



**INSTITUTE FOR  
INTERNATIONAL  
MANAGEMENT &  
TECHNOLOGY**

SCHOOL OF HOSPITALITY & TOURISM MANAGEMENT

OXFORD  
**BROOKES**  
UNIVERSITY



# INSTITUTE FOR INTERNATIONAL MANAGEMENT & TECHNOLOGY

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## Mission Statement

IIMT's mission is to use education and lifelong learning as a means of economic, social and cultural emancipation. We strive for empowerment through education, such that self-actualization is not a mere dream, and ensure that no part of the society remains untouched from the forces of positive change.

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FORBES

**JUSTICE**  
DOMINICK DUNNE

**Every Living Thing**  
James Herriot

ADELINA PATTI  
Queen of Hearts

Jack Nicklaus  
**NEVER TRUST A CALM DOG**  
Golf My Way

**JUPITER SIGNS**

**Finding Our Fathers**  
Dan Pattenberg

**A ROYAL DUTY**  
BURRELL

**GARBAGE ANGEL: Sarah's Story**

**THE MEANING OF PERSONS**

# From the Director's Desk

**Dr. Vinnie Jauhari**  
*Director, IIMT*

Welcome to the Institute for International Management and Technology (IIMT). I would like to congratulate you for considering IIMT as a higher education option.

The true strength of any academic institute comes from the faculty which is engaged in research and consulting. Add to that, a strong industry interface that results in a more robust workforce which is alive to market realities.

IIMT has a strong research-oriented faculty who authors books and publishes their research in journals worldwide. The faculty has also been trained and exposed to the latest pedagogical interventions, in higher education.

An international journal and an annual conference on services management are also testimony to the research commitment of the institute.

We are passionate about providing an outstanding student experience. Industry visits, international trips, cultural immersion and involvement with NGOs are all elements that contribute to it.

A new state-of-the-art campus to be completed in early 2012, with an executive education center and student facilities would be a big step forward.

All of the above contribute to creating leaders, with a mind of their own. Leaders who are ready to take decisions, and manage critical pillars of the new Indian economy.

Finally, IIMT students have been placed in the best organisations over the last ten years. Their continued success is a testimony of IIMT's focus on creating leaders. IIMT has also produced entrepreneurs who are successfully managing their businesses.

I wish you the very best and am sure your stay at IIMT will be a transformational experience.

**It is our primary aim to provide every student with an opportunity to fulfill his or her potential while studying for an internationally-recognized qualification.**

# About IIMT

The core advantage of studying at IIMT isn't just getting an internationally-recognised qualification. It is also working with the finest academic minds in the country, and being trained to manage the most critical cogs and wheels of the global economy. At IIMT, we create leaders, not mere certificate-holders.

## IIMT NEW CAMPUS

IIMT has acquired its own land measuring 16 acres on Sohna Road and construction of a state-of-the-art building is in full swing. The new campus, amongst other facilities, has the following features -

- Within 25 minutes of the heart of Gurgaon, a major suburb of the National Capital Region (NCR).
- A self-sustainable campus with academic, administrative, and residential accommodation for both students and staff.
- Recreational facilities including football field, tennis courts, gymnasium and a student center.
- One of the handful of institutions that will have an on-campus training hotel.
- 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.

## IIMT ACHIEVES ITS MISSION BY FOCUSING ON

- Providing the best possible human and physical resources to support learning and teaching.
- Ensuring close links with industry such that the curriculum is relevant, up-to-date and at the forefront of thinking in the subject area.
- Providing proactive support to individual students such that they can identify their own strengths and weaknesses and take appropriate action for development and improvement.
- Researching innovative and effective pedagogical techniques and integrating them into the delivery of the programme.
- Benchmarking key processes continuously to remain credible and relevant.
- Fostering team work and engendering the concept of self-managing teams.
- Promoting research, publication and other forms of scholarly activity among both staff and students.
- Providing consulting and training services to relevant industry sectors.

New campus under construction



## WHY IIMT

- Internationally-recognised degree awarded by Oxford Brookes University - ranked by Sunday Times as UK's 'leading modern university' for 10 years in a row.
- Track record of 100% placement assistance of graduating students.
- One year internship opportunity.
- Support from Industry.
- Curriculum structured towards a Management career rather than an Operations oriented one.
- Internationally experienced and qualified faculty.
- State-of-art-campus - Library, IT labs, Wi-Fi and Air Conditioned classrooms.
- Holistic and practical teaching methodology.

## QUALITY ASSURANCE AGENCY (QAA) FOR HIGHER EDUCATION

QAA was established in 1997 to safeguard quality and standards in UK higher education, checking how well universities and colleges meet their responsibilities. QAA has the responsibility of reporting to the public on how higher education providers maintain the quality of learning opportunities they offer and the academic standards of awards they make. IIMT is proud to report that out of all Indian institutes having a British University collaboration that were audited by QAA during January 2009, IIMT was the only institute that received all positive comments. To learn more, please visit the official website of QAA at the following link.

**[www.qaa.ac.uk/reviews/reports/overseas/India\\_Oxfordbrookes09.pdf](http://www.qaa.ac.uk/reviews/reports/overseas/India_Oxfordbrookes09.pdf)**

## SCHOOLS AT IIMT

IIMT has been conceptualised as consisting 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 IIMT has established the following two schools

- **School of Hospitality and Tourism Management (SHTM)**
- **School of Management and Entrepreneurship (SOME)**

These schools offer undergraduate and post graduate programmes of study leading to award of degrees / diplomas in various disciplines. 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 separate Academic Councils to direct their academic pursuits.

# Governing Committees

## GOVERNING COUNCIL

**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*

**Prof. John Raftery**

*Pro-Vice Chancellor, Oxford Brookes University, U.K.*

**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*

**Prof. T.K.N. Unnithan**

*Former Vice Chancellor, Rajasthan University*

## EXECUTIVE MANAGEMENT COMMITTEE

**Dr. S.P. Shrivastava**  
**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*

**Dr. Vinnie Jauhari**  
*Director, IIMT*

**Dr. Gunjan M. Sanjeev**  
*Head, New Post Graduate Studies, IIMT*

**Prof. Sudhir Andrews**  
*Dean , SHTM, IIMT*

**Mr. Robert Fox**  
*Vice President Human Resources, Carlson Hospitality Worldwide*

## 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*

**Mr. Ronald Louis Lobo**  
*Vice President, Operations,*  
*RHW Hotel Management Services*

**Mr. Sanjeev Tyagi**  
*Hospitality Consultant*

# Oxford Brookes University

## NAMED BEST MODERN UNIVERSITY FOR TENTH YEAR

Oxford Brookes University has been named the UK's best modern university for the tenth year in a row in the Sunday Times' University Guide 2011.

The guide is one of the most highly regarded league tables and looks at the performance of universities across the UK in fields like teaching, research, student satisfaction, degree classification and graduate employment prospects.

The Sunday Times says of Brookes: **'Oxford Brookes finishes above many longer-established universities and this year celebrates 10 years as the leading university in its sector. The university has the strongest teaching and research profile in modern universities.'**

Vice-Chancellor, Professor Janet Beer, said: **'We're delighted that Brookes has achieved this high position for ten years in succession. It is testimony to the outstanding quality of our teaching and continued research success.'**

**'Our location at the centre of the UK knowledge economy means we have strong links with industry and are in an excellent position to develop highly skilled graduates prepared for the world of business and enterprise.'**

## ACADEMIC EXCELLENCE

Oxford Brookes has scored consistently high in the undergraduate teaching quality assessment conducted on behalf of the UK government by the Quality Assurance Agency. The majority of subjects assessed have received maximum marks in the category for student support and guidance thus continuing an unbroken record in this area at Oxford Brookes, ever since the assessment scheme was set up in 1995.

In 1996, all university departments in Britain were rated for research as part of the UK Government's five yearly Research Assessment Exercise that was conducted by the Higher Education Funding Councils. Each school is given a score between 1 (bottom of the scale) to 5 (top of the scale). In 2001, a number of academic Schools at Brookes scored highly despite calling on a relatively short history in research compared to other older universities. In the UK Government's 2008 Research Exercise more than three quarter of all research undertaken by staff in the University was graded of international standing.

## STUDENT NUMBERS

In 2009 Oxford Brookes University had over 18,000 students: 78% were undergraduate and 22% were postgraduate and research students. The University pioneered the modular degree in the UK, which allows students greater flexibility in planning their studies. Today, 165 students are from outside the UK. The University is a popular destination for those seeking to enter higher education and the number of available places are always oversubscribed.

**‘For the last ten years, Brookes has been named a leading modern university by Sunday Times University Guide.’**

For more information, visit [www.brookes.ac.uk/about/news/sundaytimes2011](http://www.brookes.ac.uk/about/news/sundaytimes2011)



# Leaders



# School of Hospitality & Tourism Management (SHTM)

The School of Hospitality and Tourism Management (SHTM) was established in year 2000 as the institute's first school in academic partnership with The Department of Hospitality, Leisure & Tourism Management, Oxford Brookes University, Oxford, UK. SHTM provides its students the knowledge, skills and competencies for a career in the international hospitality and tourism industry. Its programmes are designed to empower students with a complete range of managerial skills both at a conceptual and at an operational level, supported by practical training and a Supervised Work Experience (SWE). In its short existence, SHTM has achieved many milestones:

- Ranked amongst the premier hotel management institutions of India by the Education Times, Times of India.
- 100 percent placements in management trainee / management positions in leading organisations.
- Numerous 'Employee of the Month' and 'Gold Awards' have been won by the students during the Supervised Work Experience (SWE) training.
- Self-organised well received food festivals created and executed by students.
- Many alumni have started successful entrepreneurial ventures.

