

INSTITUTE OF HOTEL MANAGEMENT



SRM
INSTITUTE OF SCIENCE & TECHNOLOGY
(Deemed to be University u/s 3 of UGC Act, 1956)

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ENGINEERING | MEDICINE AND HEALTH SCIENCES
MANAGEMENT | SCIENCE AND HUMANITIES



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SRM University Facts

Ranked

No.1

By the Times of India, 2014,
and India Today, 2013*

2520

International students from
52 countries

2758

Members of faculty

2173

Scholarships worth
₹23 crores to students

600

Acre campus

1.5lakh

Square feet area of library

*Factual ranking

“Fostering
the next generation of
creative and passionate leaders
in hospitality.”



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SRM
INSTITUTE OF SCIENCE & TECHNOLOGY
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Welcome!

Your career starts here.



“The Institute of Hotel Management will transfigure concepts of leadership and learning in the hospitality industry.”

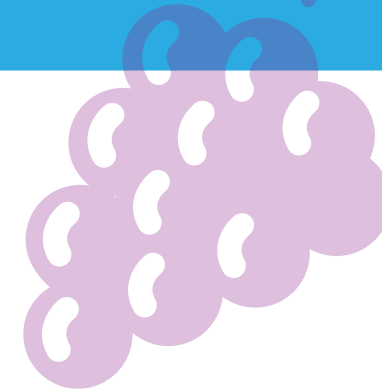
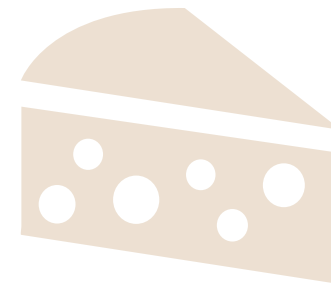
T. R. Paarivendhar

Dr. T. R. Paarivendhar
Chancellor

Experience an exciting learning and living environment, intersecting reputed faculty, eminent speakers, and leaders of industry. You would live through collaborating with diverse talented classmates, learning together, in and outside the class rooms. It will prepare you to contour and navigate through vibrant and unprecedented complex changes that the future would unfold. Transforming your life.



Here, learning is a piece of cake



SRM UNIVERSITY: The right ambience for learning

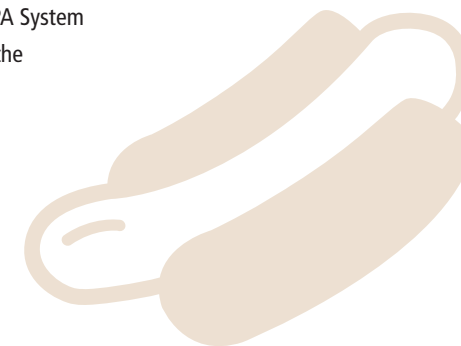
Kattankulathur Campus, Chennai

This vast campus houses the Faculties of Engineering and Technology, Medicine and Health Sciences, Management, Law and Science & Humanities. The SRM Medical College Hospital and Research Center, and the SRM Hotel are also situated in this campus. Students have access to round the clock security, free counseling, post office, banks (City Union Bank and Indian Bank) and ATMs (SBI, IB, CUB and IOB). There are many options for dining like the SRM Hotel, restaurants, food courts, numerous canteens and departmental stores.

The campus infrastructure includes:

- 53 blocks spread over 250 acres in a built up area of over 8.1 million sq.ft
- 3 star SRM Hotel with swimming pool
- Central Library in the 16-storey university building
- Air conditioned auditorium with audio-visual facilities that seats over 4,000
- Information Technology and Knowledge Management (ITKM) that supports over 3,500 computer systems
- 350 air conditioned class rooms with Projector and PA System
- Wi-Fi enabled campus to provide wireless access to the 1.2 Gbps internet leased line
- Modern lecture halls and smart classrooms
- Language Lab for English, German, Japanese, French and Chinese

- 130 buses (including 54 A/c buses) that ply between the university and the city
- 13 canteens from fast food to full-fledged cafeterias spread throughout the campus
- Access to Higginbothams, Reliance, Java Café, Post Office, Banks
- Prayer halls for all major religions
- 1222 bedded state-of-art hospital
- Reverse osmosis plant for drinking water
- Sewage treatment plant/bio gas plant
- Indoor games and gym
- Free shuttle service inside the campus





A perfect host for hospitality



SRM Institute of Hotel Management is one of the most experienced hospitality schools in India. Established in the year 1993 as part of the prestigious SRM University which attracts over 40,000 students from across India and 52 overseas countries, it is a truly multicultural environment.

