

Prospectus



INSTITUTE OF ADVANCED MANAGEMENT  
HOTEL MANAGEMENT COLLEGE  
GUWAHATI • KOLKATA



Ready to lead...!

# Touch the sky with IAM



# Get into Hospitality

## OUR MISSION...

Provide world class education and training in hospitality management by constantly innovating and improving upon the discipline through state of the art methods of training, meaningful research and close

\* IAM Guwahati & Goa was ranked as Best Hotel Management College by Merit Awards & Market Research in 2017. \* IAM Guwahati, Kolkata & Goa was ranked as Best Hospitality Management Institute by PRAXIS MEDIA 2016, 2017. \* IAM Guwahati, Kolkata & Goa ranked best Hotel Management Institute by PRIME TIME 2017. IAM Kolkata ranked no.1 centre for excellence (2011, 2012, 2013, 2014, 2015, 2016, 2017) by the CSR. \* IAM Kolkata ranked Fast Emerging Private Hospitality Management College in eastern India by INDIA EXCELLENCE SUMMIT 2017. \* IAM Kolkata ranked No. 2 Best Private Hotel Management College in eastern India & in West Bengal for 2015 (GHRDC). \* IAM Goa ranked Best Ho



# WELCOME TO INSTITUTE OF ADVANCED MANAGEMENT

## HOTEL SCHOOL FOR WORLD LEADERS



**Institute of Advanced Management**, one of the country's leading Hospitality Leadership Institutes welcomes you to study for a rewarding career in the flourishing hotel and tourism industry in an environment which is ambitious yet friendly, busy yet relaxed, practical yet intellectually rigorous, active yet thoughtful, young in vision yet built on years of experience and above all, always very professional. This reputation is further strengthened by our association with **University of West London, United Kingdom**, one of the most respected University in the UK.

The Institute celebrating 30 glorious years of success, offers 3 year full time programme in Hospitality Management & Tourism at either of its 3 Campuses, Kolkata, Goa & Guwahati. IAM is also affiliated to Council for Indian School Certificate Examination (CISCE) Board, New Delhi.

Institute of Advanced Management is one of the oldest professional hospitality institutes in the country in the year 1995, it became the first Indian Institute to be validated to deliver a degree level programme of any British University. The Campuses are equipped with state of the art infrastructure with top class residential facilities. All with training commercial hotels attached to each of the Campuses in Kolkata & Goa, IAM is one of the largest multi-locational Hotel Schools in the country. One of the most important feature of IAM is the opportunity for its students to undergo the third and final year of the 3 year course at the University of West London, of United Kingdom. Hundreds of our past and present students have taken advantage of this unique opportunity and have landed themselves with a lucrative and highly paid career in UK and other parts of Europe.

### **IAM FACTS :**

- IAM Guwahati was ranked as Best Hotel Management College by Merit Awards & Market Research in 2017.
- IAM Guwahati was ranked as Best Hospitality Management Institute by PRAXIS MEDIA 2016, 2017, 2018
- IAM Guwahati ranked best Hotel Management Institute by PRIME TIME 2017 & 2018.
- IAM Guwahati ranked Fast Emerging Private Hospitality Management College in eastern India by INDIA EXCELLENCE SUMMIT 2017.

IAM Kolkata the oldest of the IAM group of Hotel Management College established in 1989 boasts of a serene, sylvan campus located at the fringes of Salt Lake, Kolkata. The unit under the guidance of its visionary entrepreneur Dr. Suborno Bose has been a fore runner amongst private Hotel Management colleges in Eastern India having the unique distinction of blending traditional concepts of hospitality with modern technological innovation and thoughts. The strong network of well established alumni in different corners of the world has enhanced its reputation a world class center of Hospitality Education.



### **DIRECTOR'S DESK**

Welcome to IAM

The Leadership School for hospitality professionals.

CONGRATULATIONS on your choosing to join the dynamite factory. The IAM team congratulates you on your successful choice of career and a medium for translating your career aspirations into reality. The three years at IAM is all about identifying your true potential and realizing it to the fullest. Yes, at IAM we make you achieve more than what you think yourself to be capable of.