## Mission Statement

**'Develop the next generation of hospitality leaders and entrepreneurs in Asia through quality international hospitality education, training, development and research, using state-of-the-art facilities, self-learning, qualified faculty, and global certification.'**

# Industry Support



IIMT is operated by Umak Education Trust, a trust that is part of a bigger business conglomerate with Real Estate, Hotels (Radisson Hotel, Delhi; Radisson Hotel, Varanasi), Restaurant (The Great Kebab Factory) and Hotel Management assets. IIMT receives support relating to scholarships, training, placements and visiting faculty from leading corporations in India and abroad including:

### **RADISSON HOTELS INTERNATIONAL**

Radisson Hotels International is a fully owned subsidiary of the Carlson Hospitality Worldwide, which is one of the major operating groups of Carlson Companies Incorporated with system wide sales in excess of \$ 21 billion.

Carlson Hospitality brands include:

- Regent International Hotels
- Radisson Hotels Worldwide
- Country Inns and Suites by Carlson
- Park Hospitality
- Carlson Vacation Ownership
- Carlson Lifestyle Living
- Restaurant brands such as TGI Friday's and Pick Up Stix
- Cruise Operations include Radisson Seven Seas Cruises
- The Carlson Wagonlit Travel
- Carlson Leisure Group
- Carlson Marketing Group

With more than 1520 hotel, resort, restaurant and cruise ship operations in 79 countries, Carlson Companies provide employment to 1,90,000 people in more than 140 countries. Carlson supports academic endeavours globally and has sponsored the highly prestigious Carlson School of Business at the University of Minnesota, USA. Carlson has also sponsored scholarships to reward academic performance, at IIMT.

### **EDWARDIAN GROUP**

The Edwardian Group is the largest privately owned hotel group in London. Radisson Edwardian Hotels is a collection of luxury hotels in central London, Heathrow and Manchester. The group currently operates twelve (and growing) design hotels with over 2000 guest rooms. The latest additions are the prestigious Mayfair and the newly opened Radisson Edwardian New Providence Wharf Hotel. The group turnover in 2004 was in excess of GBP 90 million.

Edwardian has taken a leadership role in supporting activities at IIMT by having a stake in the School of Hospitality and Tourism Management apart from instituting merit scholarships for academic excellence and providing training and employment opportunities to IIMT students.



# From the Assistant Dean's Desk

**Prof. Sandeep Munjal**

*Assistant Dean and Head*

*School of Hospitality and Tourism Management*

The World around us is changing faster than one had ever imagined it to. The process of evolution has been expedited by the advancement of technology and increasing knowledge base in all spheres of life. Manufacturing took over from most agricultural economies and the current era is seeing the ascendancy of services as the largest economic driving force. This has led not only to standardization and enhancement in quality of product but has also led to the increase in consumer choices. While dealing with the services sector one must bear in mind that majority of the success depends on the perception that exists about one's product and the experience that one is able to create for the guest and / or ultimate consumer. With the advancement in technology the product in itself can easily be replicated and thus it will be the experience that will provide the cutting edge to any business, including those that are manufacturing oriented or at least have been traditionally so. These changes thus will require a greater understanding of the human psyche and also service orientation like never before. Service orientation is a skill that requires understanding of basic concepts and their implementation in order to drive customer satisfaction.

This is what the School of Hospitality and Tourism Management is all about. It is about directing and channelizing the energies, thoughts and exposure to the various perspectives which will help you learn, and reach your own conclusions independently. It is about making the mistakes and learning from them only to ensure that the same mistakes are not repeated. It is about being a better individual in terms of understanding the importance of team work and the ability to learn from others. It is about creating your identity.

The Hospitality and Tourism sectors in the Indian context are poised for explosive growth to meet the growing demand that our vibrant economy is creating. This offers a tremendous opportunity to build strong, protean careers, engage in entrepreneurship, adding value to self and society.

Having mentioned the activity and opportunities on the Indian landscape, it would be equally relevant to add that despite periods of economic uncertainty and flat growth in many parts of the world, Hospitality sector continues to show growth and offers global opportunities to trained and qualified professionals. It is our endeavor to train, develop and prepare our students for successful global Hospitality careers.

# B.Sc. (Hons.) in Hotel & Restaurant Management

While the overwhelming majority of Hospitality programmes in India provide operations-focused training, the B.Sc. (Hons.) degree programme in Hotel & Restaurant Management from Oxford Brookes University is designed specifically to develop effective and innovative managers for the international hospitality industry of tomorrow. It offers flexibility and choice to individual students and also ensures a vocationally relevant and academically rigorous programme of study. Additionally, it provides the technical and managerial skills and the knowledge necessary to secure appropriate employment upon graduation. The programme is not governed by the University Grant Commission (UGC) or the All India Council of Technical Education (AICTE).

## PROGRAMME BENEFITS

As a graduate of this programme, you will have developed a range of skills, knowledge and understanding enabling you to:

- Recognise and value the centrality of hospitality consumers.
- Analyse and evaluate the influences on the hospitality business environment.
- Apply and review the principles of hospitality operations management.
- Identify and evaluate information for decision making.
- Apply and review the principles of human resource management.
- Recognize and value cultural diversity in both work and customer groups.
- Apply the principles of management accounting.
- Interpret marketing concepts and create marketing plans.
- Apply management theory to work in the hospitality industry.
- Develop strategic and entrepreneurial thinking.
- Develop entrepreneurial thinking.
- Prepare students for International Post-graduate programmes.
- Prepare students for global employment.

After having successfully completed the programme, you will have developed the type of personal skills that are vital to succeed in the global hospitality industry and will have an internationally recognized undergraduate degree which makes you eligible for admission to postgraduate programmes in countries such as the UK, USA, Canada and Australia.

## STUDENT COMMENT:

**‘I’d like to thank all the faculty members at IIMT for giving me such a rewarding career. This programme is a career accelerator for students who inspire to become successful hoteliers. Currently, I am working as a Manager-HR, with Pullman Hotels-ACCOR. There’s no looking back!’**

**Smriti Verma**  
*SHTM Graduate*

## **PROGRAMME DETAILS AND DELIVERY**

The degree, offered through a modular programme, is divided into three stages. These stages are further sub-divided, for a total of eight semesters.

### **Basic Stage**

Semester 1 and 2

The modules studied at this stage provide a basic understanding of the hospitality industry and develop the skills, knowledge and capabilities necessary both for the Supervised Work Experience (SWE) and the advanced modules.

### **Supervised Work Experience (SWE) Stage**

Semester 3 and 4

A one-year work experience forms a central component of the programme. The institute will assist in finding an appropriate placement in India and/or abroad. An academic credit is awarded for the learning achieved during the placement which is supervised by faculty from the institute.

### **Advanced Stage**

Semester 5 to 8

In the advanced stage of the programme, students will study a range of management subjects including Finance, Marketing, Human Resource Management and Operations Management. The exact programme structure is based on the individual student's interest in specific area of study and his/her career aspirations.

This modular programme, which commences in July every year, can only be studied in the full-time mode. Applicants who already hold an appropriate certificate or diploma qualification in the subject, or have extensive industrial experience, may be considered for admission with credit that can result in a reduction in the overall length of the programme of study.

In the context of learning and teaching pedagogy, both IIMT and Oxford Brookes University's mission is to provide excellence through experience. The Institute, therefore, uses a number of learning and teaching approaches towards this end, preparing students for lifelong learning.

## B.SC. (HONS.) IN HOTEL & RESTAURANT MANAGEMENT

### SEMESTER 1 & 2

U54003 Hospitality Operations Skills (2)	U54001 Understanding Hospitality Businesses	U51002 Foundations of Business	U08700 Word-Processing & Spreadsheet IT Skills	English Language
	U54002 Managing Hospitality Businesses	U50012 Accounting for Business	U52004 Business Economics	U51000 Critical Thinking in Business Pre-requisite U51002

### SEMESTER 3 & 4

#### U54010 ONE YEAR SUPERVISED WORK EXPERIENCE

### SEMESTER 5

U54050 Hospitality Events Management (2)*	U54020 Developing the Hospitality Business	U50034 E Business	U54062 Environmental Management in H&T	U54070 SWE Portfolio (2)
Pre-requisites U54002, U54003	Pre-requisites U54002, U54003	Pre-requisite U08700		Pre-requisite U54010

### SEMESTER 6

U54050 Hospitality Events Management (2)* Contd.	U54030 Revenue & Profit Management H&T	U54021 Strategic Marketing in H&T	U51072 Methods of Enquiry	U54040 Managing People in International H&T Industries
Pre-requisites U54002, U54003	Pre-requisite U54002	Pre-requisite U54020		

**SEMESTER 7**

U54063 Gastronomy	U54031 Financial Analysis and Control of H&T Businesses	U56026 Operations in a Customer Facing Business	U54082 Issues in International H&T Management (Hons.)	U54089 Career Planning for H&T (Hons.)
	Pre-requisite U54030	Pre-requisites U51000, U50012	Pre-requisites U51072, U54020	Pre-requisites U51072 or U54040

**SEMESTER 8**

U54032 Financial Decision Making for H&T Services	U54064 Entrepreneur- ship in Hospitality, Leisure & Tourism Industries	<b>AND</b>	
		U54080 Intercultural Management for H&T Businesses (Hons.)	U54081 Strategic Analysis of H&T Businesses (Hons.)
Pre-requisite U54030	Pre-requisites U54030, U54020	Pre-requisite U54040	Pre-requisites U54020, U54030

**KEY**

Compulsory	Acceptable Module	Compulsory for Honours	(2) Double Module
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\* Two credits

# Post Graduate Diploma in Management (PGDM) (International Hospitality & Tourism)

The Post Graduate Diploma in Management (PGDM) (International Hospitality & Tourism) has been introduced to give a student the opportunity of higher management studies in Hospitality with an international certification from Oxford Brookes University, UK.

The Post Graduate Diploma in Management (PGDM) (International Hospitality & Tourism) is a two-year full-time programme that offers contemporary and relevant courses to make a student acquire competencies and knowledge that are required to be a successful manager. The course curriculum is benchmarked with best business schools in this domain. The classroom teaching is substantiated with a mentoring programme by successful corporate executives, global exposure through global cultural immersion programmes, and engagement in issues of social relevance and training to enhance personality development.

We will help you to understand how we are different and, why you should join a Post Graduate programme at IIMT.

We have ethos as given by an acronym KIGSP – where ‘K’ stands for knowledge, ‘I’ stands for industry interface, ‘G’ stands for global exposure, ‘S’ stands for social issues and ‘P’ stands for personality development.

