



AURO
UNIVERSITY

Integral & Transformational Learning

[Established under the Gujarat State Private University Act, 2009 and approved u/s 2(f) & u/s 22 of the UGC Act and Regulations 2003]

School of Hospitality Management



School of Hospitality Management

School of Hospitality Management is a premium School focused on creating through value education, a generation of high achieving leaders for the most dynamic and sought-after hospitality industry.

The School accomplishes its mission through engagement of students and scholars in holistic learning environment, topical research and enriching continuously through industry interface. The curriculum is dynamic, practical and is constantly revised to keep up with industry requirements.

The faculties at School disseminate current knowledge and skills through education and training to its learners while also continuously raising the bar to acquire and generate new knowledge through research.

Aspiring leaders in the hospitality sector are keen to take advantage of School, which also has the solid backing of AURO Hotels group – a notable presence in the hospitality sector across the globe - and with Courtyard Marriott on the University Campus for hands on experience.

The School of Hospitality Management offers:

- Ph D - Hospitality Management
- B.Sc. Hospitality Management (4 years)
- B.Sc. + M. Sc. Hospitality Management (Integrated 5 years)
- M. Sc. - International Hospitality & Tourism Management (2 years)
- Post Graduate Diploma in Events Management (1 Year)
- Post Graduate Diploma in Contemporary Bakery and Patisserie with paid internship in France (1.5 Years)

Eligibility Criteria for

1. **B. Sc. Hospitality Management (4 Years) / B. Sc. + M. Sc. Hospitality Management (Int. 5 years)**
 - Successful completion of Class XII (10+2) or equivalent examination in any stream with 50% aggregate marks or equivalent grade. Students expecting their results by July 2019 may also apply for provisional admission.
 - Students appearing for their Class XII examination will be given provisional admissions based on their Class X performance.
 - In case the student has received the Class XII certificate from abroad or has been an IB student and has received IB diploma an equivalence certificate issued from Association of Indian University (AIU) must be attached with the application form.

Program Structure B. Sc. Hospitality Management

YEAR-1	<ul style="list-style-type: none"> • Foundations of Hospitality Industry • Principles of Micro Economics • Critical Thinking and Communication • Hospitality Law 	<ul style="list-style-type: none"> • Managing Accommodation Operations • Managing Food & Beverage Operations • Culinary Theory and Skills • Introduction To Science Of Living
YEAR-2	<ul style="list-style-type: none"> • Supply Chain Management For Hospitality Industry • E-Business for Hospitality Industry • Developing Hospitality Business • Hospitality Management Accounting • Quantitative Analysis in H&T Industry 	<ul style="list-style-type: none"> • Facility Planning and Management • Managing People in Hospitality Industry • Research Methodology • Financial Accounting for Hospitality Industry • Revenue Management and Pricing
YEAR-3	<ul style="list-style-type: none"> • Semester Five & Six Supervised Work Experience 	
YEAR-4	<ul style="list-style-type: none"> • Strategic Management Simulation • Personality Development • Leadership and Career Planning • Managing Resorts 	<ul style="list-style-type: none"> • Entrepreneurship in H&T Industry • Event Management <p>Specialization Elective –</p> <p>I-Dissertation</p> <p>II-Culinary & Patisserie</p>

Integrated M.Sc. Hospitality & Tourism Management (4+1)

Year - 1	<ul style="list-style-type: none"> • Foundations of Hospitality Industry • Principles of Micro Economics • Critical Thinking and Communication • Hospitality Law 	<ul style="list-style-type: none"> • Managing Accommodation Operations • Managing Food & Beverage Operations • Culinary Theory and Skills • Introduction To Science Of Living
Year - 2	<ul style="list-style-type: none"> • Supply Chain Management For Hospitality Industry • E-Business for Hospitality Industry • Developing Hospitality Business • Hospitality Management Accounting • Quantitative Analysis in H&T Industry 	<ul style="list-style-type: none"> • Facility Planning and Management • Managing People in Hospitality Industry • Research Methodology • Financial Accounting for Hospitality Industry • Revenue Management and Pricing
Year - 3	<ul style="list-style-type: none"> • Semester Five & Six Supervised Work Experience 	
Year - 4	<ul style="list-style-type: none"> • Strategic Management Simulation • Personality Development • Leadership and Career Planning • Managing Resorts 	<ul style="list-style-type: none"> • Entrepreneurship in H&T Industry • Event Management Specialization Elective – <ul style="list-style-type: none"> • I-Dissertation • II-Culinary & Patisserie
Year - 5	<ul style="list-style-type: none"> • Applied Research Project • Innovation and Change • MICE • Simulation Exercise 	<ul style="list-style-type: none"> • Elective 1 • LIVE Event • Asset Management • Elective 2
Elective	<ul style="list-style-type: none"> • Spa Management • Club Management • Patisserie Arts 	

Courtyard Marriott – On Campus Hotel

Courtyard Marriott, a 5 star hotel on the University campus, provides opportunities to students of all Schools to apply their knowledge and go through learning and training.