As a new member of the dynamite family you are going to walk the path of a team of successful hospitality leaders who have created a special niche across the globe.

There is a long legacy of passion and commitment that distinguishes an IAM'ite, which passes onto you. Not only have you to exceed these expectations but create new benchmarks for the industry as well. All in all you can expect an exciting combination of work and fun over the next three years. The next three years are going to be vital to the long professional tenure that lies ahead. So it is important for you to make the best of it. There would be times when you feel stretched beyond the level of normal endurance. And believe me, these would be the most defining moments of your life. At every corner you will find a friendly face eager to mentor you on your journey. Walking that extra mile and stretching beyond normal limits is what is going to make the difference between ordinary and extraordinary. I am sure that these 3 years will be the most rewarding experience of your life.

**WELCOME TO IAM. WELCOME TO THE WORLD.**



## GLOBAL HOSPITALITY BOOM



### HOSPITALITY INDUSTRY - SIZE, SCOPE, CULTURE & LIFESTYLE

The Hospitality industry is probably the world's fastest-growing job-creating profession, employing one in ten people world wide. International hotel development is surging. The estimated demand for hotel rooms have gone up to double the present capacity. With the increase in demand for the rooms will increase the demand for trained manpower. It is estimated that 2,50,000 trained people at management and supervisory

potential. It is needless to say that there is enormous scope for those who want to pursue a career in the industry, plus a huge range of employment opportunities across the varied sub-sectors.

The hospitality sector is not for those seeking a nine to five, Monday to Friday work pattern. It is an environment that requires dynamic professionals with a "never say die attitude". It is appropriate for people who want to work in a customer focused business environment where there are a wide range of

specialist opportunities, and for those who are flexible, there is opportunity for rapid career progression. More over the rigorous training in the Hospitality Sectors you groom the potential candidates as articulate, dynamic, flexible and charismatic individuals who are ready to face any challenges. Needless to say that this makes them industry ready and world leaders in any sector apart from Hotels like retail and consumer products & services. With the economy of India opening up to the world the scope of Hotel Management graduates is ever widening.

# HVS

“As per the HVS Whitepaper titled 'Hotel Room Supply, Capital Investment and Manpower Requirement by 2021', Lack of qualified manpower is one of the biggest challenges faced by the hospitality industry today. Compensation levels have increased across the board and this is primarily due to demand-supply imbalance of qualified and skilled manpower. India Needs 284,385 additional skilled manpower by 2021 in addition to the existing manpower to cater to the 180,133 additional rooms by 2021. At present, there are about 10,000 students graduating with either a degree/diploma in hospitality every year which is significantly short of the annual demand for skilled hotel manpower.”



# IAM OFFERS YOU INTERNATIONALLY RECOGNISED QUALIFICATIONS



## GLOBAL CURRICULUM

IAM, India's No.1 Hotel Management College offers to its students globally acclaimed and recognized qualifications in Hospitality & Hotel Management designed specially for Global Hospitality Leaders. Special emphasis is given to hone leadership skills amongst tomorrow professionals. IAM offers skill development programmes through Smart Edusol, a partner of National Skill Development Corporation. Students are also prepared for BTS programme of Indira Gandhi National Open University (IGNOU).

## COURSES OFFERED :

ADVANCED PROGRAM IN HOSPITALITY ADMINISTRATION (NSDC SUPPORTED QUALIFICATIONS) with

- \* Accommodation Services-level1
- \* F&B Services-level1
- \* Food Production -level1
- \* F&B Services-level2
- \* Food Production -level2
- \* Hotel Operations -level1
- \* Bar & Beverage Services-level1
- \* Bakery and Patisserie-level1



“Not only is the Hospitality industry an emerging one, it is also probably the only industry that caters to the all round development of a person. You just become confident, smart, easy going and knowledgeable. One has to start somewhere. I started mine right here at IAM –”

## ON JOB TRAINING



### CAMPUS AT GUWAHATI, GATEWAY TO THE NORTH EAST

The students are given real life exposure on the operation and management of commercial hotels while undergoing the course. This helps the student to know much more about the practical aspect of the hotel operation and this prepares them as General Managers in the years to come.