Our PG programme has the following components

- K:** High quality contemporary **knowledge** from highly trained faculty.
- I:** Active **industry interface** with successful corporate executives.
- G:** **Global exposure** through site visits to foreign universities and companies.
- S:** Engagement in activities and issues of **social relevance**.
- P:** Emphasis on total **personality development**.

## KNOWLEDGE

Be it knowledge, skills, sensitization to the world around our students – international or local, corporate or social, urban or rural – at IIMT, we do not define limits. Any issue or problem solving is not confined to any particular function or domain. Any problem could have intertwined issues and implications. An effort will be made to get the best in the spheres of knowledge and practical exposure to our students.

At IIMT our students will experience a high quality of delivery in terms of course content by experts in their areas. The pedagogy includes lectures, case studies, group discussions, role plays, simulation games, live projects amongst others.

## **ACTIVE INDUSTRY INTERFACE WITH SUCCESSFUL CORPORATE EXECUTIVES**

IIMT has designed an active interface with the industry people who are going to serve as mentors to the students. Each student will be attached to the industry member and they shall be free to discuss issues related to both academic and professional concerns with their mentors.

## **GLOBAL EXPOSURE THROUGH SITE VISITS TO FOREIGN UNIVERSITIES AND COMPANIES**

As we progress towards a globalised world, activities such as visits to multi-national corporations, interaction with professors of leading global business schools, and events that promote cross cultural experience provide the necessary global insight. In this respect, we have partnered with some of the leading foreign universities and companies for our students to visit.

## **ENGAGEMENT IN ACTIVITIES AND ISSUES OF SOCIAL RELEVANCE**

The social dimension of management is as important as any other. We at IIMT have made an effort to design a programme that not only sensitises you to these issues, but also provides you a platform to appreciate and contribute in these dimensions as well.

## **EMPHASIS ON TOTAL PERSONALITY DEVELOPMENT**

**‘First impression is the last impression’** – we feel this still has relevance, at the workplace. We have tied up with a leading finishing school that will help our students to be their best at building their self esteem, communication skills, public speaking, presentation skills, etiquettes, dress sense and the like.

**STUDENT COMMENT:**

**'After my first year in IIMT, the college equipped me with the skills to be one of the best aspirants for the opportunity to intern at Radisson Edwardian Hotels, London. With my facts clear about hospitality operations, I was successful in my internship experience and I gained the appreciation of the Radisson personnel.'**

**Meghal Pahwa**  
*SHTM Graduate*



**POST GRADUATE DIPLOMA IN MANAGEMENT (PGDM)  
(INTERNATIONAL HOSPITALITY & TOURISM)**

**SEMESTER 1**

Foundations of Management	Managerial Economics	Accountancy	Quantitative Methods
Research Methods	Computer Applications in Management	Business Communication	English Language

**SEMESTER 2**

Financial Management	Marketing Management	Organisational Behaviour & Human Resources Management	Managing Hospitality Business
Critical Thinking and Management Capabilities	Management of Services	English Language	

**SEMESTER 3**

<b>8-10 WEEKS INTERNSHIP/ GLOBAL CULTURAL IMMERSION/ PROJECT WITH NGO</b>			
Hospitality Operations Management	Tourism and Hospitality Synthesis	Tourist Consumer Behaviour	Contemporary Issues in the International Hospitality & Tourism
Research Methods			

**SEMESTER 4**

Contemporary Issues in the International Hospitality & Tourism (Continued)	Destination and Event Development	Marketing Management for Travel and Tourism
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# Industry Interface

We firmly believe that a quality management programme is incomplete without a strong and vibrant connectivity with the industry. Seasoned industry professionals from a wide spectrum of corporate functions are routinely invited as guest speakers, visiting faculty and conference participants to add value to our programmes and our quest for a superior student learning experience. Many eminent industry leaders contribute as 'Mentors' guiding us in our endeavour to continuously enhance our programme content to meet the challenges of tomorrow's business environment. Mentor support is also made available to our students through career guidance avenues. Our corporate interface also generates vast networking opportunities for both the student body and its prospective employers, creating a win-win scenario.

## INDUSTRY MENTORSHIP PROGRAMME (IMP)

Industry mentorship programme (IMP) is a platform for interaction between the corporate executives (mentors) and IIMT students (mentees). Under this programme, IIMT is empanelling successful and eminent corporate executives who will not only get an opportunity to shape up the young minds but also get fora to interact and network with peers from the industry.

IIMT believes that tomorrow's corporate leaders need to test their ideas and apply their learning from the classrooms to the real world situations. This can be achieved best by interacting and freely exchanging ideas with current business professionals in the corporate world. The mentors will interact with their mentees and guide them on their career path, assess their areas of interest and competence, will share their challenging events and peak experiences.

The above will facilitate the student's smooth transition to the corporate sector. In addition, students will be able to build up their network in the industry and access to guidance on projects and assignments from the right people.

**'I am happy to lend my support as a mentor to the PG students at IIMT. The institute receives support from leading corporations in India and abroad such as Radisson Hotels and the Edwardian Group. In collaboration with these corporations, IIMT is able to offer programmes of study which are vocationally relevant, academically challenging and prepare students for successful careers in industry. Strong emphasis is laid on overall personality development of the students by means of developing their language skills, business etiquettes, effective writing skills and leadership ability. IIMT has been able to provide internships to its Hospitality Management students with internationally reputed hotels in UK, Australia, China and India.'**

**Mr. Arul Mani**

*General Manager, Corporate Learning & Development, IHCL*



**'I am happy to be associated as a mentor for their new PG programme in IIMT. I believe this programme will prepare you to outsmart the competition, excel in the fast-paced global economy, solve problems creatively and build consensus across diverse groups. IIMT provides state-of-the-art facilities with the latest information technology hardware and software. As part of the corporate world, we are happy to provide the students with the experiential learning that is so important as part of a management student's education. I believe the industry association will benefit you both personally and professionally in many ways in the future.'**

**Sumeet Munjal**

*Head - Collections*

*Mobility Group Bharti Airtel Limited*

# Industry Mentors

Some of the Mentors from the Corporate Sector are:

**Mr. Ajay Jugran**

*Law Combine Associates*

**Mr. Alok Mittal**

*Managing Director | Canaan Advisors Pvt Ltd*

**Dr. Ameet Yajnik**

*Central Government | Standing Counsel | Gujarat High Court*

**Mr. Amit Kapur**

*Director Business Development | Radisson Hotel*

**Ms. Anila Rattan**

*Managing Director | Images Knowledge House*

**Mr. Anoop Sinha**

*CEO | Profile Consultants*

**Mr. Arul Mani**

*General Manager | Corporate Learning & Development | IHCL*

**Mr. Arvind Kochar**

*Chief Operating Officer | KMG*

**Mr. Ashish**

*Country Head | UP2 Solutions a Digital Marketing Firm*

**Mr. Bina Debur Raj**

*Country Manager-Environment | Hewlett Packard India*

**Ms. Geetika Malik**

*Human Resources | Raytheon Professional Services  
RPS Training & Consulting Company Pvt. Ltd.*

**Mr. Hari Bharadwaj**

*Partner | Accenture*

**Mr. Jitendra Nath**

*Sr. Vice President | Spanco BPO Services Limited*

**Mr. Kaustav Sen**

*Director-Human Resources | Taj Hotels Resorts and Palaces*

**Mr. Kushagra Nagrath**

*Chief Operating Officer | Alchemist (Hotels & Resorts)*

**Mr. Mayank Tandon**

*General Manager-Food Vertical | Future Group*

**Mr. Mohit Gaur**

*Vice President | WNS Consulting*

**Mr. Sukhpreet Singh Sodhi**

*VP HR | Max New York Life Insurance*

**Dr. N. V. Choudary**

*Chief Manager (R & D) | Bharat Petroleum Corporation Limited*

**Mr. Natwar Nagar**

*Executive Director | HVS Executive Search*

**Ms. Neelu Subramanian**

*General Manager | ILFS India*

**Mr. Nitin Kapur**

*Director Finance | Radisson Hotel*

**Mr. P N Subramanian**

*Business Head | Radio Taxi Services & Business Transport Solutions  
ORIX Auto Infrastructure Services Limited*

**Mr. Praveen Rajpal**

*Advisor | FICCI Quality Forum*

**Mr. Rudra Pratap Singh**

*General Manager Operations | Alchemist Hotels and Resorts*

**Mr. Sachida N. Padhi**

*Senior Sales Director | Intelsat*

**Mr. Sanjeev Singh**

*General Manager | Federal Mogul Goetze (India) Ltd.*

**Mr. Sanjeev Duggal**

*Director | GE | GE Power*

**Mr. Sumeet Munjal**

*Head - TeleCollections | Mobility Group | Bharti Airtel Limited*

**Mr. Sunil Jauhari**

*Country Manager | Global Parts Supply Chain  
Technology Support Delivery | Hewlett Packard*

# Global Exposure

You could be wearing a shirt from China, jeans from Mexico and shoes from Italy. Today consumers live in a global village. Global economic power is dispersed and developing nations like India have moved from passive recipients to active shapers with significant contribution to world trade and investment.

Today's interconnected world requires more managers who can effectively function in a multicultural environment.

The global perspective is also emphasised in the IIMT course work, where students are encouraged to understand and apply the interrelatedness of global political, economic, legal, social, technological, cultural and environmental systems to business situations.

Many of IIMT's outstanding faculty have global teaching experience which is an invaluable resource to students in any institution.

At IIMT, development of students' cross-cultural management skills, social skills and language skills will also be encouraged and facilitated through student trips abroad. Students will have an opportunity to visit foreign universities and companies during the span of their PG programme.

The Global Cultural Immersion Programme will have the following highlights -

- To better understand the industries in these countries
- To explore the functioning of some of the companies in these countries
- To visit some of the renowned Business schools at these locations
- To experience cross-cultural exposure

## INTERNATIONAL TRIPS

An international trip will be organised by IIMT which will involve both educational experience and cultural immersion as well. It will involve a trip to either USA/ U.K./ Europe/ Singapore/ South Asia. The visit would involve not only industry visits but also meeting with the industry and interacting with local universities. This would help students understand the global business climate.