Choice Based Credit System

Choice Based Credit System (CBCS) offers a basket of courses beyond the limits of learners and schools. It caters to the interests of students and gives them choices to opt for discipline, courses across Schools. Also, they can earn extra credits. In the process, it facilitates integral and holistic view of knowledge and life.



Our Globe-trotting Interns

The students of B. Sc. – Hospitality Management have been provided with 1 year Paid Internship (Supervised Work Experience) with various reputed 5 star hotels in USA, New Zealand, France and Malaysia. The students do internships at AURO Hotels at Greenville SC and Orlando. These include Renaissance, Hyatt, Courtyard by Marriott, Taj, Hilton, Oceania and Fairfield Inn by Marriott.



Internship @ Charleston Marriott, USA

Academic Activities

A. Guest Trainers and Speakers

Dr. Sudhir Andrews	Chairman - School Advisory Board
Carl Winston	Director - School of Hospitality & Tourism Management (San Diego State University, USA)
Mr. Abbas Abdul Rahim Hajoori	Owner of SOSYO beverages
Mr. Gaurav Singhvi	CA, active member of Chamber of Commerce & Industry, Youth Icon
Mr. Sanath Relia	Reliya Seasoned hotelier and Chairman of Gujarat Chamber of Commerce (Hotel and Restaurant Wing).
Ms. Preeti Ahuja Duggal	Professional Grooming and Make up
Mr. Vijay P. Thacker	Financial planner and expert
Mr. H.P. Rama	Chancellor @ AURO University
Chef Stanley	Chef at D.Y. Patil, Navi Mumbai
Chef Fateh Singh Grewal	Sous Chef, Benne Restaurant, Grand Sheraton, Pune
Chef Sudev Sharma	Executive Chef, Taj Gateway, Surat
Chef Shantanu Gupte	Celebrity Chef
Chef Suprabhat Banerjee	Chef; Pan Asian Cuisine

B. Industrial Visit

- Sula Vineyards - Nashik
- Ginger Hotel - Nashik
- SABMILLER Brewery, Aurangabad,
- Taj Gateway, Surat
- Essar Township
- Surbhi Textile
- Corinthians Resort - Pune
- Amul & Sumul
- McCain & Coke Plant
- SOSYO Bottling Plant
- JW Marriot, Mumbai

Theme Dinners

Students of final year organize Theme Dinners. In Feb / March 2019, following five fine dining events were organized.

- **Ithaka**
- **United Global Cuisine**
- **Ikhtiyaar**
- **Tehzeeb Farman**

International Paid Internships

Internships are a very important part of the student's educational program. The Hospitality Management students have gone for internship to France, New Zealand, Malaysia and USA. The internship program is for one year duration, divided into two halves of six months period (each). The students are supposed to work in four different operational departments.



Food & Beverages Service	Restaurants, Banquets, Bar And In Room Dining
Kitchen Department	Has Different Sections On Basis Of The Cuisines
Banquets	Seating Arrangements, Cover Layouts And All The Pre-Preparation; Bar Section
Housekeeping	Various Cleaning Methods, Use of Chemicals And Equipment Used In Cleaning

Non-Academic Activities

- National Budding Chef Competition (N.B.C.C.)
- World Tourism Day
- Pasta and Cheese Event
- Kritagyata
- Cake Decoration Workshop



List of Core Faculty

1. **Prof. Kamal Manaktola** - Professor & Head of School
2. **Mr. Vimal Shukla** - Associate Professor
3. **Mr. Sumant Sharma** - Assistant Professor
4. **Mr. Manan Chakraborty** - Assistant Professor
5. **Mr. Dilip Kumar** - Assistant Professor
6. **Mr. Rajiv R Mishra** - Assistant Professor
7. **Mr. Sumit Kumar** - Assistant Professor
8. **Chef Mukesh Dataniya** - Chef
9. **Ms. Amita Singh** - Teaching Associate
10. **Ms. Jennifer Sam Mistry** - Teaching Associate

M.Sc. - International Hospitality and Tourism Management (2 Years)

Introduction

The hospitality industry is one of the fastest growing industries worldwide. From tourism and travel, to restaurants and luxury retail- there's an abundance of career opportunities in a plethora of sectors that is growing day by day. Travel and tourism is predicted to outperform the global economy. Travel and Tourism supported 292 million jobs across the world in 2016. That adds up to an average of 1 in 10 of all jobs worldwide. According to WTTC report 2018, by 2028, travel and tourism will support 23% of all new jobs created.