The Institute runs its own training Commercial hotel at Kolkata & Goa attached to the campuses. Student at Guwahati Campus are encouraged to gain on job training experiences at 5 star hotel while studying for their programme. Guwahati is the gateway to the north east India and has potential as an excellent tourism destination. IAM's Campus there is well equipped to deliver a professional programme of highest order. The campus has attached restaurants, bar and banquet facilities which helps to perfect the guest handling skills along with building confidence.

### SELECTION PROCEDURE

Students desirous of taking admission have to appear for an Online Admission test - CHAT (Common Hospitality Admission Test) held at different centres in India. A sample Admission Test Paper is available on request. Those qualifying in the Admission Test would be called for Group discussion and personal interview.



Mr. Sukhbir Singh  
GM Novotel,  
Guwahati

“ It is a life style business that enables you to work in many industries like banking, tourism, real-estate, hospitals, facility management and the list goes on. In hotel management you know how to groom properly, how to speak properly, how to carry yourself properly. I am in this industry for the last 28 years and I have many friends from this industry who are working worldwide in different capacities. ”



## EVENTS @IAM



### PROFESSIONAL EXPOSURE

The thing that sets the IAM'ites apart in the professional arena is the confidence and ease with they face every situation. This is developed through rigorous on the job evaluation right from year one. The numerous Hospitality events specially in the area of food and beverage service prepares the students for real guest handling situations. At every level of study there are theme parties, food festival, banquets which not only hone their practical skills but also sharpen their managerial abilities. Most of the time such events are organized under the guidance of celebrity chefs / industry / professionals whose professional skills and expertise is an inspiration in itself. Besides this anticipating guest needs and addressing guest complaints provides a strong foundation for the underlying ethos of the Hospitality Industry. Working long and irregular hours with a spontaneous smile comes easily to them and makes them industry ready.



Teachers Day Award



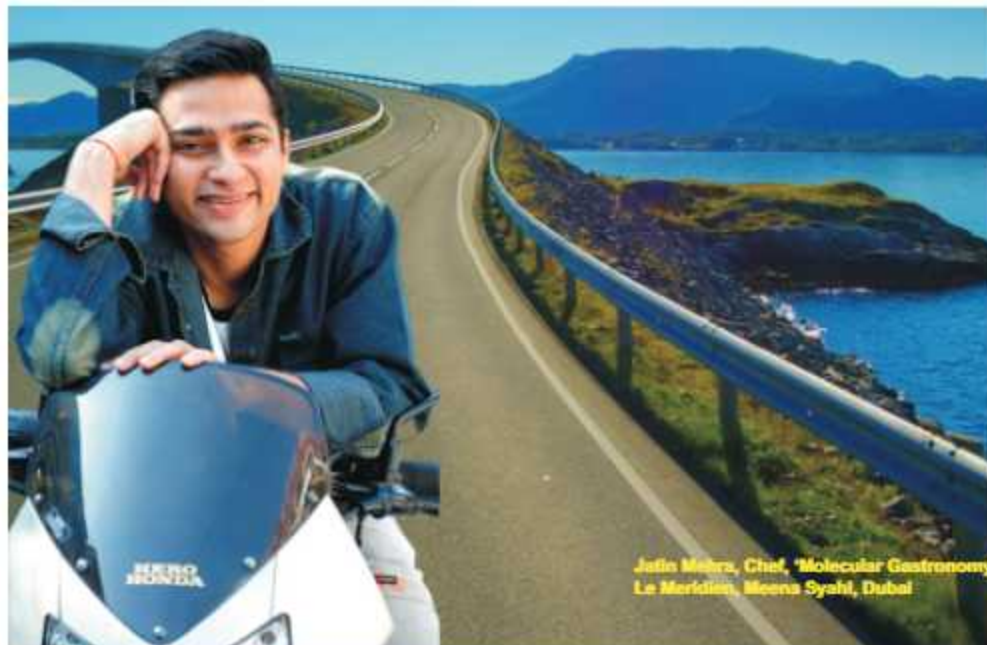
It's an honour to serve the President of India  
IAM Guwahati at Raj Bhavan at the service  
of President of India