# Exposure to Issues of Social Relevance

IIMT's teaching philosophy is designed to inspire you to ask "What difference can I make in the world?"

IIMT's PG programme will place special emphasis on training students on the use of managerial sciences for the rural sector.

With increasing number of rural middle income households of 80 to 111 million versus 46 to 59 million in urban areas, more and more corporate organisations are looking to recruit professionals for their rural operations. They are looking for a special team of rural managers who understand the complex dynamics and behaviour of rural society.

IIMT intends to cater to this growing need by placing special emphasis in the PG curriculum on social/rural aspects of management skills.

With the above focus on rural/social development, students will develop an awareness and sensitivity to the issues of equity and gender, appreciation of the rights of the rural poor and socially disadvantaged groups, right attitudes and values necessary for rural development professionals, and an ability to build rural organisations and develop human resources among the rural poor.

## TIE-UPS WITH NGOS

Every citizen of the country should be alive to its socio-economic realities and challenges. Sustained efforts should be made to sensitise the future managers of issues around poverty, education, healthcare, infrastructure, child labour and other aspects which may be unique to different countries. In India, there is a lot to be done in all the above areas. We feel that if people actually are exposed to realities they will include these and contribute to finding solutions as well. IIMT has made special efforts to expose our young students to various societal concerns and also take up projects to contribute and meaningfully to the world around us.

## **GOONJ**

IIMT has tied up with GOONJ. This is a unique resource mobilization initiative providing clothes and other basic amenities to millions in the far-flung areas by turning one's wastage 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 focusing their efforts targeted at people steeped in poverty in some of the remotest parts of the country. The key beneficiaries of their efforts are children, women, old and young men and women. They have contributed immensely in terms of providing shelter, clothes and utensils for people affected by floods and extreme winters. They have undertaken special efforts for enabling many schools with books, writing instruments and toys. They have a unique way of recycling almost anything that any household would like to dispose of. They sensitise the women on hygiene issues and contribute to their empowerment as well.

Goonj has won many prestigious awards including the most recent one CNN IBN Real Heros Award, India NGO of the year Award, Changemakers Innovation Awards and Development Market Place Award from the World Bank.

## **KHUSHII**

IIMT is also exploring areas of partnership with KHUSHII. KHUSHII (Kinship for Humanitarian and Social Holistic Intervention in India) was founded by a group of like-minded individuals who had a vision of empowering the underprivileged, through a holistic approach, in India in December 2003. KHUSHII began its work in Neemrana, Rajasthan with a population of 400,000 residents and simultaneously in Delhi. The first year in Neemrana saw health camps, tree plantations in the community and awareness generation activities for self help groups. In Delhi, KHUSHII began its work in a small one room unit where non formal education was imparted to children.

KHUSHII caters to more than 10,000 people per day through its various projects in the areas of health, education and livelihood. Over the years, KHUSHII has worked with different organizations in; Rajasthan, Maharashtra, Karnataka, Tamil Nadu, Nicobar Islands, Orissa and Sikkim.

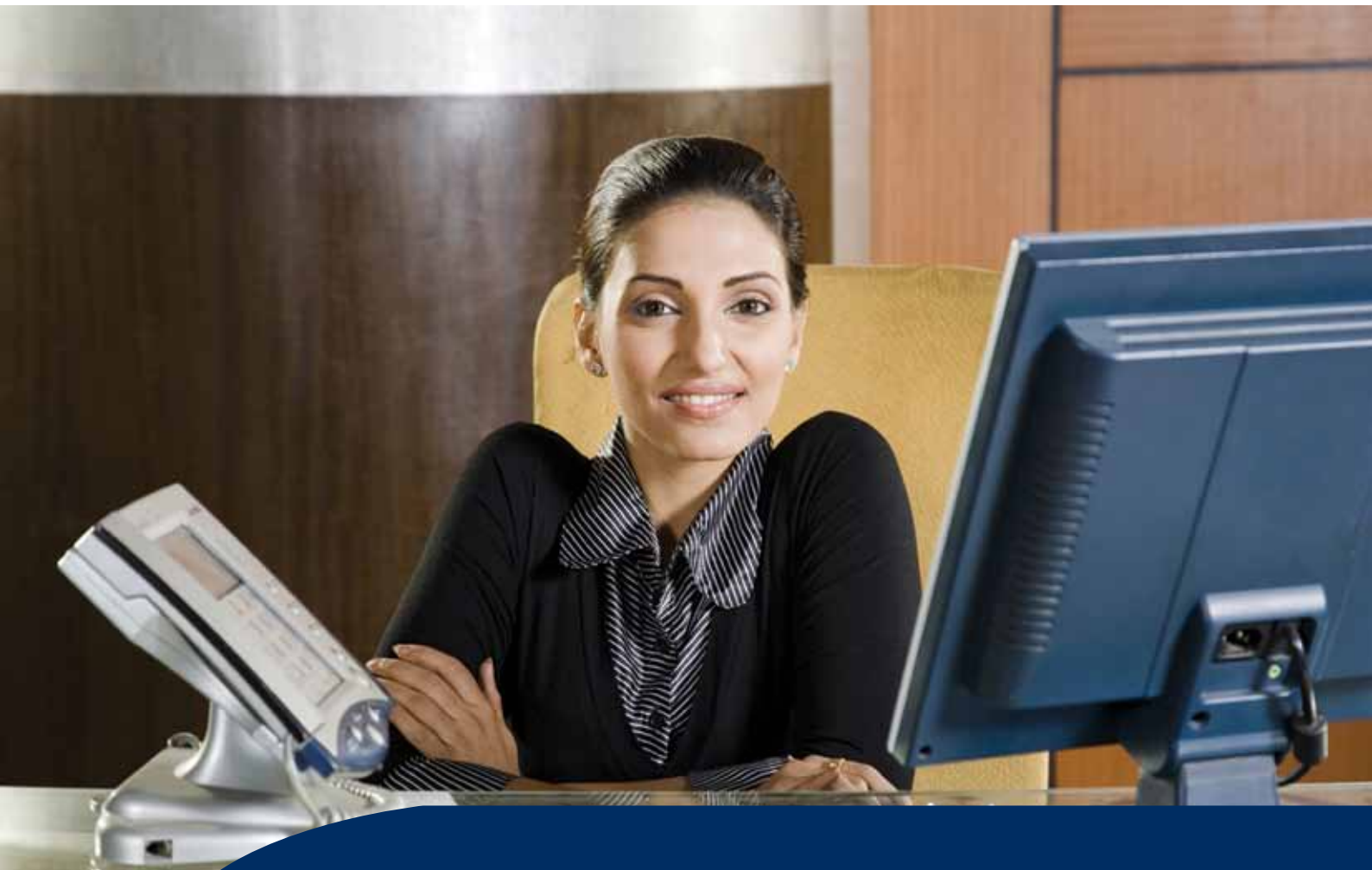
# Total Personality Development

We take pride in enabling comprehensive personality development of all our students. The industry values professionals with traits that include high personal grooming standards and etiquettes. We would teach our students how to strengthen interpersonal relations, manage stress, appear for interviews, business etiquette and handle fast-changing workplace conditions. What's more, people develop a take-charge attitude that allows them to initiate concepts and ideas with confidence and enthusiasm.

The training empowers students to move beyond their comfort zone reach for and attain breakthrough goals. This provides a foundation for life-long performance improvement.

Our students are prepared and positioned to meet any corporate expectations in this regard through various workshops and training sessions designed and implemented by experts on:

- Fine Dining Etiquette
- Self-Esteem and Confidence Building
- Communication Skills
- Interview Techniques and Group Discussions
- Voice Modulation and Body Language
- Social Graces and Proper E-mail and Telephone Etiquette
- Personal Hygiene and Grooming Essentials
- Working in Cross Cultural Teams
- Public Speaking and Presentation Skills



# Teaching Methodology

## **CURRICULUM DELIVERY**

At IIMT 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 to research, students are required to analyse and deliver solutions to professional issues.

## **EVENTS**

Students plan, organise and execute real events based on their own learning.

## **SUPERVISED WORK EXPERIENCE (SWE)**

Students spend a year in domestic and international hospitality establishments to learn hospitality skills, team work and customer service.

## **PRACTICAL TRAINING**

Students are honed on hotel-specific skills in food service in the training restaurant, food production in the lab kitchen, and latest front-office software in the IT labs.

## **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 Centres for students to understand themselves better.

## **CASE STUDIES / BUSINESS GAMES / SIMULATION**

These are used to develop students' problem-solving skills. Students analyse 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. Students visit various operations and organisations representing the different sectors of the industry. These visits provide students with the opportunity to assess current operating systems, procedures and practices on a first hand basis.

# Internships and Placements

Every student of the B.Sc. (Hons.) in Hotel & Restaurant Management programme undergoes a two-semester (one year) Supervised Work Experience (SWE) internship in a reputed hospitality organisation in India and/or abroad. The selection of students for every placement, whether in India or abroad, is at IIMT's discretion and the organisation concerned. IIMT and OBU reserve all rights for any decision in this regard. Students must be more than 18 years of age on the date of application for work permits/visas required for overseas training. IIMT cannot influence the immigration procedure of various countries. Trainees interested in going abroad must fulfill all legal and other statutory requirements (which are subject to change from time to time) of the prospective employer and the host country.

Students are selected on basis of academic, curricular and extracurricular performance assessed through tests, interviews and any other criteria/methods that the employers deem fit. Overseas training positions are limited in number, are based on a competitive selection process and are not an automatic right of a student. Any cost or processing fee towards securing work permit and trainee visa would have to be paid directly by the student.

