



IIM
SIRMAUR

SHAPING FUTURE HOSPITALITY



Programme Directors:

Prof. Neha Sharma
Prof. Devika Vashisht



Programme Dates:

12-14 April, 2024



Programme Venue:

Indian Institute of Management Sirmaur



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IIM SIRMAUR
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INDIAN INSTITUTE OF MANAGEMENT SIRMAUR

Rampur Ghat Road, Paonta Sahib, District Sirmaur, Himachal Pradesh - 173025

OBJECTIVES



The Management Development Program (MDP) for professionals in the hospitality industry provides them with the necessary strategic abilities to effectively navigate the ever-changing market landscape, improve the satisfaction of guests, and streamline operations. Designed to adapt to the dynamic nature of the hospitality industry, this programme provides professionals with the skills and knowledge necessary to foster innovation and thrive in leadership positions.

- Develop robust leadership abilities in order to proficiently oversee heterogeneous teams and manoeuvre through intricate hospitality settings.
- Cultivate aptitudes for strategic cognition and effective decision-making in order to confront sector complexities, maximise allocated resources, and exploit nascent prospects
- Optimise guest satisfaction through the implementation of streamlined customer service strategies, customised experiences, and adherence to elevated service benchmarks.
- Acquire knowledge of marketing in order to develop and execute strategies that effectively promote the brand, acquire new clients, and retain existing ones.
- Promote opportunities for networking and foster collaboration among attendees, thereby cultivating a community of professionals in the hospitality industry who can exchange valuable insights and exemplary methodologies



PEDAGOGY

The curriculum employs a blended learning methodology in order to accommodate a range of learning preference.

- **Interactive Lectures:** Experts will introduce key concepts and theories during these sessions.
- **Hands-on Workshops:** Participants will use various data visualization tools and work on real-life data sets.
- **Case Studies:** Through the analysis of hospitality industry-specific real-world case studies, participants are able to apply theoretical concepts to practical situations, thereby developing their critical thinking and problem-solving abilities.
- **Group Discussions:** Participants will share their insights, challenges, and solutions with peers.

The teaching approach of the programme is designed to be highly interactive and practical, enabling participants to immediately apply the learned concepts to their work.



WHO MAY ATTEND

- Hospitality / Tourism / Aviation Entrepreneurs
- Hospitality Professionals
 - a) General Managers / Hotel Managers
 - b) Travel Agents
 - c) Director of Sales & Marketing / Director of Sales
 - d) Director of Human Resources / HR Managers / Training Managers
 - e) Director of Rooms / EAM / Rooms Division Managers / Front Office Managers
 - f) Director of Finance / Director of Engineering
 - g) Director - Revenue & Reservations / Revenue Managers / Reservation Managers
 - h) Director of Food & Beverages / F & B Managers / Restaurant Managers
 - i) Executive Chefs / Executive Sous Chefs
 - j) Director of Convention Sales / MICE
 - k) Aspiring HODs / Future Managers
- Hospitality Educators - from IHMs / Hotel Management Schools
- Govt. and Tourism Officials
- Career Counsellors / Career Changers / Management Consultants / Trainers / Coaches



KEY TOPICS

- Service Excellence in Hospitality
- Emerging Trends of Leadership in Hospitality
- Team Building Aspects
- Behavioural Trainings / Important of Customer Handling
- Soft Skills Training
- How to Kindle Motivation in Hospitality?
- Role of Decision Making in Hospitality / Importance of Guest Feedback
- Team Building Activities / Retention Challenges in Hospitality
- Impactful Executive Communication for Hotels
- Perception and Attitude Building for Hospitality
- POSH Training for Hotels / Role of ICC Members / Recruitment Channels to be explored for Hospitality

PROGRAMME DETAILS

- **Duration-** 12-14 April, 2024
- **Programme commencement-** 10:00 AM on April 12, 2024
- **Programme Conclusion-** 5:00 PM on April 14, 2024
- **Venue-** Indian Institute of Management Sirmaur

