheatleigh, Massachusetts  
Hilton, Virginia Islands  
Grand Hyatt, Dubai  
Massane Loisirs, France  
Montpellier Resort, Montpellier, France  
Hotel Le Spinaker, France

## The Indian Hotels Company Limited (IHCL)

Taj Rambagh Palace  
ITC Grand Central Mumbai  
Grand Hyatt, Mumbai  
Novotel, Ahmedabad  
The Leela Palace, New Delhi  
Four Points by Sheraton, Ahmedabad  
Taj Mahal Palace & Towers, Mumbai  
Taj Blue Diamond Pune  
Taj Jai Mahal Palace Jaipur  
Taj Residency Vadodara  
Taj Green Cove Trivandrum  
The Gateway Hotel Ummed, Ahmedabad

## The Oberoi Group

The Trident, New Delhi  
The Wildflower Hall, Simla

## ITC Hotels

Grand Maratha Mumbai  
ITC Welcome Vadodara  
ITC Fortune Ahmedabad

## The Leela Group

The Leela Place Udaipur  
The Leela Kovalam  
The Leela Mumbai

## Marriott

Jaipur Marriott Hotel  
Courtyard, Ahmedabad

## Starwood Hotels

Le Méridien Pune  
Le Méridien Ahmedabad

## Other prestigious hospitality brands

Kohinoor International, Mumbai  
Royal Orchid Pune  
Park Plaza Ahmedabad  
Radisson White Sands Resort, Goa

## Event Management Companies

Trizone Entertainment Pvt Ltd  
Planman Marcom

## JSHM Sister Concerns

Jindal Agro, Vadodara  
Hotel Surya Palace, Vadodara





## [ How to Apply ]

Prospective students can choose from two intake options - Summer Intake in July or Winter Intake in January - based upon the international academic calendar. Candidates should be 18 years or above and hold a HSC (10+2) schooling certificate (or its equivalent) in any stream, from a recognised state / national / international education board. Admissions are granted on the basis of Open Entrance Exam followed by personal interviews.

Students can also download our brochure and apply online on our website [www.jshmc.in](http://www.jshmc.in)

## [ Rules & Regulations ]

### Absence Policy

- A. At JSHM, attendance is critical and compulsory for all courses, seminars, practical sessions, professional visits and other scheduled activities. If a student is unable to attend classes or meals due to illness, he/she must proceed as follows:
  - a. Fill in a 'Request for Medical Attention' form (obtained from Library)
  - b. Hand over the form to corresponding authority before 09:30 am the next day. For illness occurring during daytime, the form must be handed to the Dean immediately.
  - c. Upon being verified for authenticity of sickness claim, leave shall be granted for a maximum period of ONE DAY during which the student MUST remain in his/her room with the exception of visiting the doctor.
  - d. Students living in the school hostel should consult the school doctor and obtain certificate from him.

- e. In case of prolonged illness, the school doctor shall have to issue a Certificate to obtain leave from class and other duties.
- f. In case of accident / hospitalization, the student must fill and hand over the Accident / Hospitalization form to the Dean.
- g. For availing leave during internship interview, the absence form must be submitted to the Placement & Training Coordinator with a request in writing, at least 24 hours in advance.
- B. Students are required to monitor their attendance as students exceeding the maximum absence level shall be issued an Incompetent for Professional Attitude notice and may be placed on probation.
  - a. Since all Official Holidays are published well in advance, no permission for absence shall be issued for a student returning late or leaving early for the holiday. Students failing to comply with this rule will be sanctioned as above.
- C. Students who for whatever reasons (including certified illness) miss more than 20% of classes will be withdrawn from the class.

### Alumni Organisation

The student is entitled to be a member of the JSHM alumni association for free, upon completion of the Diploma programme. For further details of Alumni Association, visit our website [www.jshmc.in](http://www.jshmc.in)

### Student Services

The Student Service Department at JSHM supports students in continuing their learning experience and grooming outside of the classroom. The Student Co-ordinator works in conjunction with the elected Student Committee in organising events and activities in order to enrich the students' overall JSHM experience.