## Supervised Work Experience (SWE) / Internships

Some of the companies that have participated in our SWE programmes are:

- Ambassador Hotel, UK
- Conrad Hotel, UK
- Country Inns & Suites, UK
- Day's Inn, Ireland
- Four Seasons Hotel, Sydney, Australia
- Hilton Hotels, UK
- Holiday Inn, UK
- Grand Hyatt, Dubai
- Hyatt Hotels, India
- Kingdom of Dreams, India
- Le Meridien, Delhi, India
- MacDonald Hotels, UK
- Marco Polo, Dubai
- Marriott Hotels, UK
- Maybourne Group, UK
- Radisson Edwardian Hotels, UK
- Radisson Hotels, India
- Radisson South, Minneapolis, USA
- Radisson St. Paul, USA
- Ramada Hotel, Ireland
- Sheraton Hotels, India
- Taj Hotels, India
- Taj Palace Hotel, Dubai
- J.W. Marriot, Dubai
- J.W. Marriot, India
- Grand Hyatt Hotel, Dubai
- City Seasons, Dubai
- Shanti Ananda Maurice, Mauritius
- Holiday Inn, Malaysia
- Westin Gurgaon



## SOME OF THE RECENT PLACEMENTS

- The Leela Kempinski, India
- Oberoi Center of Learning and Development, India
- Svenska Hotels, India
- Accor Hotels, India
- Lemon Tree, India
- Radisson Hotel, India
- Park Plaza, India
- The Grand, India
- Hilton Garden Inn, India
- Taj Palace, Dubai
- Captain Cook Cruises, Australia
- Dusit Thani, Dubai
- Grand Hyatt, Dubai
- JW Marriott, Kuwait & Dubai
- InterContinental Hotels Group, India
- American Express, India
- HP Labs, India
- Crowne Plaza, India
- Barclay Bank, India
- Best Western, India
- Cushman & Wakefield, India
- Hilton Hotel, UK
- Pizza Hut, India
- Bristol, India
- ITC Welcome Group, India
- Fairmont, India
- The Palms, India

support

shift

## POSITIONS OUR RECENT BATCHES PRESENTLY HOLD

- Accor Group of Hotels, Executive
- Accor Group of Hotels, Management Trainee
- American Express, Analyst - Compensation
- Barclay Bank, Customer Relations Executive
- Belden India Pvt. Ltd., Sales Executive
- Bengal Ambuja Housing Development Limited, Senior Supervisor. Customer Service
- Best Western Gurgaon, Sales Executive
- Bristol Gurgaon, Banquest Sales Executive
- Bristol Gurgaon, Guest Relations Executive
- Carlson Group, Bangalore, Management Trainee
- Cornerstone - Wealth Management firm, Gurgaon, India , Sales Executive for Financial Instruments
- Courthouse Hotel Kempinski, UK, Front Office Manager
- Crowne Plaza - Today, Gurgaon, India, Assistant Sales Manager
- Crowne Plaza, Duty Manager
- Cushman & Wakefield (India) Pvt. Ltd., Analyst - Strategic Counselling
- Cushman Wakefield, Hospitality Consultant
- Dawnay Day Hotels, Management Trainee
- Dee's Biryani, Owner Entrepreneur
- Ecology Resorts Pvt. Ltd, Entrepreneur Manager
- Fortune Hotel, Gurgaon, Assistant Manager- sales
- Genesis Lifestyle, Events Manager
- Grayshott Health Spa & Resort, Reservations Manager
- Halki Aanch Restaurant, Owner Entrepreneur
- Harilela group, Food and Beverage Manager
- Hilton Hotel, UK, Food and Beverage, Supervisor
- Hilton Newbury North, UK, Team Leader/ Supervisor
- Hilton UK, Supervisor
- HSBC Bank, Executive Trainee
- IHG - Holiday INN, USA, General Manager
- Indian Spinal Injuries Centre, Manager Administrative Services
- InterContinental Hotels Group, Management Trainee
- ITC Welcome Group, Kolkata, India, Sales Executive
- Jaisalgarh Hotel, Jaisalmer, Front Office
- Janavi, Retail Executive
- Jet Airways, Team Leader
- Keane India Ltd. Gurgaon, Executive
- Kensington Close Hotel UK, Night Manager
- Knight Frank India Pvt. Ltd, Assistant Manager, Commercial Agency
- KPMG, Analyst
- Leela Mumbai, Customer Relations Manager
- Lemon Tree Hotels, Manager-Revenue
- Lemon Tree hotels, Revenue Executive
- Lemon Tree hotels, Sales Executive
- Manaksia Ltd., HR -Executive
- Marriott High Cliff Hotel Bournemouth, UK, Asst. Sale Manager
- McDonald Hotels UK, Reception Manager
- Micros Fidelio, Executive
- New Bridge - Business Centre, Business Development Executive
- Oberoi Group, Management Trainee
- Oberoi Guoup of Hotels, OCLD - Management Trainee
- Oberoi, Delhi, Executive Trainee
- Outback Steakhouse, Singapore, Management Trainee
- Own restaurant, Chandigarh, Entrepreneur Manager
- Park Plaza Ludhiana, Banquet Manager
- Perfect Relations, Associate Image Executive
- Pizza Hut, India, Area Manager
- Radisson Delhi, Guest Relation Manager

- Radisson Edwardian, UK, Central Finance Manager
- Radisson Edwardian Hampshire Hotel, Meetings and Event Manager
- Radisson Edwardian Heathrow Hotel, UK, Senior Operation Support Team Leader
- Radisson Edwardian, Sr. Team Leader
- Radisson Edwardian, UK, Room Service Manager
- Radisson Edwardian, UK, Assistant Manager
- Radisson Edwardian, UK, Chef
- Radisson Edwardian, UK, Events Manager
- Radisson Edwardian, UK, Meeting & Events Asst. Ops Manager
- Radisson Edwardian, UK, Revenue Manager
- Radisson Edwardian, UK, Supervisor
- Radisson Edwardian, UK, Team Leader
- Radisson Edwardian, UK, Conference and Banqueting Manager
- Radisson SAS, Norway, Assistant Front Office Manager
- RKHS, Executive Trainee
- RKHS, Executive Trainee
- Radisson Edwardian, UK, Room Service Manager
- Radisson Edwardian, UK, Assistant Manager
- Radisson Edwardian, UK, Chef
- Radisson Edwardian, UK, Events Manager
- Radisson Edwardian, UK, Meeting & Events Asst. Ops Manager
- Radisson Edwardian, UK, Revenue Manager
- Radisson Edwardian, UK, Supervisor
- Radisson Edwardian, UK, Team Leader
- Radisson Edwardian, UK, Conference and Banqueting Manager
- Radisson SAS, Norway, Assistant Front Office Manager
- Shangri-la Hotel, New Delhi, Sales Executive
- Tabula Rasa, New Delhi, Business Development Manager
- Tabula Rasa, New Delhi, General Manager
- Taj Group of Hotels, Duty/Lobby Manager
- The Claridges Delhi, HR Executive
- The Oberoi Group, Assistant Manager
- The Taj Group of Hotels, India, Sales Executive
- Radisson Edwardian, UK, Room Service Manager
- Radisson Edwardian, UK, Assistant Manager
- Radisson Edwardian, UK, Chef
- Radisson Edwardian, UK, Events Manager
- Radisson Edwardian, UK, Meeting & Events Asst. Ops Manager
- Radisson Edwardian, UK, Revenue Manager
- Radisson Edwardian, UK, Supervisor
- Radisson Edwardian, UK, Team Leader
- Radisson Edwardian, UK, Conference and Banqueting Manager
- Radisson SAS, Norway, Assistant Front Office Manager
- Shangri-la Hotel, New Delhi, Sales Executive
- The Taj Group of Hotels, India, Supervisor
- The Taj, New Delhi, India, Front Office Executive
- The Vivendi Resorts, Manali, Entrepreneur Manager
- Thistle & Guoman Hotels, Front Of House Manager



# Academic Resources

## JAMES W. OLSON LEARNING RESOURCE CENTRE

The Learning Resource Centre is dedicated to the memory of late James W. Olson (Ex. V.P., Carlson Hotels Worldwide) without whose support the dream for a hospitality school at IIMT would not have been realized. 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](http://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](http://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](http://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

IIMT 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 Compaq Pentium IV computers.
- INTERNET LAB with networked Compaq Pentium IV computers.
- Compaq ML 530 Server.
- 1Mbps leased line for broadband connectivity.
- Individual computers with printers in all full time faculty offices.

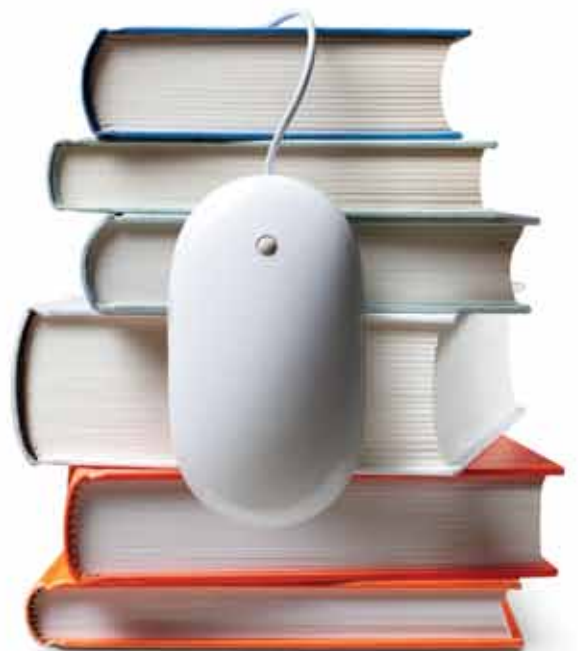
## Lodging and Transport Facilities

### HOSTEL

The Institute provides separate hostel accommodation for both men and women. Under normal circumstances students will be expected to share a room. Please note that hostel accommodation is provided on first-come-first serve basis. A minimum commitment of staying for one academic year is required.

### TRANSPORTATION

All students living in the hostel are provided transportation to and from the institute and hostel. All other transport requirements are the responsibility of individual students.





# Life at IIMT

The Student Welfare division at IIMT offers some of the most interesting, memorable, enjoyable, learning and fun aspects of student life. The objectives are:

- To create a vibrant IIMT community, based on the diversified and multifaceted talent of our student community.
- To develop an important network of alumni and wider school community.
- To create opportunities to explore personal interests of our students.
- To provide opportunities to develop leadership potential of students.