The Institute is the recipient of several industry awards and provides many opportunities for students to enter the exciting world of hotel management. The Institute believes that in the competitive job market and its quality of training is of paramount importance in securing an exciting career in the hospitality and tourism industry.

The state-of-the-art infrastructure with the latest equipment, smart classrooms, advanced labs, well equipped library and a fully operational star hotel attached to the campus, help the students to acquire hands-on training in a real time environment to hone their skills and competencies.

Our Mission

"Education to Employment, Learn by doing and Earn while you learn."

The Institute cherishes a mission of "Commitment to Excellence, to nurture and develop young aspirants to be the finest hospitality professionals for the most sophisticated hospitality industry." To achieve this, students are trained in the aspect of 5 I's which encompasses Intellect, Initiative, Integrity, Interpersonal skills and Industry to be the successful hospitality leaders of tomorrow.

"The SRM Institute of Hotel Management, only Hotel Management College in India accredited by Higher Learning Accreditation Commission of Texas (HLACT) and World Association of Chefs Society (WACS). With access to a Star hotel on campus as well as a state-of-the-art laboratory and gold-class faculty, SRM IHM students are uniquely placed to carve their own niches in the entire gamut of services industries, from hotels and resorts to airlines and cruise ships. What's more, a truly international campus with the best from across the world provides SRM IHM graduates the added polish to shine at a global level. The icing on the cake though is our strong industry network, which means we leave no stone unturned to make available first-class placements to all our students. With the right attitude and discipline, the sky is the limit for SRM IHM pass out."

Dr. D. Antony Ashok Kumar, Director



Thistle Port Dickson Resort
- Malaysia



Holiday villa
- Dubai

Industrial Exposure Training

Industrial Exposure Training (IET) is a special feature at SRM Institute of Hotel Management, helping to refine and polish the personality traits that the industry is looking for in employing students once they complete their course. Seamlessly integrated into the curriculum, the program is delivered in the 3rd or 4th semester for a period of 6 months, reinforcing their belief in having chosen the right career in the hospitality industry, and in deciding the areas of specialization that the profession offers. The live exposure to the industry when they work as ancillary staff along with experienced regular employees of the hotel, whether in Food production, Food and Beverages Service, Front Office and Housekeeping as the case might be, motivates the students to excel in their chosen path, the daily stipend for incidental expenses being an added bonus to the learning process.

The partner hotels of SRM Institute of Hotel management in the IET, are among the best in the industry, where you will have a unique opportunity to gain valuable insights into critical aspects like organization behavior, working culture, time management and scheduling, inter departmental communications and stress management. No wonder, IET is seen by the students as the cornerstone of their careers.

At SRM IHM the word Education is borderless.

For the First time in India close to 35 students from SRM IHM have marked their way for their Internship & Placement, International Exposure Training at Five Star properties in Malaysia such as Hotel Thistle Port Dickson Resort, Berjaya Hills Berhad, Holiday Villa and so on.

Partner hotels of IET:

ITC Grand Chola, Taj Coromandel, Sheraton Park, Vivanta by Taj, Fisherman's Cove, Trident Chennai, The Leela Palace, ITC Maurya, Hyatt Regency, Taj Palace Hotels, The Oberoi, J.W. Marriott



The world of hospitality offers a broad spectrum of exciting careers in businesses related to travel and tourism, hotels and food and beverage, and events and leisure. It is also one of the world's fastest growing and most dynamic fields of employment with positive trends forecasted for the coming years.



It was a dream come true to be ranked first in the country, thanks to the skills and knowledge I gained from my glorious years at SRM University

Sudhakar,
Gold medallist, All India 1st Rank,
B.Sc. Hospitality and Hotel Administration

Step into a world of career opportunities: get placed by top notch companies even before you graduate

Every year some of the leading lights in the hospitality industry visit SRM Institute of Hotel Management for campus recruitment.

With an unmatched track record of 100% placement since its inception our students are given exciting internships both at the national and international level opening windows to career opportunities around the world and placed in top notch hotels, food services establishments, airlines, cruise liners, entertainment and leisure, retail brands, event management and other sectors and services. A win-win for both: companies get the best talent from SRM University Institute of Hotel Management and students get a dream opening for a career with some of the best companies in the corporate world.