The Indian tourism and hospitality industry has emerged as one of the key drivers of growth among the services sector in India. Tourism in India has significant potential considering the rich cultural and historical heritage, variety in ecology, terrains and places of natural beauty spread across the country. Total contribution by travel and tourism sector to India's GDP is expected to increase from Rs 15.24 trillion (US\$ 234.03 billion) in 2017 to Rs 32.05 trillion (US\$ 492.21 billion) in 2028. India was ranked 7th among 184 countries in terms of travel & tourism's total contribution to GDP in 2017.

Tourism is also a potentially large employment generator besides being a significant source of foreign exchange for the country. The travel & tourism sector in India accounted for 8 per cent of the total employment opportunities generated in the country in 2017, providing employment to around 41.6 million people during the same year. The number is expected to rise by 2 per cent annum to 52.3 million jobs by 2028. This has immensely enhanced the requirement of trained hospitality personnel. International hotel chains are increasing their presence in the country, as it will account for around 47 per cent share in the Tourism & Hospitality sector of India by 2020 & 50 per cent by 2022. (Source: India Brand Equity Foundation website)



Why choose the program?

An education in hospitality is the beginning of a journey into a diverse and exciting opportunities and personal discoveries. Every aspect of our curriculum has tomorrow's industry in mind.

Throughout your academic journey, you'll learn how to master critical thinking, embrace innovation and expect change. Partnering this with the art and science of hospitality, you'll have the toolkit you need to help you conquer today's industry, and anticipate the challenges of tomorrow.

The M. Sc. in International Hospitality and Tourism Management is a unique, intensive and innovative program that prepares future managers to become effective global hospitality professionals with leadership qualities. The two-year program focuses on Business & Management Studies specific to Hospitality Industry.

Specialized components such as team project and mentorship, under the guidance of industry specialists, broaden the learning spectrum and prepare the post graduates with required management theories and operational competencies to be readily accepted in the hospitality and service industry.

Why choose AURO University?

Promoted by AURO Hotels, India and U.S.A., AURO University is a progressive centre for integral learning and leadership. School of Hospitality Management is a premium school focused on creating, through value education, a generation of high achieving leaders for the most happening Hospitality Industry. The school continuously endeavors to disseminate knowledge and skill through education and training to scholars who enroll into School of Hospitality while, also raising the bar higher to acquire and generate new knowledge through research. Aspiring leaders in the hospitality sector are keen to take advantage of School that also has the solid backing of AURO Hotels group – a notable presence in the hospitality sector across the globe and with Courtyard Marriott on the University Campus for hands on experience.

We at AURO University believe in working towards building the next level of support and ecosystem for the budding entrepreneurs and we aim to encourage ideas, help them take calculated risks, mentor their journey and accelerate their chances of success. We have created AURO Innovation and Incubation Cell, which aims to work with ideas & visionaries who wish to make an impact and create responsible products for the future.

Eligibility Criteria

Pass with 50% aggregate marks in Bachelor's degree (any discipline–arts/commerce/science) or equivalent.

** Hotel Management Graduates (3 or 4 year) will get direct entry into second year of the program, upon completion of Bridge Course.

Career Avenues

The M.Sc. in Hospitality and Tourism Management combines hospitality management knowledge with specialized concept-based training in Hotel Operations & Management across India and world over. With a multi-faceted skillset, hospitality management postgraduates have the flexibility and adaptability to excel in a variety of career paths. The Program prepares young professionals for a career in not only hospitality but also stretches across varied sectors, industries such as airlines, cruise liners, travel & tourism, hospitals, events management companies, consulting services and MNCs, giving them the opportunity to work across the globe for some of the biggest employers worldwide. As a result, the post-graduates can look forward to career opportunities as:

- Management Trainee in Hotel and allied hospitality industry;
- Resort Development and Management
- Self Employment through Entrepreneurship
- Multinational Companies for their Hospitality Services
- Shipping and Cruise lines



M.Sc. International Hospitality & Tourism Management (2 Years)

