

Explore **Your** Potential

CHITKARA SCHOOL OF HOSPITALITY

3-Year B.Sc. in Hospitality & Hotel Administration

AN INSPIRATIONAL
STUDENT EXPERIENCE
AT A LEADING
HOSPITALITY
SCHOOL OF
INDIA

WHO ARE WE?

Chitkara University has been founded by **Dr. Ashok Chitkara** and **Dr. Madhu Chitkara** who have been passionate teachers for more than 40 years now.


Since the inception of the University, Chitkara University has been **different**. Our students have been different. So are our faculty, our academic strengths and our outlook on **teaching** and **learning**.

The unique difference being that Chitkara University has been established by and managed by **passionate** academicians with the sole mission of making each and every student **"Industry ready"**

This difference has been acknowledged by students, parents, alumni, Government and Industry since the inception of the University. Within a decade, most of our academic programs are ranked among the **top 50** programs in the country which speaks volumes about our **strong** academic heritage, highly committed **faculty**, extensive Industry collaborations, great international connections and state of the art campus facilities.

JOIN CHITKARA UNIVERSITY TO
EXPLORE **YOUR** POTENTIAL !!



A portrait of Dr. Ashok Chitkara, a middle-aged man with dark hair, wearing a dark suit, a white shirt, and a blue and white striped tie. He has a red tilak on his forehead and is smiling slightly. His hands are clasped in front of him.

Dr. ASHOK CHITKARA
PRESIDENT
CHITKARA EDUCATION

Selecting a hospitality program marks the start of an exciting period of your life. When you are selecting a program at an institution, you add life-changing experiences and expanded opportunities as well.

Students from around the country are attracted to Chitkara School of Hospitality because of our commitment to teaching excellence, because we conduct research that makes a difference, because of our industry partnerships and because of our tailored courses.

We look forward to welcoming you to Chitkara Universe.

**STRONG
ACADEMIC
HERITAGE**

Dr. MADHU CHITKARA
CHAIRPERSON
CHITKARA EDUCATION

Chitkara Education brings with it a reputation that has been earned through years of serving the career-needs of the student community. It is a reputation for excellence and innovation among coveted employers for preparing graduates who have the knowledge and skills they need for success in their workplace.

There are many reasons to choose Chitkara School of Hospitality. Our graduates go on to great careers, we're hands-on and responsive in our teaching, we provide a great environment to study and our research is world-class.



“The learning environment at **CHITKARA SCHOOL OF HOSPITALITY** represents a unique blend of distinguished faculty, brilliant and intellectual students with a proactive collaboration with industry.”



Chitkara School of Hospitality would derive its academic strength from the strong reputation and proactive industry collaborations of Chitkara University which is the leading non-profit private University of North India



