



BHHA+

B.SC. IN HOSPITALITY & HOTEL ADMINISTRATION

Your Future Starts Here

India's Travel & Hospitality industry is likely to generate 53 million jobs by 2029, says a report by FICCI. International tourist arrivals will propel the hospitality industry to touch \$30.5 billion by 2028. And here you are, aspiring to get into the most happening industry which can take you swiftly to a highly rewarding career paying you dividends for decades to come! Fascinating prospects... Isn't it? But...

How equipped are you to tap this huge opportunity? What is your 'Employability Quotient'? How can an undergraduate education, help you to fast-track to your dream career? Are you looking for answers to such questions?

IIAS has been regarded as one of the very best hospitality education institutions in the country over the past three decades, so we know a thing or two about what you will need to succeed. Our teaching methodology is hands-on, immersive, industry-embedded and designed to deliver learning which is impeccable and career-ready at once.

A BRIGHT OUTLOOK

Buoyed by pent-up demand and a resurgent economy, the Indian hospitality industry is poised for a stellar 2024. Increased domestic travel, a revival of Meetings, Incentives, Conferences, and Exhibitions (MICE) tourism, and a growing influx of foreign visitors are fueling optimism. Government initiatives and investments in infrastructure further enhance the sector's growth trajectory.

When you join IIAS, you become part of
An award-winning school featured on:

IIAS is selected as
**Education Evangelist
of India**

Forbes

**GREAT
PLACE
TO
STUDY**

Leading Institute in
**Hospitality Management -
West Bengal 2021**



THE TIMES OF INDIA

Eastern India, 2020
**Top 4 Hotel
Management College**

THEWEEK

Eastern India, 2016
**Top 10 Hotel
Management College**



Transformative Education

BLENDING PRACTICAL WITH THEORY

The B.Sc. in Hospitality & Hotel Administration programme is crafted in tune with the needs of today's dynamic hospitality sector. It combines management theory with hands-on hospitality curriculum and provides professional experience through integrated industry exposures. You will gain exposure in the four core areas of hotel operations:

- Culinary / Food Production
- Food & Beverage Service
- Front Office
- Accommodation Operations

BEYOND HOTEL OPERATIONS

The programme prepares students to enter the world of hospitality as leaders and managers with a strategic approach to business. It can also be applied across numerous exciting industries and sectors, which share common ground with the skills and attributes acquired by a hospitality management graduate. These include:

- Financial services
- Consumer Technology
- Luxury Fashion & Retail
- Events & Travel
- Health & wellness
- Media & Marketing & many others...

AT A GLANCE

AFFILIATED TO

MAULANA ABUL KALAM AZAD
UNIVERSITY OF TECHNOLOGY,
WEST BENGAL



DURATION

4 year Full Time
Degree Course

ELIGIBILITY

Higher Secondary pass

SPECIALISATION YEAR

Deep-dive into your preferred career path in the final year with a level of domain focus unique to IIAS.

LEARN FROM THE BEST

Faculties who bring in a wealth of international industry experience. Gain via insightful sessions by leading professionals from hotel and allied sectors.

POWER UP

with employability skills workshops that improve your communication and digital skill-sets.

THRIVING ALUMNI

Network of 6000+ globally placed IIASer's means you always have a helping hand no matter where you go after graduation.

BHHA@ IIAS

WHAT YOU WILL LEARN

1

Semester

Foundation of Food Production
Foundation of Front Office
Principles of Management
The Language of Graphic Design
English & Professional Communication
Life Skills & Personality Development
Yoga/Health & Wellness/Sports

2

Semester

Foundation of Food & Beverage Service
Foundation of Housekeeping
Organizational Behaviour
Handling Human Resources in the Workplace
Modern Indian Languages and Literature
IT Skills
Mental Health

3

Semester

Food Production Operations
Housekeeping Operations
Principles of Marketing
Values and Ethics
The Constitution, Human Rights and Law
Understanding Basics of Cyber Security

4

Semester

F&B Service Operations
Front Office Operations
Hotel Operations Management
Corporate Social Responsibility
Sales and Distribution Management
Society, Culture and Human Behaviour

5

Semester

Advanced Food Production Management
Advanced F&B Service
Advanced Accommodation Operations
Financial Management
Entrepreneurship

6

Semester

Customer Relationship Management
Career Planning and Management
Industrial Training

7

Semester

Human Resource Management
Entrepreneurship: Theory & Practices
Consumer Behaviour
Intellectual Property Rights

8

Semester

Research Methodology/F&B Management
Field Study/Strategic Management
Research Project

Your Global Launchpad

Evolve on an international level

The opportunity for the student to go 'truly global' comes from IIAS' inherent international orientation and constant efforts to bring the best opportunities to its students. The Student Career Services Centre at IIAS works with our international partner institutions and overseas placement agencies to assist students in acquiring internships and placements in leading brands in renowned destinations.