Year - I : Fundamentals

- Fundamentals of H&T
- Accommodation Operations
- Science of Living / Revenue Management
- Food and Beverage Service
- Culinary Skills and Theory
- Accounting and Finance for Business
- Integrated and Digital Marketing in H&T
- HRM for Hospitality Industry

Internship for
6 months

Year - II : Intermediate

- Applied Research Project
- Innovation and Change
- MICE
- Live Event
- Simulation Exercise
- Asset Management
- Elective -I
- Elective -II

Elective

Club Management
Patisserie Arts

Spa Management



Post Graduate Diploma in Events Management

The events industry is integral to cities, regions and countries and our Event Management program will enable the students to develop specialized skills and knowledge in the thriving events sector. Students will gain a strong foundation in events management and apply theory to practice by engaging in practical events management. Through live case-studies and being immersed in real event design and delivery, students will experience an innovative and creative approach to your learning. This program prepares students to enter an exciting and vibrant industry encompassing conferences and exhibitions, cultural and sporting events, festivals and personal events. They study how these are planned, managed and evaluated.

The program is run in collaboration with Wizcraft Mime, Mumbai. Wizcraft is one of the best event management company in India. The students will go for internship. We have industry partners who will help us deliver modules, allowing you to draw upon their wealth of practitioner experience in business, and we provide the opportunity to study and become engaged with numerous events that take place regionally.

Post Graduate Diploma in Contemporary Bakery & Patisserie (With six months international internship)

This PG Diploma in Contemporary Bakery & Patisserie has been developed in response to the demand for practical skills, backed with knowledge in all aspects of bakery technology and entrepreneurship. Candidates will qualify with in-depth bakery knowledge, hands-on capabilities in making contemporary products and entrepreneurial competencies.

Eligibility Criteria for

1. **Post Graduate Diploma Event Management (1 year)**
2. **Post Graduate Diploma in Contemporary Bakery & Patisserie (1.5 years internship in France)**
3. **Certificate in Contemporary Bakery and Patisserie (1 year)**
 - Bachelor's degree (10+2+3 or 10+2+4) from a recognized University / Institute in India or abroad, with a minimum of 50% marks.
 - Certificate program (10+2) with a minimum of 50% marks.
 - In case the Bachelor's degree received from abroad, an equivalence certificate issued from Association of Indian University (AIU) must be attached with the application form.
 - Student expecting their results by July 2019 may also apply for provisional admission subject to the fact that their aggregate score in Bachelor Degree Examination shall be a minimum of 50% marks.

Program Structure Post Graduate Diploma in Events Management

1. Principles of events marketing including digital marketing and marketing analysis
2. Finance and accounting for business
3. Leadership in an international context
4. Develop decision-making skills to devise marketing plans and communications.
5. Business Environment
6. Business and International Context of Events
7. Business impacts
8. Event Design and Creativity
9. Event Management and Planning
10. Services Marketing and Management
11. Imaginering Events Themes and Experiences
12. Economics of Leisure and Tourism sector
13. Trends and Concepts in Events
 - Dynamics of Events
 - Sustainability
14. Entrepreneurship in Events and Leisure Industry
15. Live Event Project- Three Months Paid Internship with Event Management Company



Program Structure Post Graduate Diploma in Contemporary Bakery & Patisserie

1. History & Science	10. Pralines and Truffles
2. Food Safety	11. Pies, Fruit Flans & Tarts
3. Weights, Measures, Scaling & Conversions	12. Soufflés
4. Basic, Artisan & Ethnic Bread Making	13. Specialty Cakes, Gateaux & Torte
5. Practical Baking Techniques	14. Marzipan
6. Pastry Dough, Sauces & Fillings	15. Nutrition & Dietary Sensitivities
7. Cream, Custards & Icing	16. Plating & Presentation Styles
8. Frozen Desserts	17. Contemporary Patisserie
9. Chocolate Showpieces and Sugar Arts	18. Entrepreneurship

* AURO University reserves the right to change the course curriculum

Fee Structure

1. Annual Fee Structure for 4 years full time Bachelor of Science – Hospitality Management program is Rs. 3,00,000
2. Annual Fee Structure for 5 years full time Integrated B. Sc. + M. Sc. Hospitality Management program is Rs. 3,00,000
3. Annual Fee Structure for 2 years full time M. Sc. Hospitality & Tourism Management program is Rs. 3,00,000
4. Annual Fee Structure for 1 year full time Post Graduate Diploma in Event Management program is Rs. 2,70,000
5. Total Program Fee Structure for 18 months (Paid Internship in France) full time Post Graduate Diploma in Bakery & Patisserie program is Rs. 2,70,000



AURO UNIVERSITY

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