Life at IIMT campus is exciting in many ways – learning by fun, socialising, networking, all-round personality development, opportunities to display your unique talent and above all, be a part of the vibrant IIMT community.

Some activities:

- **Inquisitive** - Business Quiz
- **Shutterbug** - Photography Competition
- **Off the Cuff** - Impromptu Speech
- **Conquer** - Business Plan Competition
- **Ad Venture** - Advertising Competition
- **Corner Kick** - Football Competition
- **Rang De** - Rangoli Competition
- **The Cutting Edge** - Collage Competition
- **I Beg to Differ** - Debate
- **Master Chef IIMT** - Chef's Competition

**‘The extracurricular environment at IIMT will transform you completely – it will change the way you make decisions, and will encourage you to contemplate the broader issues in life. How should you live? What are the most important values? What impact can you make?’**

**Dr. Sudhanshu Bhushan**

*Dean, Student Welfare, IIMT*

# Journal of Services Research

IIMT'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 within the most dominant sector of the Indian economy – the service sector.

Journal of Services Research promotes researchers from India and abroad to focus on issues related to services management and provides well researched and tested benchmarks for the industry, also providing new directions for further research.

The journal demonstrates the commitment of IIMT-Oxford Brookes University to academics and research. IIMT as an institution focuses on the emerging sectors of service businesses, hence identified the relevance for taking an initiative in harnessing academic and industry effort in order to further the boundaries of knowledge in various areas.

JSR has entered its 10th year of publication and it features in the international databases PROQUEST ([www.proquest.com](http://www.proquest.com)) and EBSCO ([www.epnet.com](http://www.epnet.com)). These databases provide online access to over 2500 journals (full text). JSR is internationally read and circulated.

The editorial board of the journal has international as well as national representation from big business and hospitality schools. Some of the Universities being represented on the Editorial Board of JSR are: Manchester Metropolitan University, UK; United Nations University; Oxford Brookes University; Tokyo Institute of Technology; University at Solano, New Mexico; Ohio State University; University of Colorado; IMHI, Paris; Southern Connecticut State University, Georgia.

The editorial board of the journal has expanded and currently has 25 national and international members in its editorial board, and 30 national and international reviewers in the reviewers board.

Dr. Vinnie Jauhari continues to be the editor. Dr. Himanshu Choudhary is the Assistant Editor of the Journal.

Some of the recent additions to the Editorial Advisory Board are:

## **Fevzi Okumus**

*Editor | International Journal of Contemporary  
Hospitality Management,  
Chair of Hospitality Services Department  
Rosen College of Hospitality Management  
The University of Central Florida | Florida | USA*

## **Mark Saunders**

*Professor in Business Research Methods | School of Management  
University of Surrey | Guildford | UK*

## **Mary Mathews**

*Associate Professor | Department of Management  
Indian Institute of Science | Bangalore | India*

**R.Srinivasan**

*Professor | Department of Management Studies  
Indian Institute of Science | Bangalore | India*

**Sandeep Sancheti**

*Director, National Institute of Technology Karnataka  
Surathkal | Mangalore | India*

**Sanjay K. Jain**

*Head and Professor of Marketing and International Business  
Department of Commerce  
Delhi School of Economics | University of Delhi | India*

**Sushil**

*Professor | Department of Management Studies  
Indian Institute of Technology | New Delhi | India*

**5TH INTERNATIONAL CONFERENCE ON SERVICES MANAGEMENT**

**May 19-21, 2011, Radisson Hotel, New Delhi**

**Theme:**

Technology, Internationalisation and Customer Experiences

**Host:**

Institute for International Management and Technology  
(IIMT) (India)

**Partners:**

Penn State School of Hospitality Management (USA)  
Oxford Brookes University Business School (UK)

**Conference Chair:**

Dr. Vinnie Jauhari, Director, IIMT

**Co-Chairs:**

Dr. David Cranage, Dr. Arun Upneja and Prof. Levent Altinay

**Technological changes create opportunities for new products and hence the service component is increasingly become important.**

This conference attempts to explore the influence of technology on the management of services across various segments such as Information Technology, Healthcare, Hospitality, Telecom, Education, Infrastructure, Retailing, Logistics etc. It will also assess how technology drives internationalisation and contributes to superior customer experience.

For details visit [www.jsr-iimt.in/sconf2011](http://www.jsr-iimt.in/sconf2011)

A new review board has been set up consisting of the following members:

**Adam Nguyen**

*Assistant Professor | Marketing and Management Department  
Siena College | Loudonville | NY*

**Altinay Levent**

*Professo | Oxford Brookes University | Department of HLTM  
Business School | Wheatley Campus | Wheatley | Oxford | UK*

**Amit Sharma**

*Assistant Professor | School of Hospitality Management  
Pennsylvania State University | PA | USA*

**Amit Gupta**

*Associate Professor | OBHRM | Indian Institute of Management  
Bangalore | Bannerghatta Road | Bangalore | India*

**Anne L. Roggeveen**

*Lyle Howland Term Chair in Marketing | Associate Professor of  
Marketing | Babson College | Babson Park | MA*

**Bharath Josiam**

*Associate Professor | Department of Hospitality Management  
University of North Texas | Denton | USA*

**Bhavesh Patel**

*Director | School of Petroleum Management | Pandit Deendayal  
Petroleum University | Raisan (Gandhinagar) | Gujarat | India*

**David Bowie**

*Principal Lecturer in Marketing | Oxford Brookes University  
Department of Hospitality | Leisure and Tourism Management  
Business School | Wheatley Campus | Wheatley | Oxford | UK*

**Edwin Love**

*Assistant Professor | Department of Finance & Marketing | College of  
Business and Economics | Western Washington University | WA*

**Estrella Díaz Sánchez**

*Professor of Marketing | Department of Management Science and  
Marketing University of Castilla-La Mancha Ronda de Toledo  
Ciudad Real | Spain*

**Grant Clendining**

*International Partnership Development Client Manager and Principal  
Lecturer in Operations Management | Oxford Brookes University  
Business School and Director Oxford Gastronomica-The Centre for  
Food, Drink and Culture, UK*

**Gunjan M. Sanjeev**

*Head | Post Graduate Studies, Institute for International Management  
and Technology | Gurgaon | India*

**G.S.Gupta**

*Professor of Economics | Indian Institute of Management  
Ahmedabad | India*

**Hardeep Chahal**

*Associate Professor | Department of Commerce  
University of Jammu | J&K | India*

**Hooman Estelami**

*Associate Professor of Marketing | College of Business Faculty Fordham University |  
Rose Hill Campus, Bronx | NY*

**Juan (Gloria) Meng**

*Assistant Professor of Marketing | Department of Marketing & International Business  
| Minnesota State University | Mankato | MH*

**Keith S. Coulter**

*Associate Professor of Marketing | Clark University | Graduate School of  
Management | Worcester | MA*

**M. Durgamohan**

*Professor | Institute for International Management and Technology Gurgaon | India*

**Mark Friesen**

*Head of Pricing and Revenue Management APCOA Autoparking Stuttgart-Flughafen  
| Germany*

**Nada Nasr Bechwati**

*Associate Professor of Marketing | Bentley University | Waltham | MA*

**Nawel Amrouche**

*Assistant Professor of Marketing, Managerial Sciences Department Long Island  
University Brooklyn Campus | NY*

**Prakash Chathoth**

*Associate Professor | Griffith University Australia*

**Ram Palanisamy**

*Associate Professor | Department of Information Systems  
St. Francis Xavier University | Nova Scotia | Canada*

**Sandeep Munjal**

*Associate Professor | Institute for International Management and Technology |  
Gurgaon | India*

**Sanjay Kumar Kar**

*Rajiv Gandhi Institute of Petroleum Technology | Rae Bareilly  
UP | India*

**Sudhanshu Bhushan**

*Professor and Dean | Student Welfare | IIMT | Gurgaon  
Haryana | India*

**Velitchka D. Kaltcheva**

*Assistant Professor | Loyola Marymount University  
Hilton | Los Angeles | CA*

**Vinay Kanetkar**

*Associate Professor of Marketing and Consumer Studies | Department of Marketing  
and Consumer Studies | University of Guelph*

**Vivienne J. Wildes**

*Assistant Professor | The Pennsylvania State University  
University Park | PA.*

# Faculty Research & Publication

The faculty at IIMT keenly engage in productive research work for international as well as national journals and conferences. Research and Publications by the faculty, in the last two years have been extensive and a showcase of the same highlights that it is vast and content rich.

## SERVICES MANAGEMENT

An Insight Into Hospitality Industry

2311  
IIMT LIBRARY  
GURGAON

Vinnie Jauhari  
Kamlesh Misra

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AND DYNAMICS  
OF CHANGE

Vinnie Jauhari  
Kamlesh Misra

**Dr. Vinnie Jauhari**  
*Director and Professor*

## AWARDS

- Dr. Vinnie Jauhari was one of the top 20 most downloaded authors in 2010 for the **International Journal of Contemporary Hospitality Management, published by Emerald, UK**. The paper was titled, *“Exploring consumer attitude and behaviour towards green practices in the lodging industry in India”*.
- Received **“Innovation Award”** by HP Labs Open Innovation Office for the year 2009 for launching HP Innovate – an annual event for engineering graduates in India.
- Received **HP Women Empower Award** for launching Journal of Technology Management for Growing Economies in 2009 by HP India.
- Launched the Journal of Technology Management for Growing Economies through a grant received from Hewlett-Packard. This will also be featured in the EBSCO database.
  - Brought out the first three issues successfully. Features in EBSCO database.
- **Paper for the Year AWARD 2007 by Journal of Hospitality and Tourism Research , Published by Sage at CHRIE (Council on Hotel, Restaurant and Institutional Education, USA)** for the paper titled, Employees’ Perceptions of Organizational Trust and Service Climate: a Structural Chathoth, P. Brenda Mak., Vinnie Jauhari and Kamal Manaktola (2007) *Journal of Hospitality & Tourism Research*. 31: 338-357.