Around 25 students were placed in Signature Inn, Dubai at various positions along with company accommodation. Among other Hotel Management colleges in India, this was first of its kind where students got placed in abroad for Internship.

Some of the companies:

ITC Park Sheraton, The Residency Group of Hotels, Courtyard Marriot, ITC Grand Chola, Sheraton Park, Raintree Anna Salai, The Oberoi, The Leela Palace, Taj Coromandel, NOVOTEL, The Leela Palace-Bangalore, Hilton Chennai, SRM Group of Hotels, Ambassador Sky Chef, GRT Group of Hotels, Taj Connemara, Taj Residency, Taj Westend, Sterling Resorts, Coffee Day, Taj Malabar, Taj Air Catering, Marina Towers, RKHS, The Hyatt Regency, The Leela Beach, The Oberoi, Ambassador Pallava, Le Royal Meridien, Grand Ashok, Mc Donald's, KFC and Le Meridien Dubai, visit our College for campus interviews and recruit our students.



Hot ratings from top magazines



In the pursuit of excellence: Rank and Recognition

SRM Institute of Hotel Management is regarded as one of the leading schools in India, and has been acknowledged by many college guides, industry, and respected publications. Consider what others have to say about RIT.

1. No.1 Hotel Management Institute in India - Recognized by "WORLD ASSOCIATION OF CHEFS SOCIETIES-WACS" on 9th June, 2015, Renowned International Body of Culinary Professionals. Only College in India recognized by WACS for delivering quality culinary education
2. "Education Council of India" recognized our institute as "Best Institute in Hotel Management 2015" basing on our achievement & contribution towards the upliftment of education in India
3. Competition Success Review Magazine, most renowned magazine in INDIA honoured our Institute as "TOP HOTEL MANAGEMENT INSTITUTE OF INDIA" during CSR Awards Night in LE Meridien Hotel, New Delhi on 19th April, 2015. We have been receiving this Award for 5 times in a row. 2011, 2012, 2013, 2014 & 2015.
4. Consistent performance by students winning national ranks. Mr. Arjun Mukund, Mr. Naresh Kumar, Mr. Sudhakar Trivedi and Mr. Sattwik Mohanty win national Gold and Silver awards for securing all India ranks.

In recognition of our achievements, NATIONAL EXCELLENCE AWARD 2016 FOR BEST HOTEL MANAGEMENT INSTITUTE IN INDIA conferred by ASSOCHAM & MHRD to SRM INSTITUTE OF HOTEL MANAGEMENT, CHENNAI. Award given by Prof (Dr) RAM SHANKAR KATHERIA, Minister of State for Human Resource Development(Higher Education), Government of India. Received by Dr. D. Antony Ashok Kumar, Director, SRM IHM at New Delhi on 17.2.2016. We have been receiving this award second time in a row.



Ranking in Top Magazines and Surveys

As per the survey by India Today June 15th issue, SRM IHM Chennai ranked 4th in All India level amongst the top 10 Hotel Management colleges in India.



Facilities



Food Production

State-of-the-art kitchen laboratories with modern equipment for students to get the best hands on training:
2 Advance Training Kitchens to learn how to cook international cuisine | 2 Quantity Food Kitchens to learn how to cook for large numbers | 2 Basic Training Kitchens to learn the basics of all cuisines | 1 Garde Mange Kitchen to practice cold food production.



Front Office Operation

The nerve centre of any hotel operations, the Front Office is both the first and last point of contact for the guest. With a Mock Front Office, the students are given thorough grounding in the entire life cycle of the Front Office Operations, with a view to surpassing the expectations of the guest.



Library

A spacious library with over 5000 books, reference material, national and international journals, to enrich the knowledge of students.



Food and Beverage Service

2 training restaurants, advanced and basic, to learn the various techniques of serving food and beverages to guests.



Computer Department

Equipped with more than 50 computers, students are taught the basics of computing, LAN & WAN, Networking and the Internet. The campus is WI-FI enabled providing easy accessibility to the students.



Recreation

SRM offers a wide range of recreation facilities for the students like Fitness center and swimming.



House Keeping

One of the most important departments in any hotel, students are taught the techniques of cleaning, bed making, flower arrangement, interior decoration, laundry, linens, and the use of cleaning equipment.