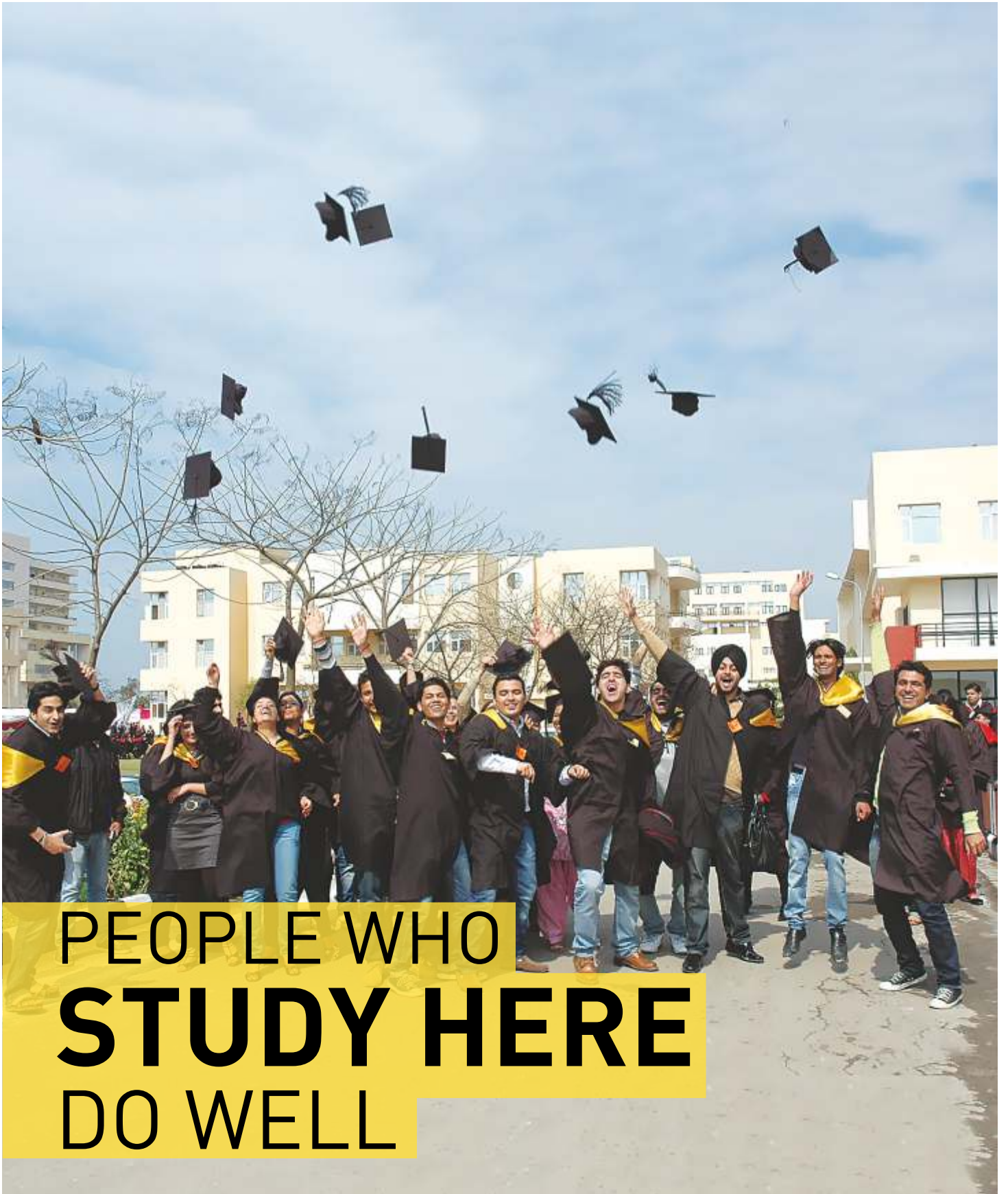
CHITKARA
EDUCATION

Chitkara University has been in the forefront of higher education in North India and boasts of a learning environment that represents a unique blend of distinguished faculty, brilliant students with strong industry collaborations and extensive partnerships with International Universities.

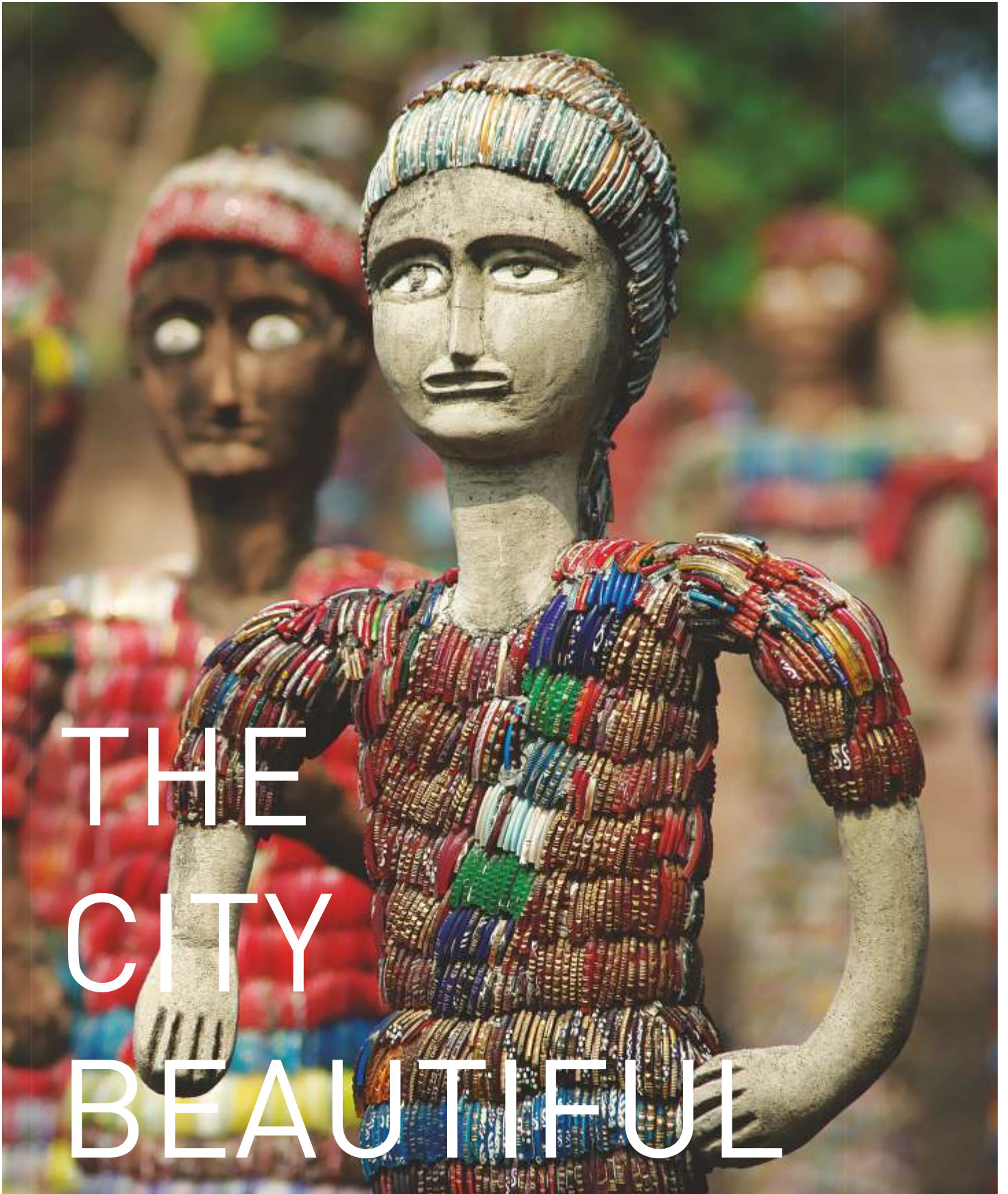
Our major academic programs are consistently ranked among top 50 in the country that speaks volumes about our enduring commitment, strong academic heritage and innovative teaching practices.