“ IAM alumni Chef Madhumita Mohanta (1996) does us proud. Chef Madhumita Mohanta from the Lalit Great Eastern Kolkata has been awarded the Best Lady Chef by National Tourism. She received her award from hon'ble President of India Shri Kovind. ”



# AROUND THE WORLD TOP HOTELS RECRUIT **IAM** GRADUATES



**Jatin Mehra, Chef, 'Molecular Gastronomy'**  
Le Meridien, Meena Syahi, Dubai

## TOP INTERNATIONAL & NATIONAL PLACEMENT

IAM has paved the way for many students to move onto a variety of successful careers. From managers of leading hotels like the Oberois, Taj or Hilton to consultants with international organizations like Deolitte MCS Ltd, U.K., many of our graduates have moved to diverse career fields like banking, telecommunications, marketing, finance, entertainment and event management and have created an excellent record of achievement in their chosen profession. The courses at IAM are designed to be relevant to the needs of the industry. So it is

known that the learning experience here is of value not only to the graduates but also to the potential interviewers. Thus we have all the top hotel chains of the world conducting placement interviews every year at IAM.



**Banjit Borah**  
Batch - 2015  
Commis, Food Production  
Four Points Sheraton,  
Ahmedabad



**Lamika Passah**  
Batch - 2015  
Commis, Food Production  
The Oberoi Udaivilas,  
Udaipur



**Wandonlang Dympep**  
Batch - 2015  
Food & beverage Service  
Associate  
The Oberoi Rajvilas, Jaipur



**Rangmaidi Johari**  
Batch - 2015  
Food & beverage Service  
Associate  
The Oberoi Rajvilas, Jaipur



**Jai Jai Halari Rympei**  
Batch - 2015  
Front Office Associate  
The Oberoi Rajvilas, Jaipur



**Bimola Rana**  
Batch - 2014  
OJT-Kitchen  
Leoria Holistic Destination,  
Hyderabad



**Harman Singh Rai**  
Batch - 2014  
Housekeeping Associate  
Vivanta By Taj, Guwahati



**Thenarkee Laloo**  
Batch - 2014  
Commis-Kitchen  
Vivanta By Taj, Guwahati



**Rahul Baruah**  
Batch - 2014  
Front Office Associate  
Vivanta By Taj, Guwahati



**Priyanka Roy**  
Batch - 2013  
Front Office Associate  
J.W Marriott, Pune



**Neeraj Ahmed**  
Batch - 2013  
Front Office Associate  
Westin, Kolkata



**Mary Kalita**  
Batch - 2013  
Front Office Associate  
Hotel MM, Guwahati



**Manisha Gogoi**  
Batch - 2013  
F & B Service Associate  
Westin, Mumbai



**Brandon Rynjah**  
Batch - 2013  
Operations Manager  
Barbeque nation, Shillong



**Ritesh Puthran (2003 Batch)** at  
Burj al Arab, Dubai



**Nessar Ahmed, Pastry Chef**  
(2003 Batch) with his team at Taj Bhutan



**Harsh Shenoy Batch -2012**  
Management Trainee, ITC Welcome Group



**Jyotirmoy Dutta, Batch- 2013**  
Commis Kitchen Westin, Kolkata.



## INTERNSHIP ABROAD

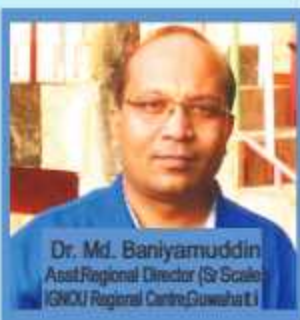


### TEA CHER CHANGE LIVES

IAM's objective is to prepare students for middle and higher management positions in a booming sector of International Hospitality and Tourism. To achieve this one of the important focus of the program is to provide opportunity for internship abroad. With years of strong experience in hospitality education the institute is ready to dispense an internationally oriented education, focusing on the balance between academic theory and practical professional experience.