Bakery and Confectionary

Students are taught the techniques and skills needed for various baking procedures, get to know the various types of ingredients used in baking and develop a working knowledge of equipments needed for baking. The Institute has 2 well equipped bakery and confectionary departments to learn the art of baking and confectionary, and the art of making chocolates.



Courses

- B.Sc. in Hotel Management & Catering Technology
- Diploma in Hotel Management & Catering Technology
- Diploma in Food Production, F&B Service and Front Office
- Craftsmanship in Food Production (18months), F&B Service (6 months)
- Craftsmanship in Front Office, F&B Service, Food Production, Accommodation Operation, Bakery and Confectionery.
- MBA in Hospitality Management Free Course under Hunar Se Rozgar Tak Scheme by the Government of India.



SRM IHM gave me the platform to grow, and made me what I am today. It is the right place for anyone with a passion to work in the hospitality industry.

Muthu Subramanian,
Team Leader - In Room Service, Hilton, Dubai (Alumnus)

Bachelor of Science in Hotel Management: B.Sc Hotel Management

The B.Sc Hotel Management Program equips students with the skills, knowledge and competencies needed to shoulder supervisory responsibilities in the Hospitality Sector. The program is a judicious blend of in-depth laboratory work and theory that enable students to acquire the required knowledge and skills in operational areas of Food Production, Food and Beverage Service, Front Office Operation and Housekeeping. It also exposes the student to a wide range of disciplines imparting cross sectoral understanding in areas such like Sales and Marketing, Financial Management, Human Resource Management, Hotel and Catering Law, Property Management, Entrepreneurship Development and Computer skills that are essential ingredients for a rewarding career in the industry.

Curriculum

In the first year of the three year programme, students are exposed to the fundamentals of hotel management across the various core components of the industry - from food production and front office operations to learning French and improving communication skills. The highlight of the second year is the 17-week industrial training program at leading star hotels that anchor the students to the profession and give them insights to the professional stream that they might choose as their career path. The foundation courses move seamlessly into more advanced exposure to theory and practicals of the courses studied in the first year. In the third year, the students migrate to advancing their knowledge and skills aligning closely with industry requirements, and grooming them for rewarding careers in their chosen field.

Courses include

- Food Production Operations
- Front Office Operations
- Hotel Accountancy
- Food Safety and Quality
- Financial Management
- Tourism Marketing
- Strategic Marketing
- Facility Planning
- Principles of Food Science
- Human Rights and Human Relations Education
- Food & Beverage Service
- Accommodation operations

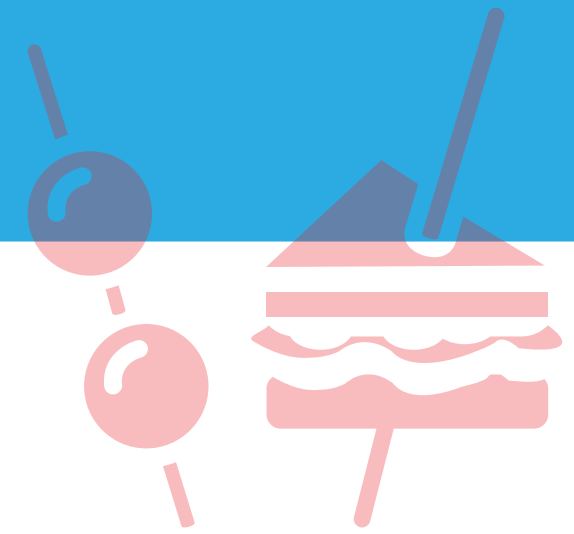
Careers:

Rewarding careers are available in sectors like Hotels, Airline Industry, Retail, Teaching and Entrepreneurship





Each course is special



Diploma in Hotel Management

This three-year course is designed for students who have completed their 10th standard and are looking to gain a broad understanding of the operational aspects and the underlying management principles of the international hotel industry. The course, apart from enriching and imparting the students with the required skills and knowledge in the hospitality industry, provides them with on the job training for a period of four months during the final year, to help the students become industry-ready professionals. Students who earn this Diploma can also upgrade their education by joining the B.Sc. Degree as a lateral entry student in the 2nd year of the degree program.

The course is suitable for those who have good organizational background, excellent communication and interpersonal skills, strong commitment and self-discipline. Excellent career prospects exist for the right candidate in a variety of jobs like Front Office Manager, Restaurant Manager, Floor Manager, Hotel Manager and Bar Manager. The sectors which employ Diploma holders in Hotel Management include: hotels, airlines, cruise ships, railways, banks, armed forces, shipping companies and company guest houses.