Chitkara University offers full time Degree Programs in :

Engineering | Architecture | Hospitality | Pharmacy
Mass Communication | Business | Accounting
Allied Healthcare | Nursing | Education



PEOPLE WHO
STUDY HERE
DO WELL



THE
CITY
BEAUTIFUL



CHANDIGARH

A million people; infinite possibilities

Located in the foothills of the Shivalik mountain ranges, Chandigarh is India's best planned city, with world renowned architecture and an unparalleled quality of life. The face of modern India, Chandigarh, is the manifestation of a dream that Pt. Jawahar Lal Nehru envisaged and Le Corbusier executed.

Chandigarh was the first planned city in India post independence in 1947 and is known internationally for its architecture and urban design. The city has projects designed by architects such as Le Corbusier, Pierre Jeanneret, Jane Drew and Maxwell Fry. It is an urban showpiece - where plants and trees are as much a part of construction plans as the roads and buildings.

Chandigarh and its surrounding areas, are on their way to becoming the North Indian hospitality hub with the arrival of major chains such as TAJ, Hyatt, JW Marriot, Lalit, Lemon Tree and Accor.

With its world class infrastructure and highest per capita income Chandigarh is fast emerging as the entrepreneurship hub of the country. Chandigarh is also attracting the service industry, education, health, food processing and a host of other companies who view it as their regional center for all north Indian states namely

Jammu & Kashmir, Himachal Pradesh, Uttarakhand, Punjab and Haryana.

- Chandigarh is a city that comes under eTimes' 15 best Asian spots. eTimes magazine has dubbed Chandigarh as 'the thinking man's city' amidst a continent of mindless growth
- In major surveys, Chandigarh beats Bangalore, Chennai & Hyderabad in the overall ranking of India's best cities for doing business.
- A confederation of Indian Industries (CII) commissioned study has ranked Chandigarh as the overall third best city for doing business among 35 cities with an urban population exceeding population of one million.

With easy connectivity to major cities across India by flight as well as rail Chandigarh serves as the gateway to northern India. There are also direct flights to connect with the rest of the country mainly Mumbai, Delhi and Bangalore. Indian rail network connects this city to various Indian cities chiefly Delhi, Shimla, Lucknow, Jaipur, Mumbai, Goa and Kerala.



Your
FUTURE
STARTS HERE

CHITKARA SCHOOL OF HOSPITALITY

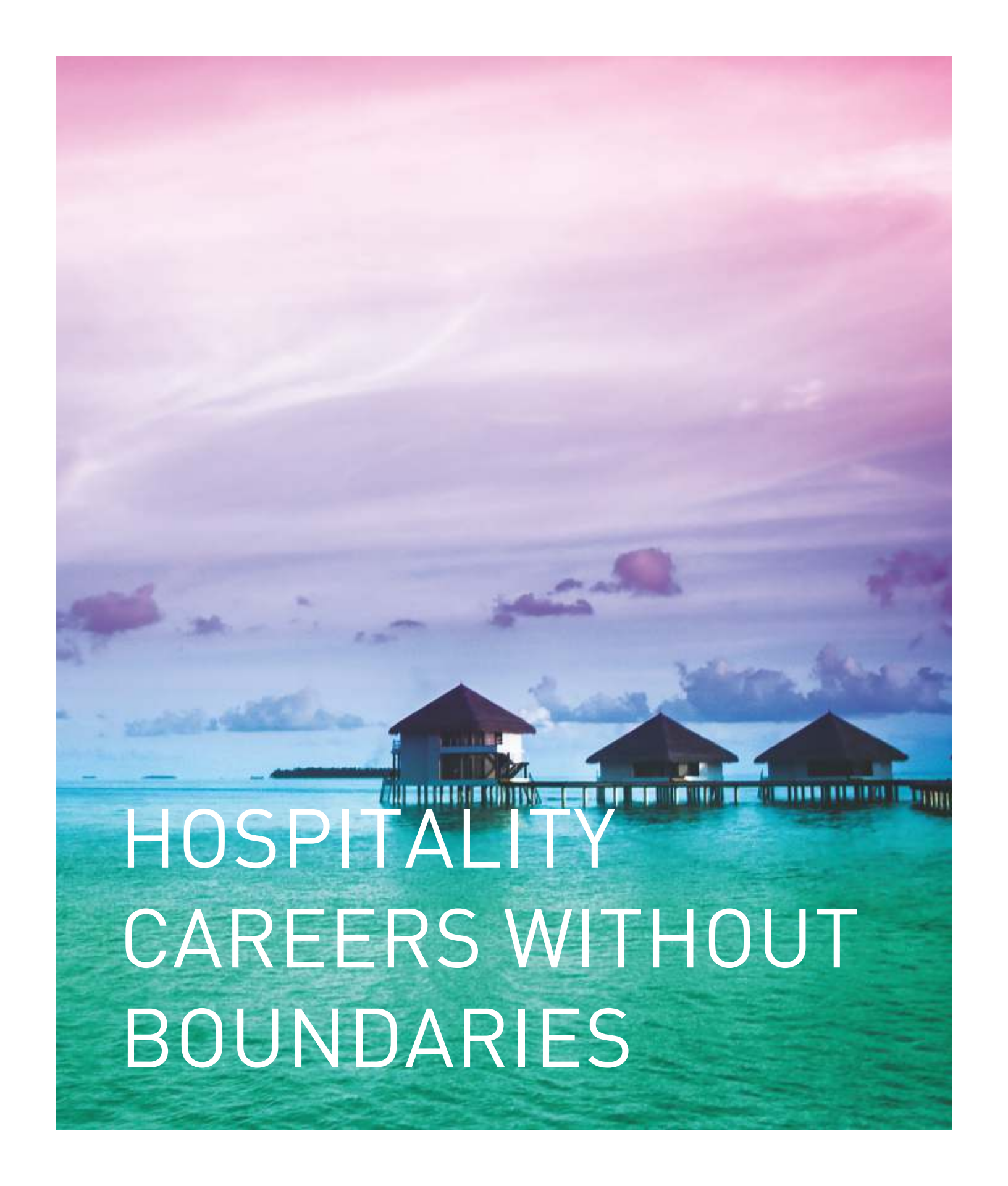
Chitkara School of Hospitality (CSH) established in the year 2005 has been designed to be a world-class training centre where dedication and close ties to the hospitality and tourism industry are hallmarks of teaching and learning. Students get unparalleled instruction from the best mentors in the field and gain an excellent head start in the dynamic and exciting world of hospitality, catering & tourism. It is developed and managed by individuals who are top international hotel professionals and they bring to the classroom expertise and business acumen that provides students with comprehensive theoretical knowledge and practical hands-on experience necessary to prepare for a rewarding career in dynamic and exciting industries of hospitality, tourism and catering.

