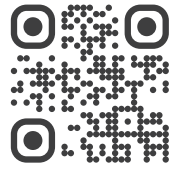




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Executive Development  
Program in  
**HOSPITALITY  
MANAGEMENT**

Duration: 12 Months

Fee: ₹1.7 Lakhs

Website —  
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Campus —  
Bell Road, Clement Town, Dehradun, Uttarakhand, India 248002

# Executive Development Program - Hospitality Management

## Rationale

Department of Hospitality Management offers Executive Development Program (EDP) for early and mid-stage entrepreneurs, experienced hospitality professionals, and fresh hospitality graduates. One-year program, with a focus on fostering innovative entrepreneurship in the tourism and hospitality sector.

The curriculum combines business and management knowledge with practical strategies specifically geared to the tourism and hospitality sector. This program will open up multiple career and entrepreneurship opportunities in hospitality and allied sectors.

## Eligibility

Minimum two years of work experience in a relevant area in leadership or managerial role.

## Facilities & Infrastructure

**Training Kitchen:** Well-equipped Training kitchen to impart skill related to food production and culinary arts. Hands on training by experienced chefs.

**Training Restaurant:** Equipped restaurant setup to impart skills related to restaurant operations.

**Room Division Lab:** Well-furnished guest rooms to provide hands on training in front office and accommodation operations.

## Program Outcomes

- To develop enterprise in various job roles related to hospitality and tourism industry
- Capacity building in all core operational areas of hospitality and tourism industry
- To develop a competitive edge through understanding of international hospitality standards and practices.

### Key Features of the EDP

**Target Audience:** Entrepreneurs and people holding managerial level responsibilities in the relevant industry.

**Duration:** This is one-year program, providing a focused timeframe for learning and development.

**Focus:** The program aims to promote and facilitate innovative entrepreneurship in the hospitality and tourism industry.

## Pedagogy

Combination of hybrid mode lectures, hands on practical exposure, discussions, peer-to-peer experience sharing, case studies, seminars, presentations, and industry exposure.

## Modules

The program will cover various modules and sessions to foster entrepreneurship skills. The major modules or sessions:

- **Entrepreneurship Fundamentals:** Understanding entrepreneurship, its importance, and the entrepreneurial mind-set.
- **Business Planning:** Developing business plans, including market research, financial projections, and marketing strategies.
- **Hospitality Industry Insights:** Understanding the hospitality industry, trends, and opportunities.
- **Innovation and Creativity:** Encouraging innovative thinking and creative problem-solving.
- **Financial Management:** Managing finances, including budgeting, forecasting, and funding options.
- **Marketing and Branding:** Developing marketing strategies and building a brand identity.
- **Operations Management:** Understanding operational aspects, including supply chain management and logistics.

## Sessions

- **Guest Lectures:** Industry experts sharing their experiences and insights.
- **Case Studies:** Analysing successful hospitality businesses and entrepreneurs.
- **Group Discussions:** Collaborative discussions on entrepreneurship-related topics.
- **Seminar Presentations:** Participants presenting their business plans and receiving feedback.
- **Technical Mentorship:** One-on-one guidance from experienced faculties.
- **Networking Opportunities:** Connecting with potential investors, partners, or peers.
- **Industry exposure / hands on experience**

## Global Collaborations for International Exposure

University partners with top global hospitality brands to offer students exceptional international internship and placement opportunities.

- Gain global industry exposure in leading hotel chains such as Marriott, Hilton etc.
- Work in diverse cultural environments across luxury hotels, resorts, and cruise lines.
- Develop a competitive edge through international hospitality standards and practices.

## International Partners