The course covers a wide range of subjects like Food and Beverage Production, Food and Beverage Service, Front Office Operation, Accommodation Operation, Food Hygiene and Nutrition, Economics and Statistics for Hotel and Tourism, Fundamentals of Travel and Tourism, Hotel Maintenance and Engineering, Basics of Computer Application, Hotel Accountancy, Business and Communicative English, Hotel French, Hotel Law, Sales and Marketing Management and Human Resources Management.

One Year Craft Course

For those who are unable to undergo a full time undergraduate program, these one year craft courses, certified by the Government of Tamil Nadu, are ideal for those who are seeking early life careers in the lucrative hospitality industry in India and abroad. Designed for students who have passed the 8th standard, the course concentrates on a single specialization. Students can choose from Front Office, House Keeping, Food Production, F&B Service, Bakery & Confectionery. A NCHMCT affiliated Craft course in Food Production and F&B service is also offered for students who have passed

the 10th standard. The curriculum also focuses on improving the communication skills and in imparting knowledge of Food Science apart from providing the students with a good amount of practical exposure. Our portfolio of qualifications has been developed in conjunction with industry experts who have helped shape their continuing development, making them highly valued by employers.

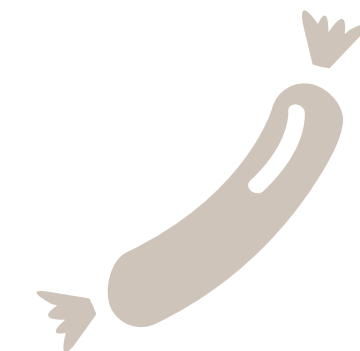


The Hospitality Sector offers tremendous opportunities for rewarding careers, in one of the fastest growing sectors of the global economy.

- Chef T Ramesh, Vice Principal



Each course is special



Housekeeping

Housekeeping is crucial to hotel operations and entails taking charge of all domestic services, dealing with guest comfort, organization of work routines, supervising linen supply, maintenance of premises, furnishing and décor, textiles and flower arrangements. The course provides specialized training, with ample job opportunities in the hospitality industry including Airlines, Airports, Cruise liners, Hotels, Hospitals, Independent Restaurants, Railways and Resorts.

Front Office

Front Office is a critical operation of any hotel, accounting for about 70% of the total revenue generated. Reception work calls for public relations and skill in dealing with diversity of people, the first personal contact and impression forming stage for the client. To make a successful career in this area good communication skills and personality are essential characteristics, the other skill set being book keeping, handling of cash and dealing with correspondence. A wide range of career opportunities are available in hotels, airlines, airports and cruise ships, banks, multinationals, BPO's and call centres

Food Production

Food Production is central to any successful catering venture, and is a major department in the hospitality industry. The reputation and marketability of the hotel depends on the chef who is the backbone of the food and beverage department, and is tasked with the responsibility of preparing food for all the speciality restaurants and banquets. Good chefs are in huge demand and are among the highest paid professionals in the hospitality industry. Bright career prospects exist in India and abroad in hotels, flight catering, cruise liners, restaurants, railways, multinational hospitality companies and hospitals.

F&B Service

Food and Beverages Department is one of the most important pillars of the hospitality industry as it is responsible for service of food and beverages prepared in the production units to guests in restaurants, lounge, pubs, bars, banquets and rooms. The course also prepares students to acquire the skills for extensive planning and organizing events and functions. F&B Managers, captains, stewards and Chef De Rang enjoy high paying positions in the hotel industry, flight catering, cruise liners, restaurants, banquets and hospitals.

Bakery and Confectionary

Bakery and confectionery is one of the most creative food production departments in the hospitality industry, where students can expect to learn the basics of baking and confectionary, knowledge about equipment used in the industry, and inculcate qualities like basic communication, soft skills and interpersonal skills. The career opportunities are enormous in hotels in India and abroad, Flight kitchens and on-board flight services, hospital and institutional catering, shipping and cruise liners and self-employment by setting up your own bakery.

Hunar Se Rozgar Tak

SRM Institute of Hotel Management conducts special courses under Hunar Se Rozgar Tak, Ministry of Tourism, Government of India programme to reduce the skill gap in the Hospitality and Tourism sector, and to ensure that the economic benefits reach the poor.