Chitkara School of Hospitality is affiliated with **National Council for Hotel Management and Catering Technology (NCHMCT)** since 2008 and we are constantly endeavoring to impart hospitality knowledge, skills, concepts and techniques in the right environment for the students to learn and emerge as global Hospitality Service providers. The programs are so designed that students learn the fundamental knowledge along with the expertise required which provides them an edge in this dynamic industry.

FOR THE ACADEMIC YEAR 2015, WE OFFER THE FOLLOWING PROGRAMS

- 3-Year B.Sc. in Hospitality & Hotel Administration
- 18 months Diploma in Food Production
- 18 months Diploma Food & Beverage Service
- 18 months Diploma Bakery & Confectionery

Come and explore your potential with Chitkara School of Hospitality.



HOSPITALITY
CAREERS WITHOUT
BOUNDARIES

HOSPITALITY INDUSTRY

Picture This. You are managing a five-star hotel or resort. Opening the hottest restaurant in town. Running a casino or a theme park. Or creating the marketing for an airline, national tourism campaign or even your favourite IPL team.

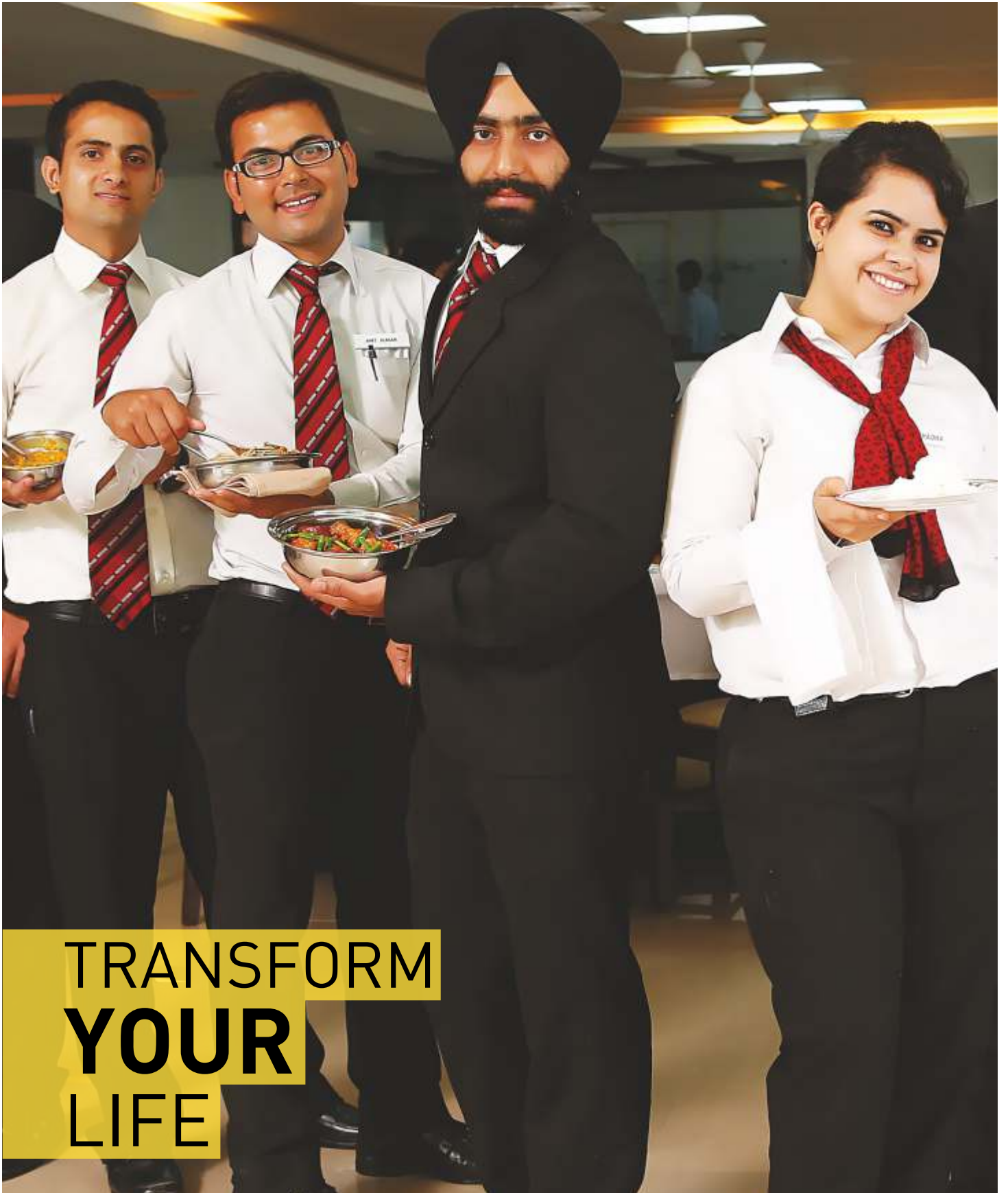
Sounds Exciting? It Is. That's what hospitality management careers are like. And this is just a tiny sampling of the vast variety of dynamic opportunities that await you in the global hospitality industry. Hospitality continues to be one of the world's fastest growing industries. According to the World Travel & Tourism Council, the hospitality and tourism sector employs more than 235 million people worldwide!