Students can choose from a variety of options to get a global exposure and enhance their learning experience. IIAS opens doors to over 300 internationally acclaimed star category hotel properties spread across 30+ countries.



UK



Canada



UAE



USA



Switzerland



Hong Kong



Australia



Maldives



Singapore



Mauritius



Malaysia



Thailand

100% PLACEMENT ACHIEVEMENT IN THE BEST BRANDS
is our legacy. No wonder, you can get your career off to a flying start.



Arindam Chanda
U.S.A



Shenoy Rodrigues
United Kingdom



Hement Markanday
Scotland



Charles Chiang
Canada



Mrinal Pandey
Middle East



Sunil Chhetri
Canada



Mohammad Abu Horaira
Bangladesh



Jermin Dewan
United Kingdom



Anuran Sengupta
Bahrain



Moumita Das
U.S.A



Supriyo Debnath
Abu Dhabi



Nazma Khatoon
United Kingdom



360° CAREER SERVICES

A dedicated team of career advisors provide professional support and resources to help you fully recognise your potentials and give you a head start in identifying internship and full-time career opportunities.

IIAS takes a planned approach to your career preparation

- Intense on-job training
- Exclusive industry networking events
- One-on-one interview training, resume support, LinkedIn profile development and networking guidance
- Planned Competency Mapping exercises
- Initiation in the Entrepreneurship ecosystem



WHO IN THE INDUSTRY RECRUITS OUR STUDENTS

Once you graduate, the IIAS reputation will open doors to exciting roles with prestigious brands across the service sector. Organisations from India and abroad visit our campus for recruitment drives. Airlines, Cruise lines, casinos, luxury villa rentals, theme parks, and online travel platforms are all possible career destinations.

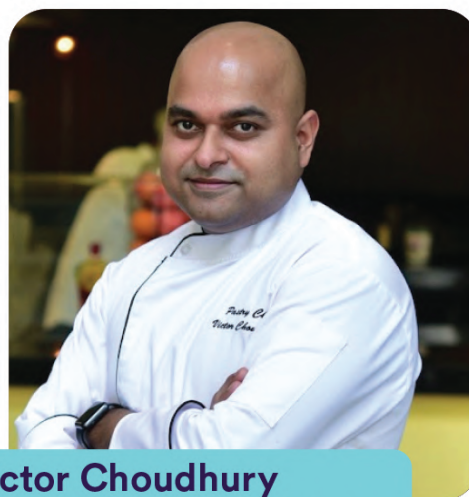


Dare to Dream



Bhagwati Limbu
F&B Entrepreneur

"It gives me an immense pleasure to write about IIAS. Till my higher secondary days, I have always been too shy to speak to people. I would become nervous and stammer. But thanks to IIAS and all my teachers; they have transformed me completely. Today I have both knowledge and confidence to take on any challenge. I feel indebted to them. I feel proud of where I stand today."



Victor Choudhury
Pastry Chef, Radisson Collection, Oman

"I am proud to be an alum of IIAS. It is a perfect platform where students develop professionally from all sides. Students are supported by an excellent team of faculty members, thought provoking guest lecturers, an extremely resourceful library and practical facilities. Coupled with a hard working attitude IIAS has helped me develop new insight into every facet of the hotel industry."

FINANCIAL AID

Financial assistance in the form of scholarships is available for deserving students.

- Scholarships for the reserved category of students
- For the wards of defense personnel
- Merit scholarships for the meritorious students



Admission Process

Step 1

Submit Application

Check the eligibility requirements and complete application form

Step 2

IIAS-SAT & Personal Interview

Get an opportunity to earn scholarship

Step 3

Selection Offer

Get intimation of selection and take action

Step 4

Admission Acceptance

Complete documentation and fees payment to secure admission

**Admission is subject to university guidelines and entrance test*



Apply Today

iias.org.in

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Disclaimer: The information published in this brochure is true to our knowledge and is correct at the time of publishing. The information is indicative and subject to change in case the IIAS management decides to introduce changes for the betterment of the programme. Subject to Siliguri jurisdiction only.