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Information Brochure



BIITM SCHOOL OF HOTEL MANAGEMENT BHUBANESWAR

Affiliated to Utkal University of Culture, Bhubaneswar (recognized by UGC, Govt. of India) and
Approved by Govt. of Odisha

FROM THE DESK OF THE PRINCIPAL

BIITM School of Hotel Management, one of the premier Centers of Excellence in Hospitality Education. The institute offers course on Bachelor Degree in Hotel Management of 4 years & Master Degree in Hotel Management of 2 years duration approved by Govt. of Odisha and affiliated to Utkal University of Culture, Bhubaneswar.



The state-of-the-art infrastructure is made to expose the students of the latest adopted and practiced technology in star hotels in India. Our objective is to make the students hard core professionals to meet the needs of the star hotels in India & abroad.

Bhubaneswar city has been declared by Govt. of India to be a smart city and shortlisted as number one among selected 98 cities by Govt. of India. This will boost up the investment in hospitality sector by the multinational hoteliers, tour operators, aviation sector, etc. Students who aspire to become skilled professionals in hospitality sector shall get enough privileges & opportunities. BIITM School of Hotel Management accordingly taking steps to develop their infrastructure facilities to match the requirement of smart city for hospitality sector.

The institute feels proud for the faculty members since they have experience in teaching and industry in hospitality sector.

I am pleased to welcome you to BIITM School of Hotel Management and enjoy your academics in our campus.

Mrs. Abhipsa Patnaik, Principal
BIITM SCHOOL OF HOTEL MANAGEMENT

INTRODUCTION :

BIITM SCHOOL OF HOTEL MANAGEMENT, Bhubaneswar has been promoted by Gokarneswar Charitable Trust, F/4, Chandaka Ind. Estate, Opp. Infocity, Patia, Bhubaneswar, promoter of Biju Patnaik Institute of IT & Management Studies, a leading B-School of Odisha, Bhubaneswar since 1999.

The institute is located in the heart of Bhubaneswar city at Plot no. : 216/A, Zone-B, Mancheswar Industrial Estate, Odisha and it is accessible easily from the Railway Station, Bus stand and Airport. The institute has a sprawling campus spread over one acre of land with state of art infrastructure and lush green surroundings.

Bhubaneswar Known as the “Temple City” and it has a unique position in rich cultural heritage in eastern region of India. Puri known for Lord Jagannath is 60 kms far from temple city and having a beautiful sea shore. Presently Bhubaneswar is the educational hub specially for professional courses imparted economically in Eastern India.

VISION AND MISSION

Our Vision :

“To be a leading educational institution by providing world class hospitality training in all levels to the students who can become future leaders of the hospitality industry”

Our Mission :

BIITM, Bhubaneswar is dedicated to impart quality higher education & training in the field of hospitality management, and to prepare globally competitive managers & professionals for hospitality industry.

INFRASTRUCTURE :



Lecture Theatres :

Lecture theatres are well equipped with LCD projectors and audio visual aids to facilitate in PPT mode teaching with interaction between faculty member and students.

Front Office Lab :

Front Office Lab with well decorated Lobby, Reception area and Lounge, is the first point of contact with guests.



Food Production Lab :

Food Production lab is fully equipped with modern catering equipment and appliances. This food production lab is used primarily to introduce the art of cookery to the students.



Bakery & Patisserie Lab:

Bakery & Patisserie lab is well equipped to train the students in the preparation of all types of Baking and Patisserie products like breads, cakes, chocolates, pastries & desserts

Computer Lab :

State of the art facilities are available with fully networked computer lab which provides one computer to each student backed by high speed Broadband Net Connectivity. All computers terminals are connected through LAN to a dedicated powerful server. Above all there is wi-fi connectivity across the campus.

House Keeping Lab / Guest Room :

House Keeping Lab / Guest Room is well equipped with the most modern equipment and guest supplies, chemicals, abrasives, linen etc. required for accommodation upkeep and other related jobs.

The institute accommodation wing comprises of one Model Guest Room which gives the students hand on experience on operations and management of the guest rooms.