If you'd like a career that is professionally stimulating and personally fulfilling, and that can take you anywhere in the world, take a look at the hospitality sector and consider the unique, innovative hospitality management network that can put you on the fast track to success.

Our Hospitality Management Program is based upon a solid business curriculum with a focus on people and service-oriented operations. Whether you want to manage the operations of an internationally recognized resort, hotel, country club, spa or restaurant, this program prepares you for this exciting industry with four main tracks: Hotel Management, Resort Management, Restaurant and Food Industry Management and Dietary Food Service Management.

Chitkara School of Hospitality students graduate with a broad business knowledge and an exceptional network of hospitality industry contacts. Extensive internships provide an array of practical field experience and set our Hospitality majors apart from any other. Join us in building your passion, imagination and knowledge into an incredibly exciting career.

8%
OF WORLDWIDE
EMPLOYMENT IS IN
TRAVEL & TOURISM



TRANSFORM
YOUR
LIFE



BACHELOR OF SCIENCE IN HOSPITALITY & HOTEL ADMINISTRATION

3-Year B.Sc. in Hospitality & Hotel Admin.

Program Contents and Academic Framework

During the first year of the program, the student will develop an overview of Hotel administration, its environment and management with essential skills and tools necessary for running a hotel successfully. This provides the foundations that prepare the students to take on more challenging advanced modules in the second and the third year of the degree program.

The advanced modules focus on a closer examination of the operations of the hotel industry, particularly on the use and management of key resources, such as people, finance and IT, from a strategic perspective. With hands on training in the labs for food production and service. The front office and housekeeping department too have their element of practical during the three year program on campus.

The second year (Sem 3/ Sem 4) would focus mainly with hands on job training in the industry.

- Students undergo a five month industry internship in the second year of their education.
- Understand the scope and historical traditions of the hospitality industry, and describe the full range of career opportunities available.
- Demonstrate knowledge and application of professional guest service skills and attitudes.
- Use computers as a tool to address management challenges in the areas of marketing, guest service, cost control, and human resource management.
- Demonstrate a familiarity with the day-to-day operational procedures of a typical hotel or restaurant property.
- Demonstrate basic familiarity with the proper use and care of common kitchen & dining room equipment.
- Apply cost control concepts and develop appropriate systems and tools for the day-to-day management and operations of lodging or food service business.
- Convert financial data and operational reports into management action plans.
- Demonstrate knowledge of proper sanitation & safety procedures for food service and lodging applications.
- Apply advertising, promotional and direct sales techniques to the marketing of tourism products and special events.



Real-World Insights from Industry Practitioners

The program also makes creative use of experienced practitioners from Travel & Tourism industry in its classes as adjunct professors and lecturers. Professionals from various hospitality chains regularly interact with our students to give first hand insight.





REAL
SKILLS FOR
THE REAL WORLD

Diploma Courses

Short-term Skill Programs

Chitkara School of Hospitality offers 18 months Diploma courses which consist of 1 year classroom training and 6 months intensive industry Internship.

Diploma in Food Production

To help fulfill the growing demand for educated and trained chefs and other food preparation personal at local, regional and national level. This course trains the students in areas of Food Production including Bakery & Patisserie. This trade has great demand, both nationally and internationally. Certificate courses combine the theory, practical and industrial experience to prepare the students for entry level positions in the diverse and challenging food service industry.

Diploma In Food and Beverage Service

This course is aimed for those interested in developing their skills in food and beverage service leading to entry level jobs locally, regionally in the hotels and allied hospitality industries like hospitals and industrial canteens, besides restaurants, bars and fast-food outlets. It also offers scope for placement as cabin crew in airlines, cruise lines, and as catering officers in multinational companies for highly talented students. Certificate courses combine the theory, practical and industrial experience to prepare the students for entry level positions in the diverse and challenging food service industry

Diploma in Bakery & Confectionery

This course will cater particularly for the needs of young people entering the industry and also for those already working in the baking industry who may benefit from further professional development The key overarching learning outcomes are that upon completion of the course the student should obtain:

- A grounding in business knowledge to support the start-up and operation of a small business or the enterprise initiative to work with an international food company
- A practical and conceptual awareness of the wider environmental constraints acting on the Baking industry
- A range of innovative and practical strategies for creating, developing and sustaining the Baking business or enterprise initiatives
- A vocationally-based capability to enhance and/or develop novel ideas into successful baking business or bakery related enterprise business solutions

STATE OF THE ART HOSPITALITY LABORATORIES



Our hospitality school boasts of world class infrastructure which helps in providing the all important link between theory and practice.