The courses in Food and Beverage Services, Food Production, Housekeeping Utility and Bakery and Patisserie, of 6 to 8 weeks in duration, are offered free as they are fully funded by the Government of India. A tool kit, uniforms and a stipend of ₹1500 to ₹2000 depending on the course is also provided. The course and certificates are well recognised, with good employment benefits in the growing hotel and catering industry. Candidates need to be between 18 to 28 years of age, the minimum qualification being a pass in the 8th standard.

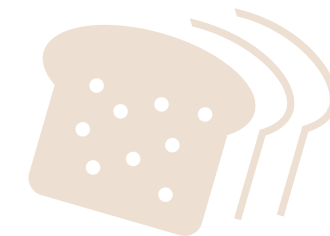


Our wide range of courses will challenge you, provide knowledge and practical training for your future career.

Chef S. Ganeshmoorthy,
HOD 4



Viva Italia



Intensive culinary program in Italy

The most authentic Italian studies programs in India is being offered by SRM Institute of Hotel Management in partnership with ALMA, the world's leading international educational and training centre for Italian Cuisine. The collaboration combines advanced techniques and the wisdom of the traditions, practice and gastronomic culture, the knowledge of raw materials and territories in the world of Italian food and wines, and much more, through a unique and enthralling didactic method called The ALMA Method.

The Course

The two month course, followed by a five month internship in a renowned Italian restaurant, is fully residential in ALMA, Italy.

The comprehensive study plan includes:

- Italian language
- Italian Cuisine and Culture
- Products and Raw Materials
- Guest Chef Demo
- Cooking Techniques and Practice

- Wines
- Pastry
- Visits to Production Sites

The Diploma Cook of Italian Cuisine is recognized by the Italian Ministry of Education, Italian Trade Commission (Ice) Emilia Romagna Region, Parma Province, University of Parma, and Italian Chamber of Commerce. ALMA helps graduates in finding their way into the working world by linking them to Restaurants, Hotels and companies. All this is possible thanks to ALMALINK: a virtual noticeboard restricted to ALMA graduates and accessible to companies looking for qualified professionals. (www.almalink.it)





Recipes for all round growth

Going Beyond the Classroom: Innovative and Best Practices.

1. Buddy Training

A mentoring program that identifies prospective students in key specializations for special training under the guidance of core faculty to help them achieve full independent competency. The program helps the students to become more comfortable and knowledgeable about their chosen profession, and creates a spirit of learning and team spirit to face the challenges of the work place.

2. Express Yourself

A knowledge sharing social network owned and operated by students where they share study materials, articles related to hospitality industry and special events using social media platforms like Facebook and WhatsApp. By sharing professional content or tacit knowledge in this manner, students are better informed about matters relating to their career and course.

3. Industry Advisory Board

The Industry Advisory Board guides and supports the future of the School of Hotel Management, by bridging the gap between industry and the institute. It also creates a platform where recent trends, developments and issues affecting the hotel industry are discussed. This initiative also helps faculty members to interact with industry leaders to groom students based on the industry requirement.

4. Student Clubs

Joining a student club opens the door to building new friendships, enhancing your academic life, and exploring career opportunities. The clubs help students to learn important leadership and management skills as you participate in a variety of programs and to engage, build, strengthen and promote the connection with fellow students, alumni and industry experts. It also provides an array of opportunities through alumni for placement and referrals.

• Hospitality Club

The Hospitality Club identifies students with an extraordinary passion to serve guests, by showing respect, providing for their needs and treating them as equals. They work to promote a positive image of the institute to all our guests, including visitors, parents, industry guests, alumni and fellow students. The students learn one of the basic tenants of their chosen profession, the art of providing authentic hospitality to the customers of the

hospitality industry.

• Female Leadership Club

Led by Student Counsellor's, the Female Leadership Club aims to educate and encourage future female leaders in the hospitality industry, by gaining insights and learning from the challenges faced by women in the industry. It seeks to promote hospitality careers for all the girl students and acts as a platform to project a positive image about the industry as a career option. The club also acts as a grievance cell to address any grievances or problems faced by the students, and to ensure a safe learning environment.

• Commune Tree

A community service club which encourages students to develop a lifelong spirit of service, by acting as volunteers in social causes, with the spirit of giving back to the community. Community service helps to build a person's character. The volunteers improve their communication skills, are better able to work in a team setting and are more suited to take on leadership roles, all skills that a person can use throughout their entire lives. The club has organized blood donation camps, Clean India campaigns, food camps, sustainable energy and sustainable development.