Restaurant with Bar Lab :

Restaurant with Bar Lab is of star hotel standard and well equipped to provide training to the students about the latest techniques of service as per the needs of the hotel industry.



Library:

The library has more than 5,000 books, Periodicals and Journals on various subjects to cater to the needs of university curriculum as well as soft skill development programme. The library also has a number of competitive periodicals and inspirational books. The e-library facility is also available.

Hostel:

Separate Hostel facilities for Boys & Girl with modern Facilities.



ACADEMICS:

BIITM School of Hotel Management conducts the course on Bachelor Degree in Hotel Management (BHM) & Master Degree in Hotel Management (MHM) with affiliation from Utkal University of Culture, Bhubaneswar (Recognised by UGC, Govt. of India) and approved by Govt. of Odisha.

COURSE TITLE	DURATION	ELIGIBILITY
Bachelor Degree in Hotel Management (BHM)	4 Year (8 Semester)	Class 10+2 passed in any stream from recognized Govt. Boards / Councils or equivalent examination.
Master Degree in Hotel Management (MHM)	2 Year (4 Semester)	+3 Graduation passed in any stream from any recognized University or equivalent examination.

- The course which includes 22 weeks Industrial Training (IT).
- The students have to appear in Mid & Final semester Examination in each year.

Teaching Methodology

Identification and development of critical managerial qualities of the students are the primary focus of faculty members. Innovative teaching methods are adopted in order to clarify concepts and hypotheses. Conventional class room lectures with case studies, assignments, group projects, seminars, debates, elocution, role playing, and psycho-analysis help in further development of the student. Field work and guest lectures are arranged to give practical exposure.

The idea behind the whole academic exercise is not only to make students exam oriented but business inclined. The ability to ask questions and challenge the established norms can only come through such an endeavor.

SYLLABUS :

- Food Production
 - Food & Beverage Service
 - Front Office
 - Accommodation Operation
 - Hospitality Industry
 - Basis Accounting
 - Food Science & Nutrition
- Basic Management
 - Tourism
 - Indian Society Culture
 - Human Resource Management
 - Sales & Marketing
 - English/ Odia/ Alternative English
 - Hotel Enigneering



“ Enhance your Imagination,
Begin your story ”

UNIFORMS

BOYS

- Black Trousers & white full sleeve shirts, with formal black belt
- Well polished Formal black shoes (Oxford) and black socks
- Chef coat with blue apron, scarf & chef cap
- Sleeveless black dinner jacket with black bow
- Serviettes
- Black Blazer with tie
- Tan colour lab coat for housekeeping
- T-Shirt
- Kit Bag with tools & linens

GIRLS

- Black Trousers & white full sleeve shirts
- The shirt should be tucked in. Sleeves of the shirt should never be rolled up
- Black Ballerina shoes and socks
- Hair should be tied in a bun with black hairnet and black hairclips
- Chef coat with blue apron, scarf & chef cap
- Sleeveless black dinner jacket with black bow
- Serviettes
- Black Blazer with tie
- Tan colour lab coat for housekeeping
- T-Shirt
- Kit Bag with tools & linens

TRAINING & PLACEMENT ASSISTANCE :

Training :

Besides University curriculum , the institute conduct classes weekly basis for skills development to enhance the employability

- Soft Skill Development (SSD)
- Presentation Skill (PS)
- Group Discussion (GD)
- Corporate Grooming
- General Business Awareness
- Corporate Interface to Seminar
- Placement Orientation Programme
- Skills Competition
- Foreign Language

Placement Assistance :

The institute provides placement assistance to all the students whose attendance must have 75%. The placement cell is headed by senior faculty member and will assisted by a group of selected staff.



Industrial Training :

BIITM School of Hotel Management maintains a liason between the industry and the students by helping them to participate in practical training at different star hotels in India. The training involves four core operational departments in a hotel: Front Office, Housekeeping, Food and Beverage Service and Food Production. On successful completion of the Industrial Training, students receive a Certificate & Appraisals from Hotel which will help them in their career.