- Basic Training Kitchen
- Quantity Training Kitchen
- Advance Training Kitchen
- Bakery & Confectionary Lab
- Training Bar
- Training Restaurant
- Housekeeping Lab
- Front Office Lab
- Computer Center





WHERE
LEADERS
ARE MADE



COMMUNICATION SKILLS

ATTITUDE, COMMUNICATION & KNOWLEDGE ARE THREE ESSENTIALS FOR STUDENTS TO SUCCEED IN THEIR LIVES. WE EMPHASIZE MORE ON THESE THREE ASPECTS THOROUGHLY TO MAKE OUR STUDENTS COMPETENT AND CAPABLE PROFESSIONALS.

We provide a specially designed training program to the students in order to improve their employability skills and to prepare them to face the interview boards more effectively. The objective of this program is to provide the students with an integrated module of personality enhancement emphasizing those areas which are essential for the overall growth and development of a confident and well groomed professional.

In a recent survey of recruiters from companies with more than 50,000 employees, communication skills were cited as the single most important decisive factor in choosing employees. The survey points out that communication skills, including written and oral presentations and an ability to work with others are the main factors contributing to job success.

At Chitkara School of Hospitality, our qualified in-house trainers for communication skills provide language training where students learn to speak and communicate effectively. Sufficient opportunities are provided to our students to master their language skills through group discussions and presentations.

HOW

RECREATION & LEISURE,
ENTERTAINMENT, ATTRACTIONS &
SPECIAL EVENTS MANAGEMENT
THEME PARKS, CLUBS, DESTINATION
SERVICES & RESORT OPERATIONS

T



MEETING & EVENT SALES,
PLANNING & MANAGEMENT

CHOOSE



TRAVEL & TOURISM
INDUSTRY MANAGEMENT

CASINO &
GAMING
MANAGEMENT

YOUR



SENIOR LIVING SERVICES,
HEALTH CARE &
RETIREMENT
COMMUNITY MANAGEMENT

HOSPITALITY



MANAGEMENT



LODGING
MANAGEMENT
LUXURY CASINO,
CONVENT
ALL-SUITE &
RESORT HOTEL



CAREER

FOOD & BEVERAGE
SERVICE & CULINARY
MANAGEMENT
RESTAURANTS,
CATERING AND
INSTITUTIONAL
OPERATIONS

CAREER OPTIONS

By 2021, nearly one in every 10 jobs in the world will be in the hospitality industry, representing a staggering 324 million jobs.*

A career in Hotels

The hotel industry is for the quick-thinking and those who enjoy a quick-paced, sociable environment. Plus, if you're looking for a career with a focus on training and personal development, the hotel industry has some of the highest levels of training within hospitality.

A career in Restaurants

The industry is perfect for those with a passion for excellent food and customer service. There are hundreds of restaurants in the every city in India and the good news is that the industry is booming!

A career in Food service management

Food service management is exciting and varied. You could find yourself feeding thousands of people at a stadium, or providing delicious food at a fine-dining restaurant. If you're outgoing and love the thrill of an energetic environment, consider a career in this industry.

A career in Events

Are you always the one who organises parties, meetings and trips? Why not turn this into a career and join the events industry. Fast-paced and fun ñ working in events is for the outgoing. If you love seeing your plans come to action then this is the industry for you.

A career in Visitor attractions

In visitor attractions every day is about having fun! Theme parks, museums and zoos are part of this industry, so there is never a dull moment with a career in visitor attractions.

A career in Self catering, holiday centres & hostels

If you're outgoing and sociable, you will love the dynamic environment within self-catering, holiday centres and youth hostels. You'll meet new people every day and stay in beautiful parts of the country.

A career in Gaming

For quick-thinkers who enjoy a busy environment, the gaming industry presents an enticing career path. The atmosphere within gaming establishments is electrifying, with customers socialising and anticipating big wins.

A career in Tourist services

Do you enjoy sightseeing, history and visiting new places? The tourist services industry is about exploring culture and enriching people about their surroundings. A career in tourism gives you the opportunity to turn your hobby into a career.

*As per WTTC Report

Explore the wide range of dynamic career opportunities with the hospitality industry. Our program provides academic and practical training for students interested in future management position and for professionals employed within the hospitality industry. The program combines specialized training and specific skills to provide graduates with a relevant and contemporary education and synthesis of skills necessary for success.



CAREER SERVICES

We offer our students comprehensive opportunities to occupy themselves with questions around their career planning right from the beginning of their studies. A broadly diversified choice of career activities accompanies them during their studies and offers numerous networking opportunities with company representatives and alumni.

Focus on Careers

Chitkara prepares students for the real world and fulfilling careers. With industry representation our course continues to keep pace with real world practice making our students work-ready the moment they graduate.

Mentoring

Sometimes a little advice and guidance from someone who has been there and done that can go a long way. Students have unlimited opportunities to interact with professionals from their field to build contacts and learn about new industry trends.

Student Support Services

Our Career Centre provides personal career counselling, extensive career development seminars and invaluable assistance in developing one's resumes that showcase his/her skill and experiences.

Networking

Smart graduates require tapping into network of people, technology and information. At Chitkara, you are connected with world-class faculty, savvy technocrats and innovators. Technical workshops with guest speakers from the industry are held regularly to acquaint you with the latest happenings.