Institute's strong network and international links forged over a period serves to secure opportunities of training with branded hospitality chains in countries like USA, UK, Germany, Malaysia, Thailand and Dubai. Such training does not only make the student aware of the international practices and standards while strengthening his professional skills but also enriches him culturally and makes him a confident global citizen. While on training students have opportunity to earn a reasonable stipend. Depending upon the policy of the hotel under which he is training he may also be entitled to accommodation.

The moment a student enters IAM, he becomes a part of strong network that exchanges job opportunities. International internship enhances the employability of a student while he is looking for a job abroad.



Dr. Md. Baniyammuddin  
Asst Regional Director (Sr Scale)  
(NHCU Regional Centre, Guwahati)

“Hospitality sector is one of the booming Industry in India with full potential of insuring respectable jobs for our young entrepreneurs. A degree in hospitality management opens the door to various opportunities in the areas of travel, tourism and food & beverage industries. The initiatives taken in this field by IAM Guwahati is praiseworthy. Institute's very talented Instructors/ teachers and excellent & effective infrastructure with latest technology. It has also tie up with many elite/giant Hotel Industries sector across the country that provides practical training of entrepreneurs in a very effective, qualitative with standard hospitality acumen. This Institute is providing best platform for beginners to become a successful Entrepreneur.”



## ASSAM FUTURE CHEF



### PROFESSIONAL EXPOSURE

IAM Assam Future Chef has been designed to provide a platform to accommodate the growing culinary talents and interest of the youth in the country, as well as to increase their awareness about the hospitality culinary industry.

"Assam FutureChef" is open to all of young class 12th students from across the state who will compete with each other in the field of culinary art.

The event has been extremely well received by the industry champions along with the student community of NorthEast India.



**SANKHA SUBHRA DEVBARMAN**  
Regional Director  
India Tourism

“

Excellent professionalism. Best Institute for hospitality education in Northeast. Keep up the good work.

”



# IAM ..... I AM !

“WHY IAM INSTITUTE OF HOTEL MANAGEMENT?”



- While selecting your Institute, go for the best !!! IAM ranked amongst the top Hotel Management Institutes in India. Get a feel of the real thing right of the day one.
- International qualification from top ranking UK University with option of studying year 3 in UK. (at Kolkata & Goa Campus)
- Experienced and trained faculty members from India and abroad.
- IAM Hotel Management is your passport to best jobs across the world.
- International placement and training opportunities.
- Be a part of over 27 years of academic excellence to develop work ethics, entrepreneurial spirit & creative thinking through innovative learning strategies.
- Learning was never more fun. Co-curricular activities and food fests are a part of the regular learning process.
- Join the network of well placed alumni across the globe. With over 4000 alumni setting a mark all over you are a part of a legacy.
- Most recognised by hotels in India.

**WE ARE THE WORLD**



Institute of Advanced Management  
Hotel Management College

**I Celebrate**

**AT IAM YOU ACHIEVE YOUR DREAM BY REALIZING  
YOUR OWN POTENTIAL**





## HOTEL MANAGEMENT COLLEGE

### Guwahati Campus :

IAM Institute of Hotel Management, Hindustan College Campus, Patharquarry, 6 Mile Narengi Expressway,  
Guwahati - 781026 (Assam). 9854025594, 9854025595, 9854025598, 9903070000

### Kolkata Campus :

AN Block, Nayapatti, Salt Lake City, Kolkata-102, Phones : 23679347, 23674645, 9831259411, 9831259410,  
9748732607, 9903070000, E-mail : admin@iam.ac.in

### Patna Office :

Chandi Vyapar Bhawan, Exhibition Road, 2nd Floor, Room No B 2, Patna - 700001, Ph 93087 18648

Website : [www.iamhotelschool.ac.in](http://www.iamhotelschool.ac.in)