CAREER OPPORTUNITY :

The dynamic hospitality industry is most important in service sector and contributes effectively to the Indian economy. The hospitality sector is a major multifaceted employer, spanning the hotel sector, restaurants, contract & industrial catering, clubs, Guest houses, Flight catering, Cruise line, Railway and Hospital catering. Managers in this hospitality sector are responsible for effective use of finance, infrastructure and human resources to maximize the profit of the investors.

Global growth in hospitality sector opened up innumerable openings to young professionals for their bright career opportunities as:

- | | |
|---|---|
| • Hospitality Executive | • Entrepreneur |
| • Management Trainee in Hotel and allied Industry | • Cabin Crew/ Ground Staff in national and International Airlines |
| • Chef | • Executive in Cruise lines/ Railway/ Flight KitchenMarketing/ Sales Manager or executive in Hotel/ Multinational Companies |
| • Hospital and Institutional Catering Manager/ Supervisor | • Customer Care Manager/ Executive in BPOs |
| • Customer Service Executive in Banking and Other MNCs | • Catering Executive in clubs guest houses food courts & convention permises |
| • Manager/Supervisor in Tourism Development Corporations | |

"Sky is the Limit"



AIRLINES

STAR HOTELS



CRUIS LINE

GOVERNMENT TOURISM



RAILWAY CATERING

RETAILS



ADMISSION PROCEDURE:

Eligibility -

For Bachelor Degree in Hotel Management (BHM) :-

Students who have passed 10+2 or equivalent examination in any stream from any Govt. approved Council/ Board. (Students appearing for +2 final or equivalent examination are eligible to apply subject to pass in examination).

For Master Degree in Hotel Management (MHM) :-

Students who have passed +3/Graduation or equivalent examination in any stream from any Govt. approved University.

Following documents are required :-

- Colour Passport photographs - 6 nos.
- Colour Stamp size photographs- 4 nos.
- Xerox copy of self attested 10th Mark sheet & 10th Certificate (2 copies each) or equivalent examination.
- Xerox copy of self attested 12th Mark sheet & 12th Certificate (2 copies each) or equivalent examination.
- Xerox copy of self attested +3./Graduation certificate & Marksheet.
- College Leaving Certificate (CLC) in original
- Conduct Certificate in original
- Migration/Transfer certificate in original
- Rs. 300/- towards cost of Prospectus with Application Form Or Rs. 350/- in shape of DD drawn in favour of BIITM, payable at BBSR, if the prospectus with Application Form required to be sent through Post or Courier.
- Rs. 30,000/- in cash / Bank Draft as Admission fee which will be adjusted in Course fees.
- Bank Draft to be made in favour of “ BIITM, payable at Bhubaneswar”.
- Student seeking admission to Hostel, the fees Rs.25,000/- per semester.

Life Beyond Books

Life in BIITM goes beyond the classrooms and the curriculum. The knowledge and experience needed to become a leader in business and to make a positive impact on the world is duly deliberated in BIITM. In an era of interconnected global space, you need an international viewpoint to secure competitive advantage. Contemporary industrial practices envelope the idea of sound business education. Lectures, communication labs, business simulations, surprise quizzes, presentations, project analysis and brainstorming sessions stretch, push and ultimately transform them into industry-ready professionals. Campus life includes a lush green, serene atmosphere and state-of-the-art infrastructure carefully crafted to encourage development of managerial mindset. There are countless ways to get involved in fostering collaboration among students. Teamwork sessions, cultural functions and sports activities circumscribed diligently complete the professional transformation. Activities include:-

- 1

Brainstorming Sessions
- 2

Corporate Talks
- 3

Business Simulations
- 4

Teamwork Assignments
- 5

Sports Activities
- 6

Cultural Functions
- 7

Communication Sessions
- 8

Case Presentations
- 9

Social Awareness





CONTACT US

BIITM SCHOOL OF HOTEL MANAGEMENT

Campus at :

216/A, Zone-B, Mancheswar Industrial State,

Bhubaneswar-751010, Odisha, India (Nearer to VSS Nagar Level Crossing)

☎ 0674-2586573, 6507333

📞 09040009292

✉ hm@biitm.ac.in www.biitmhm.ac.in

Find us at :    

LOCATION MAP



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