Internships

At the end of the first academic year, students are provided opportunities to pursue internships in India or abroad to gain some real world practical experience. Emphasis is placed on ensuring that students attending the program are placed in rewarding, real-world company assignments that extend the learning experience into areas that are not available at our campus. We offer the opportunity for practical, hands-on experience, internships and projects within the local community. This is why our graduates are in demand.



**BUILD
YOUR
DREAM
CV**

Advice
from
Alumni

Specialize
further with
exchange
programs

Work
placements
and
internship

Volunteering

Personal
development
program

Network
with top
employers





























Careers
event

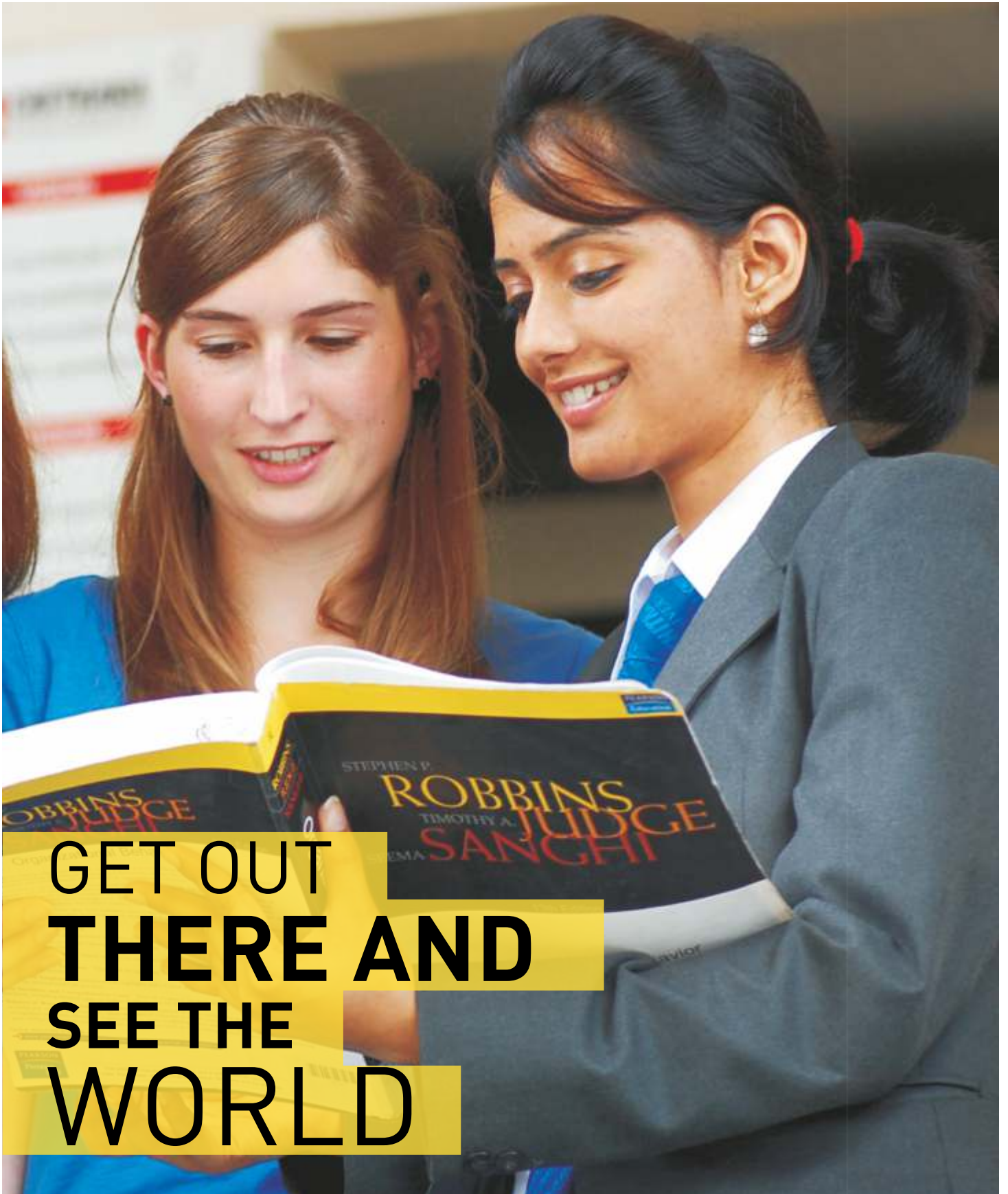


THE START
OF SOMETHING
BIG

CAMPUS RECRUITMENT

Our hospitality program has a path breaking recruitment record for its graduates since 2007, with major hotel chains coming to our campus for hiring our graduates

 <p>THE LEELA PALACES ~ HOTELS ~ RESORTS <i>The Essence of India</i></p>	 <p>Oberoi Hotels & Resorts</p>	 <p>Marriott</p>	 <p>HYATT®</p>
 <p>Le MERIDIEN</p>	 <p>Radisson</p>	 <p>THE RITZ-CARLTON®</p>	 <p>TAJ Hotels Resorts and Palaces</p>
 <p>DUSIT DEVARANA HOTELS & RESORTS</p>	 <p>ITC-WELCOMGROUP Hotels, palaces and resorts</p>	 <p>INTERCONTINENTAL HOTELS & RESORTS</p>	 <p>CARLSON</p>
 <p>NOVOTEL HOTELS</p>	 <p>PULLMAN HOTELS AND RESORTS</p>	 <p>ACCOR Clean Hotel Frontiers in Hospitality</p>	 <p>Hilton</p>
 <p>ibis HOTEL</p>	 <p>THE LaLIT</p>	 <p>Ananda</p>	 <p>THE GRAND</p>
 <p>THE IMPERIAL <i>New Delhi</i></p>	 <p>lemon tree HOTELS</p>	 <p>WESTIN HOTELS & RESORTS®</p>	 <p>Fairmont HOTELS & RESORTS</p>
 <p>JW MARRIOTT HOTELS & RESORTS</p>	 <p>TRIDENT</p>	 <p>Park Plaza</p>	 <p>RAMADA®</p>