## RESEARCH & PUBLICATIONS

### Editorship of International Journals

- Founding and continuing **Editor of Journal of Services Research** since 2001.
- **Guest Editor of Special Issue of World Wide Hospitality and Tourism Themes**, Emerald, UK, 2012, Vol. 4 No.2. **Theme:** *“What are the challenges faced by the Hospitality Industry in India?”*
- **Guest Editor of Special Issue of World Wide Hospitality and Tourism Themes, UK**, 2012, Vol. 4, No.5 **Theme:** What are the emerging strategic and financial issues in the Indian hospitality industry?
- Founding and continuing Editor of Journal of Technology Management for Growing Economies since 2010.
- **Guest Editor of Special Issue of World-Wide Hospitality and Tourism Themes**, Emerald UK, 2010, Vol 1, No.5. **Theme:** *How can visitor experience be enhanced for spiritual and cultural tourism in India?*

- **Guest Editor of Special Issue of World-Wide Hospitality and Tourism Themes**, Emerald UK, 2009, Vol.1. Theme: *What contribution will hospitality and tourism make in securing sustainable economic growth in India?*

### Recent Publications

1. Jauhari, Vinnie& Rishi, Meghna(2012) Challenges faced by the Hospitality Industry in India: An Introduction, **World-wide Hospitality and Tourism Themes**, Vol. 4, No.2. Emerald, UK.
2. Jauhari, Vinnie (2012) Strategic Growth Challenges for Indian Hotel Industry, **World-wide Hospitality and Tourism Themes**, Vol. 4, No. 2, Emerald, UK.
3. Jauhari, Vinnie (2012) Summing up key challenges faced by the Hospitality Industry in India, **World-wide Hospitality and Tourism Themes**, Vol. 4, No.2, Emerald UK.
4. Chathoth Prakash K, Mak Brenda, Sim, Janet, Jauhari Vinnie and Kamal Manaktola (2011) Assessing dimensions of organizational trust across cultures: a comparative analysis of US and Indian full service hotels, **International Journal of Hospitality Management**, Elsevier, UK June.
5. Chathoth Prakash, Mak Brenda, Vinnie Jauhari and Kamal Manaktola(2011)The Perceived Service Climate Construct and its Impact on Employee Satisfaction, **International Journal of Business and Systems Research**, Vol, 10, No. 10, 2011.
6. Bharwani, Sonia and Jauhari, Vinnie(2011) From Fungible to Memorable: An Exploratory Study of Competencies required to Create Consumer Experiences in the Hospitality Industry, Technology, Internationalisation and Consumer Experiences, **Proceedings of the 5<sup>th</sup> International Conference on Services Management**, IIMT, Penn State University and Oxford Brookes University, Delhi, May 19-21, 2011.
7. Jauhari, Vinnie and Gunjan M. Sanjeev (2010) Managing Customer Experience for Spiritual and Cultural Tourism: An overview of the Special Issue of WHATT, **Special Issue of World-wide Hospitality and Tourism Themes**, Vol.2, No.5.
8. Jauhari, Vinnie (2010) How can the visitor experience be enhanced for spiritual and cultural tourism in India? **Special Issue of World Wide Hospitality Tourism Themes**, Vol. 2, No.5.

9. Jauhari, Vinnie and Michel Benard(2010) University Industry Collaboration: An Open Innovation Approach at Hewlett-Packard, **Journal of Technology Management for Growing Economies**, Vol. 1 No 1.
10. Jauhari, Vinnie (2009)Managing Workforce Issues for Hospitality Industry in India, **World-wide Hospitality and Tourism Themes**, Vol. 1.No.1.
11. Jauhari, Vinnie (2009)Hospitality and Tourism Industry in India: Conclusions and Solutions, **Special Issue of World-wide Hospitality and Tourism Themes**, 2009, Vol. 1.

### REVIEWER FOR JOURNALS

**In the year 2010-2011 have reviewed research papers for the following international journals:**

- Journal of Quality Assurance in Hospitality and Tourism(USA)
- Journal of Hospitality and Tourism Research(USA)(Sage USA)
- International Journal of Hospitality Management (Elsevier)
- International Journal of Contemporary Hospitality Management (Emerald UK)
- Journal of Services Research
- Journal of Technology Management for Growing Economies

### CONFERENCE CHAIR

**Conference Chair for Chair for 5<sup>th</sup> International Conference on Services Quality, May 19-21, 2010, Leela Kempinski, Delhi. Co partnered with Penn State and Oxford Brookes University UK.**

**Theme: Technology, internationalization and Consumer Experience**

### Recent Books Published

- Jauhari, V. and K. Dutta (2011) (3<sup>rd</sup> edition) Services: Marketing, Operations and Management Oxford University Press, Delhi.
- Jauhari & Charla Griffy Brown(2009), Women, Technology and Entrepreneurship: Global Case Studies RR Publishers, Delhi.
- Marina van Geenhuizen, Chihiro Watanabe, Vinnie Jauhari, Enno Masurel, (2009), Technological Innovation Across Nations: Co-evolutionary Developments, Springer Germany.
- Jauhari, Vinnie (2008) Global Cases in Hospitality Management, New York: Francis and Taylor Press.
- Bhushan, S. and Jauhari, V.(2008) From Chaos to Serenity, Sanskriti New Delhi.

### Chapters In Book

- Impact of Technology on Export Intensity in Electronics Firms in India, Technological Innovation Across Nations: Co-evolutionary Developments, published by Springer.
- Market Leader in Passenger Car Segment in India Technological Innovation Across Nations: Co-evolutionary Developments, published by Springer.

## Faculty Awards and Recognitions

- Over 50% of the faculty Phds. Plus they boast a strong industry experience.
- Research is a key focus.
- They have received several awards for their research papers. – Received Second Best Paper Award at the 5th International Conference on Services Management.
- Emerald ranks IIMT at a leading position among all institutions in India in terms of publications in Emerald journals. First and second Prizes both were bagged by IIMT faculty for the Case Competition organized by Emerald Publishing held at International level.
- One of our faculty member has received an award in the merit list of Emerging HRD Thinker's Award by the Indian Society for Training & Development for one of her research works in that area.
- Consultation work with companies like TCS in the areas of soft skill and cross cultural training. There is work being done in business strategy and Operations area with Compass Group, HRH Group and more. Consulting work in the Heritage Tourism space with NGO's and assignments with UNESCO. Faculty has received awards from companies for their work.

For Information on research work and publications by faculty, please log on to our website at <http://www.iimtobu.ac.in/faculty.htm>.

# Faculty Profile




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## **JAUHARI, VINNIE**

*Director*

Post Doctoral Fellow (United Nations University, Tokyo),  
Ph.D (Corporate Entrepreneurship) (IIT, Delhi),  
MBA (Gold Medalist), (M.L. Sukhadia University, Udaipur),  
M.Sc. (Hons) (Electronics) (Panjab University, Chandigarh),  
B.Sc. (Hons.) (Physics) (Panjab University, Chandigarh).

Dr. Jauhari was earlier Region Lead for HP Labs Open Innovation Office for India. She was a part of a global team bringing together expertise from around the world to foster discovery and address important issues; connecting the world's leading researchers, scientists, and entrepreneurs through ground-breaking programs; and collaborating with them to tackle the next generation of breakthrough technologies.

She has over 14 years of academic experience and was earlier the head of the business school at IIMT. She has authored nine books published from Springer in Germany, Howarth Press, New York and Oxford Press. She specialises in areas of services, technology management and strategy. She has authored over 100 papers published in leading national and international journals.



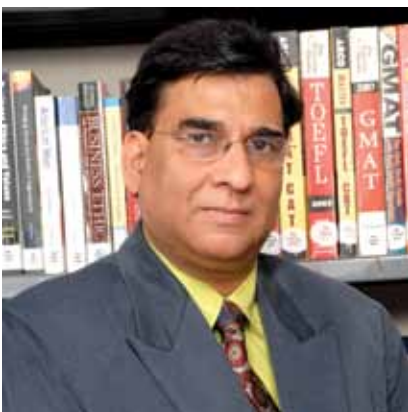

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## **SANJEEV, GUNJAN M.**

*Professor and Head - New Post Graduate Programmes and Industry Programmes*

Ph.D (Business Administration) (Aligarh Muslim University, Aligarh),  
MBA (Finance) (Kanpur University),  
Mathematics (Hons.) (Hindu College, Delhi University).

Gunjan M. Sanjeev's primary teaching interests are in the areas of Corporate Finance, Commercial Banking and Financial Services. A passionate teacher to the core, she has spent over fourteen years in management education. Her research areas include efficiency measurement of the banking sector and other services sectors, Management of NPAs, asset liability management and corporate finance. She has published a number of papers in various international and national journals, some of which have won or been nominated for awards (at conferences at IIM Lucknow and IISc Bangalore).




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## **BHUSHAN, SUDHANSHU**

*Professor, Dean-Student Welfare*

Ph.D (Boston University, USA),  
Certificate of Teaching Higher Education (CTHE), (Oxford Brooks University, U.K.)

He has extensive teaching and corporate experience in US and Europe, and was an economist with FICCI. Prior to joining IIMT he was Associate Dean at G.D. Goenka World Institute, and facilitated collaboration between Lancaster University and GD Goenka. Before that he was Founder Director of JK Padampat Singhania Inst. Of Mgmt. and Tech., Gurgaon. A guest faculty at many International Business schools in US and Europe, Sudhanshu is also an advisor to development programs at ADB, Manila. He recently authored a book, "From Chaos to Serenity".




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**MUNJAL, SANDEEP**

*Assistant Dean*

Master Course in Business, (Temple University, USA),  
B.Sc. (Hospitality) (Widener University, USA),  
Diploma (Hospitality) (Gold Medalist), (IHM, Aurangabad),  
Certificate of Teaching in Higher Education - UK (Oxford Brookes University).

Sandeep Munjal is a Hospitality and Retail industry professional with over 16 years of experience. In addition to his academic responsibilities at IIMT, he is also involved with wide ranging consultancy assignments in the Retail/Hospitality Industry. Taj Group of Hotels, Aramark Corporation (USA) and Compass Group are some of the prominent companies he has worked for at various management positions.