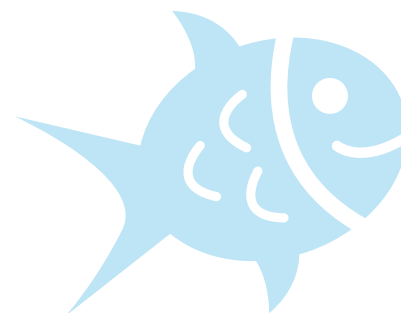
5. Graduate Managers Programme (GMP)

This program aims to prepare students for managerial positions in the hospitality industry by inculcating strong management principles and practices, in the final year of their course. The classrooms are converted into Manager's Boardrooms to simulate and enact real life situations. The pedagogy is also revised periodically to infuse more case studies, group discussion and class seminars. To promote a spirit of leadership in the students, the following initiatives have been taken:

- Mirroring the Managers - exposure to real time issues and to take critical decisions in a non-threatening environment.
- Creative Manager Exercise - to build team spirit and engagement.
- Customer Service Training Games - to enhance customer relationship skills.










International menu



Diversity

SRM University's commitment to diversity is aptly demonstrated in the cosmopolitan nature of the student community, from 52 countries and across India, through a conscious effort to build a health and diverse learning environment. Diversity enriches the educational experience, promotes personal growth, strengthens communities and the workplace and enhances the country's economic competitiveness. The SRM Institute of Hotel Management boasts of students from diverse cultural and linguistic background from France, Singapore, Middle East, Sri Lanka and African countries and almost all parts of India. The location of the institute in the expansive university campus acts as a real melting pot, with hands-on training in the adjacent fully operational star hotel providing the perfect setting for students to meet and share cultural experiences.

Our Academic Partners Abroad

	Alma, Italy		FHM University, Germany
	Johnson & Wales University, USA		Southern Cross University, Australia
	FTMS Global Academy, Singapore		FHM University, Germany
	UCSI University Malaysia		

International Collaboration

SRM maintains strategic partnerships with many organizations across the world to foster exchange of ideas and knowledge. These important partnerships work to build the quality of our programmes and support our mission of inclusion and equal opportunity. SRM University's Institute of Hotel Management is committed to building a strong global network of mutually beneficial partnerships, to impact the faculty and students. These include:

ALMA, Italy: ALMA, the International School for Italian cuisine, specializing in providing much sought after world class programs.

Johnson & Wales University, USA: Johnson & Wales University, USA, a world renowned University offering hospitality and culinary programmes, keeping pace with the ever-growing, global industry.

FTMS Global Academy, Singapore: FTMS Global Academy, Singapore, one of the world's finest hospitality and management schools.

UCSI University, Malaysia: One of the largest and most established hospitality and tourism management school in Southeast Asia.

FHM University, Germany: FHM University, Germany is a leading World Class Multi Stream University offering quality programmes in a wide range of areas.

Southern Cross University, Australia: Australia's leading Academic University with World Class Programmes in Hotel Management, Hospitality and Tourism.

IMI University, Switzerland: Providing world class learning environment with excellent career connections.



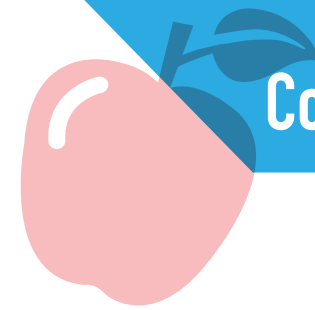
I came across good reviews about SRM Institute of Hotel Management through alumni which inspired me to take this course. The environment is very conducive for studying and learning new things. All my faculty are very supportive and encouraging, which driven me to reach greater heights.