GET OUT
THERE AND
SEE THE
WORLD



THE GLOBAL SCHOOL

Internationalisation and globalisation are key characteristics of today's environment. The world has become a 'Global Village' where economical, political, social and cultural dimensions are tightly intermingled. Such a platform offers not only considerable opportunities but also higher complexity. One must prepare for the future by anticipating the challenges and having a vision for the wide-ranging possibilities.

Chitkara School of Hospitality is prepared to face these new challenges, responding to professional and international commitments, by educating and training students and managers to be 'Global Ready' for tomorrow's world and by helping them in developing skill sets desired by future employers.

As a consequence, celebrating diversity, preparedness for international careers and 'Being Global' are embedded in our organisational culture at Chitkara School of Hospitality.

The International Experience

Students from Chitkara School of Hospitality enjoy unforgettable experiences during their internship abroad programs.

We, at Chitkara School of Hospitality, believe that combining a state of the art education and internship abroad experience is strongly desired in today's marketplace; it enhances candidates' professional, global & intercultural competence but also greatly contributes to students' personal development.

Our Unique Global Network

Chitkara University has established a unique network of more than a 50 partner universities and educational institutes around the globe. This co-operation network forms the basis for student as well as faculty exchange programs within the framework of our educational programs.

Our International and Supportive Study Environment

With its growing number of international students and faculty, Chitkara University offers a truly international study environment. International faculty from partner universities teach short-term courses to students of Chitkara School of Hospitality during global events held at the campus.

CHITKARA SCHOOL OF HOSPITALITY STUDENTS ARE EXPOSED TO INTERNATIONAL INTERNSHIP PROGRAMS WHICH RESULTS IN A TRULY "GLOBAL" PROFESSIONAL.



Global Connections

CHITKARA SCHOOL OF HOSPITALITY HAS STRONG AGREEMENTS FOR FACULTY AND STUDENT ACADEMIC EXCHANGE WITH TOP EDUCATION PROVIDERS ACROSS THE WORLD. SOME OF THE MAJOR INSTITUTIONS ARE

ASIA

SOUTH KOREA

- Soongsil University
- Kookmin University
- Korea University(Sejong Campus)
- Kongju National University
- Chung Ang University
- Kyung Hee University
- Sookmyung Women's University
- Hanbuk University
- Chonbuk National University
- Kyungpook National University
- Chosun University
- Sangmyung University
- Jungwon University

CHINA

- Qilu University of Technology
- Zhejiang University of Science & Technology
- Qingdao Technological University Qindao College

INDONESIA

- Binus University
- Telkom University

TAIWAN

- China Medical University
- Providence University

MALAYSIA

- HELP University

AUSTRALIA

- Deakin University
- Edith Cowan University
- Flinders University

SOUTH AMERICA

BRAZIL

- The Pontificia Universidade Catolica DO Rio Grande Do Sul

NORTH AMERICA

U.S.A

- Central Michigan University
- University of Florida
- Purdue University
- San Diego State University
- University of Massachusetts, Lowell
- Missouri University of Science and Technology
- Northern Illinois University
- Northern Arizona University
- Portland State University

CANADA

- George Brown College
- British Columbia Institute of Technology
- Kings University College at Western University
- University of Prince Edward Island (UPEI)
- Vancouver Island University
- Georgian College



MEXICO

- Universidad Autonoma Delestado De Hidalgo

EUROPE

U.K

- Glasgow Caledonian University
- Anglia Ruskin University

NETHERLANDS

- Fontys University of Applied Sciences

SPAIN

- University of Alicante

FINLAND

- Helsinki Metropolia University of Applied Sciences

GERMANY

- Cologne Business School
- Karlshochschule International University
- Hochschule Osnabruck University of Applied Sciences Osnabruck
- Duale Hochschule Baden Wurttemberg (DHBW)

BELGIUM

- IHECS

PORTUGAL

- Politecmico De Coimbra

FRANCE

- ESIGELEC ñ School of Engineering Rougen
- Ecole Pour Lí Informatique Et Les Techniques Avacees- EPITA
- EM Normandie
- Kedge Business School
- Institute Dí Etudes Politiques De Toulouse
- Sciences Po Lille
- ISTIA-Universite Angers
- UniversitÉ Montpellier 2 Sciences et Techniques



LEARNING IS **FUNDAMENTAL**

Chitkara School of Hospitality in a nutshell? - Cool vibes, great events and excitement all year round, sports, theatre, excursions, always somebody home next door. That is it.





www.chitkara.edu.in
admissions@chitkara.edu.in

For more information
give a miss call on **1800 267 1999**

Admissions Helpline:
+91 95011 05714 | 95011 05715

CHITKARA
SCHOOL OF HOSPITALITY



CHANDIGARH INFORMATION CENTRE
SCO 160-161, Sector 9-C | 160 009 | India

CHITKARA SCHOOL OF HOSPITALITY
Chandigarh-Patiala National Highway | Punjab- 140 401