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**ARYA, MAMTA**

*Registrar*

Ph.D,  
MBA,  
Masters in Psychology,  
P G Diploma in Guidance and Counseling.

Dr. Mamta Arya has 16 years of experience in Academic research and Administration. Before joining IIMT, she has worked with G. D. Goenka World Institute. She has also been involved in conducting seminars and training programmes for Leadership, Teamwork and Spirituality.

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**MUSUNURI, DURGAMOCHAN**

*Programme Director, BBA*

Ph.D (Management) (Dr. B. R. Ambedkar University, Agra),  
MBA (Karnatak University, Dharwar),  
PGDIT (Indian Institute of Foreign Trade, New Delhi).

Dr. Durgamohan has over 28 years of experience, out of which 16 years in the industry (International Business) and 12 years teaching experience. He has KDS and WD diplomas in German language. He is also currently engaged with Tata Consultancy Services Ltd as a trainer in the areas of soft-skills and cross-cultural management.

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**SEN, KAKOLI**

*Program Director, PGPM & Associate Professor*

Ph.D (Banasthali University),  
Diploma in Training & Development from ISTD,  
MHRM from Annamalai University,  
PG Diploma in Journalism & Mass Communication,  
B.A Hons. English from Patna University.

She has 17 plus years of work experience with 6 years in the corporate sector and 11 plus years in teaching, training and academic administration, program management, content development and client relations. She has previously been the founding editor for the IILM inhouse magazine and Associate Dean - Student Affairs. Prior to IILM assignment, Dr. Sen has been the Regional Training Manager (North & East) with Educomp for some of their global clients.




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**KAUSHIK, TANUJA**

*Associate Professor*

Ph.D (Ranchi University),  
MCA from MDU Rohtak,  
M.Com (Dr. B.R. Ambedkar University),  
M.Sc. (MDU Rohtak),  
PGDBM from IILM, Delhi.

Dr. Tanuja Kaushik has about 10 years of teaching experience. She has a passion for teaching and has been actively involved in developing modules as per the requirement of industry. Her areas of interest include Quantitative Techniques, Operation Research, Operation Management, Management Information System, E-Commerce, Project Management and Business Research.

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**MAHESHWARI, KALPANA**

*Associate Professor*

Ph.D (University of Ajmer),  
MBA (University of Rajasthan),  
M.Phil (University of Rajasthan),  
M.A (University of Rajasthan),  
B.A (University of Rajasthan).

She has 11 years of experience in academics and administration. She has a vast experience of teaching, training and co-coordinating programs. Her core area of Interest is OB and HR. She has been a part of many Faculty Development Programs and workshops conducted by different institutes.

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**RISHI, MEGHNA**

*Associate Professor and Editor - IIMT Newsletter*

Ph.D (Internet Advertising), (Rajasthan University),  
Masters in Mass Communication (IASE, Rajasthan),  
B.A (Hons.) (Gold Medalist, English Literature).

Meghna has over seven years of experience in industry and academic and has explored marketing and communication management in the radio, print, retail as well as education industry. After completing Master's degree she executed market research with the advertising agency J Walter Thompson (New Delhi) and later joined the Times Group (Radio Mirchi, Jaipur) handling sales and marketing activities.

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**BANDOPADHYAY, RUMKI**

*Assistant Professor*

Pursuing Ph.D (Financial Institutions) (Purvanchal University),  
M.Com. (Finance & Accounts) (Andhra University),  
B.Com. (Finance & Accounts) (Andhra University),  
NET 2006.

With over seven years of academic and research experience at various B-Schools in India, Rumki's area of interest includes Accountancy, Financial Management, Corporate Finance, General Management and Entrepreneurship. She has published numerous research papers in national and international journals. She has also completed a Project assigned on Investors Education by "Investors Education Protection Fund", Govt. of India, New Delhi. She is pursuing Ph.D. in the area of Financial Institutions.




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**SINGH, ANJANA**

*Assistant Professor*

M.Sc. (Hospitality Administration) (IHM Pusa, Delhi with specialisation in HR),  
 Post Graduate diploma in Training and Development (ISTD, New Delhi),  
 B.A (Delhi University),  
 Diploma in Hotel Management (IHM Mumbai).

Anjana Singh completed her full time M.Sc. in Hospitality Administration from IHM Pusa, Delhi. After qualifying she was recruited as an HR Executive in Radisson Hotel, Delhi where she was mainly handling Recruitments, Induction and Remuneration Analysis. She has worked in Front Office Operations as well with Hotel Imperial and Hyatt Regency, Delhi.




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**SHARMA, SANJAY**

*Assistant Professor*

MBA (Birmingham City, UK),  
 Degree in Hotel Management (IHM, Lucknow),  
 Certificate of Teaching in Higher Education.

Sanjay Sharma holds an MBA degree from Birmingham City, UK and brings a rich national and international level work and study experience with him. After completing his bachelor's degree in Hotel Management from IHM Lucknow, he started his career as management trainee with The Park Hotels, New Delhi and subsequently worked as chef with them before joining IHM PUSA, New Delhi as Assistant Lecturer. His first industry interface was his association with Taj Residency, Lucknow. His international work experience includes working with Premier Inn, Birmingham, UK (UK's largest hotel chain). Sanjay has honed his management skills by upgrading his masters degree in management from Birmingham City University, Birmingham UK, prior to which he was associated with IIMT Gurgaon, India for three years.




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**BHARWANI, SONIA**

*Assistant Professor*

Pursuing Ph.D (Business Administration) (Aligarh Muslim University),  
 MBA (Manchester Business School) (U.K),  
 M.Com (University of Bombay),  
 Post-Graduate Diploma in Training & Development (ISTD).

Sonia Bharwani received her MBA in International Business, in the U.K. She was an MBA Exchange Student at the Fuqua School of Business, Duke University, North Carolina, U.S.A. A university topper in M.Com, Sonia has over nine years of experience teaching management in premier colleges in Mumbai, Gurgaon, Ahmedabad and Shimla and seven years industry experience in the area of finance in a Mumbai based private trading organisation. She has to her credit publications and research papers presented at international forums. Her areas of interest include General Management, Human Resource Management, Finance and Marketing.



**GUPTA, GARIMA**  
*Assistant Professor*

PGDM from Amity Business School,  
Marketing Dipoma from Vidhya Bahwan,  
B.Com (H) Gargi College,  
UGC-NET Qualified.

She holds a PGDM specializing in Finance and is a commerce graduate. She brings with her, corporate work experience in varied areas of Finance. She started her career with a leading Financial Research Company - Evalueserve as a Business Analyst. She has also worked with companies like Copal Partners and Sapient. She has primarily worked in the areas of Investment Banking and Financial Research, which is a good value add to the practical knowledge that she brings to her classes.



**TIWARI, SHWETA**  
*Assistant Professor*

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".



**TRIPATHI, GAURAV**  
*Assistant Professor*

PGDBA (Jaipuria Institute of Management, Lucknow),  
Master of Marketing Management (Pondicherry University),  
B.Sc. (Computer Science and Mathematics).

Gaurav Tripathi has worked in the financial services industry for one year and is into academics since 2005. He was previously working at LBSIMT, Bareilly. He has presented research papers at various conferences mainly of international genre across the country including NIRMA, AIMA, Great Lakes Institute of Management, Chennai and IIM Lucknow. He won the Best Research Paper award at the conference organized by AIMA on 22nd May 2007. He has recent publications with peer-reviewed international journals. His areas of interest are International Marketing, Retailing and Statistics.



**DE, DEBPRIYA**  
*Senior Lecturer - F & B Service*

Diploma in Hotel & Catering Management from International Institute of Hotel Management, Kolkata

Debpriya De, senior lecturer at IIMT OBU, completed his Diploma in Hotel Management from IHM Calcutta. He has a total of 14 yrs of work ex out of which 10 years is in the Industry and 4 years in Academics. He has worked with some of the prestigious hotels & restaurants in India, namely Carlson India Ltd, The Park hotels, The Choice Group etc. His last teaching assignment was with UEI Global.



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**BHARDWAJ, MONICA**

*Assistant Professor*

MBA(IT and Marketing), (MDU Rohtak)  
MCA (MDU Rohtak)  
Sun Java Certified  
BSc (Non Medical)

Monica has 7 years of enriching experience in the dynamics of academics and corporate in India and Australia. She has published various research papers. She has taken academic assignments in various disciplines including MBA, MCA, PGP Retail, BBA, & B.Tech students in Management Institute and Engineering Colleges like Ansal Institute of technology, IILM Institute for Higher Education, Amity Business School. Prior to joining IIMT, she was associated with Kmart Australia in Melbourne in Marketing and Sales operations. She has also done Volunteer Tutor Program at Ames Education, Australia and was a volunteer tutor in Melbourne, Australia.



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**SHUKLA, RATI**

*Assistant Professor*

MBA (Finance) (Nagpur University),  
B. Com. (Allahabad University).

Rati Shukla has worked in the Banking Industry (HDFC BANK) for about a year where she had an exposure to the operations and cash handling of the bank. After banking, she is into academics and has an experience of about two and a half years. Before joining IIMT, she was a lecturer in the Institute of Professional Excellence and Management, Ghaziabad.



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**BANERJI, SUCHARITA**

*Assistant Professor*

Masters in Environment and Business Management,  
BA (Hons.) (English, IGNOU),  
Diploma in International Environmental Law,  
Diploma in Hotel Management (Catering & Nutrition).

Sucharita Banerji is a Hotel Management graduate from IHM Pusa, New Delhi. She has worked in several managerial positions with hotel brands such as The Ashok Group and The Radisson. She has a Masters degree in Environment and Business Management from the University of Newcastle, NSW, Australia and a Diploma in International Environmental Law from the United Nations Institute of Training and Research. She was associated with the International College of Tourism and Management, Austria as the Head of the Tourism Management Studies department at their college in the Sultanate of Oman. She was nominated by the Ministry of Manpower, Sultanate of Oman to conduct several feasibility studies on developing Eco-tourism destination, rural tourism and development of new tourist circuits. She is a certified Hospitality trainer from the Ashok Group and SAITHRDP and a member of ISTD.

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