Premica Dkhar
First Year Student from Nepal

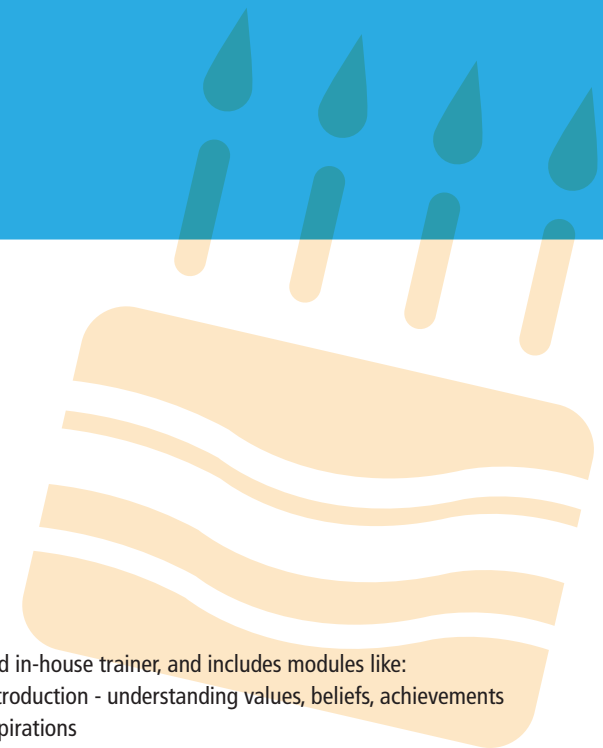
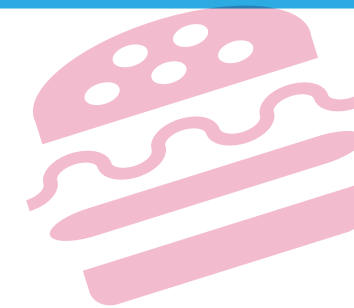


I am proud to be a student of SRM IHM which is one of the best in India, making students ready to fit into the Hospitality Industry.

Clement Vial,
Final Year Student from France



Cooked to perfection



Personality Development

Hotel management demands a friendly, helpful, outgoing personality, the ability to take responsibility and to work well with others. At SRM Institute of Hotel Management students are taught how to maintain an interest in people of all backgrounds, and important traits like creativity, flair, tact, a methodical approach, organising and administrative ability, visual imagination, physical stamina and good health to withstand irregular hours of work. To be successful in the industry students are taught about maintaining a temperament which remains unruffled in inevitable crises, a good memory for faces as regular guests appreciate recognition, considerable self-confidence and an eye for detail.

Personality development courses are delivered through the services of an

experienced in-house trainer, and includes modules like:

- Self-introduction - understanding values, beliefs, achievements and aspirations
- Body Language
- Spoken English
- Communication Skills
- Presentation Skills
- Interviewing Skills.
- Leadership Skills
- Team Working
- Grooming Standards

A Pathway to Success



Arun always wanted to work in the hospitality industry. It was his life's ambition and passion. When Arun joined the SRM Institute of Hotel Management, little did he believe it would be one of the most rewarding and defining three years of his life. He made many friends and business contacts. Arun reminisces about his time at SRM, "The faculty freely shared their rich experience of the industry, carefully nurturing us for a challenging career."

For Arun, the learning went beyond the classroom. He learnt the finer nuances of how to develop a positive disposition and personality, key prerequisites for an exciting role in the industry. "It was not all about academics; we were systematically groomed for the profession and also

taught the importance of giving back to the community." Arun recalls the

encouragement he received to start a Rotaract chapter in the University, a community development project.

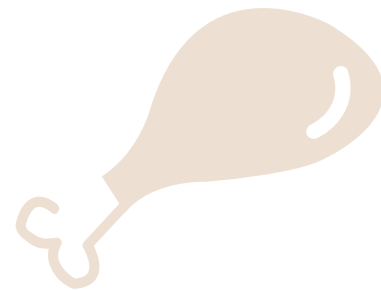
During his studies, Arun realized the key ingredient of success in the hospitality industry was how one treated people, whether they are guests or team members, as that would determine ones success in the industry. "I got the foundation to build my career at SRM. I owe my professional success to the academic rigor and training I received in my alma mater."

Mr. Arun Raj

General Manager, Aitken Spence



Master chefs in theory and practice



FACULTY

SRM faculty are known as much for their excellence in academic research as for their instruction and innovation. Our faculty provide informed and meaningful guidance to help you to gain clarity of your career path and goals.

Professors are affable and accessible. The diverse faculty at IHM bring unparalleled industry experience and credentials to the classroom and kitchen. The faculty have broad experience in their fields and are experienced, committed, passionate and involved. They combine excellent teaching skills and have extensive industry experience to motivate the students to become leaders in their chosen fields in the hospitality industry.



We at SRM believe in a holistic approach to learning, giving our students a blend of both Technical and Soft Skills Training. Hence equipping them with tools, which will make them industry leaders in the future.

Jeyachandran, Hospitality Consultant & Faculty – Personality Development

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