RESOURCE PERSONS

- **Prof. Neha Sharma** is serving as Assistant Professor, Tourism Management at IIM Sirmaur. Dr Neha Sharma has Ph.D from HNB Garhwal University, Uttarakhand. Dr. Sharma has taught (in the past) at various institute and Universities. Her teaching interests include Tourism Resources, Tourism Operations Management and Hospitality Management. Dr. Neha Sharma holds more than 8 years of teaching experience. She has published various articles in peer-reviewed national and International Journals.
- **Prof. Devika Vashisht** is serving as Assistant Professor, Marketing Management at IIM Sirmaur. Dr. Devika Vashisht is a Ph.D. in management from IBS Hyderabad, IFHE University, India. She was a Visiting Scholar at University of Memphis, Tennessee, USA. She has served as an Assistant Professor at IBS Hyderabad, India. She has been to Europe (Paris School of Business, France; Belgium, Netherland) as a part of educational tour for a month. Her areas of interest are Marketing Management, Advertising, Branded Entertainment, Persuasion, Brand Placements, Advergaming and Marketing Research. She was endowed the Best Teacher Award in the year 2019 with a money prize of Rs. 1 Lakh. She has presented various research papers in international conferences and published several research articles in ABDC and Scopus listed international journals. In her research line, she has won three Best Paper Awards in International Marketing Conference held at IIM-Lucknow, India in 2017, another at "Globalizing Brand India: Opportunities and Challenges" International Marketing Conference conducted by IIM-Kashipur, India in the year 2015; and also bagged one best paper award in "2015 Society for Marketing Advances Conference" held at San Antonio, Texas, USA.
- **Mr. Deepak Behl** - Deepak Behl is an Ex- Police Officer, who after commanding 35th Rank in All India Merit of Combined Police Organisation, worked as AC / Dy. Supdt. of Police for a short stint. He was the President of Hospitality HR Forum for Delhi and NCR for 12 years.

He has been a Trainer / Guest Speaker with best of the Business Schools / Educational Institutes including IIM, IIT, IMT, AIMA, Amity, Birla Institute of Technology, Llyod and JIMS etc. and holds the command on various domains like Executive Communication, Motivation, Leadership, Emotional Intelligence, Team Building, Stress Management, Decision Making, Spiritual Management, Organisational Behaviour, Positivity & Creative Thinking, Perception & Attitude Building etc. and have conducted Training Programmes in many companies / institutes and many of his articles have been published in HR / Business Magazines. He has been recognised as Indian Hospitality's emerging talent and has been honoured as a Young Achiever for 2008, he has also been honoured with prestigious Rajiv Gandhi – National Unity Award for CSR in 2009 he was honoured with International Achievers' Award for Corporate Leadership and was adjudged as HR Contributor by Human Factor. Under his Professional and able guidance, InterContinental Eros became India's Top 100 Companies to work for in 2010 by Great Place to Work Institute and Economic Times. He has been Honoured by BHU and MDU for his unmatched contributions. He has also been honoured as Promising HR Director of the Year - 2015 Award by Indian Hospitality Congress, 100 TOP HR Minds by World HRD Congress 2018 and HDM Award by Indian Conventions 2017 and 2019. His self-help Book - Winning is Everything has been awarded as the Best Business Book of the Year at Sharjah Book Fair and he was also honoured with a National Award for his literary work (Maulana Azad Award) for his book- 'Safalta Ki Aur 10 Aasan

TERMS & CONDITIONS

- Participants would have to make their own travel arrangements
- Accommodation at IIMS will be provided till 12.00 p.m. on April 14, 2024. Participants staying beyond this time will have to bear additional stay and food charges, which they have to settle directly with the hospitality service provider, conditional upon room availability.
- Cancellation Policy: In case you/your nominated candidate(s) does(do) not attend the programme, 40% of the programme fees will be retained, as per policy.

PROGRAMME FEES

- **Residential (R)** : INR 42,000/- including GST, taxes and surcharges as applicable.

Discount on Programme fees: A discount of 10% on the Programme fees can be availed by an organization if it nominates at least 4 participants for a particular MDP.

HOW TO APPLY

- To apply or nominate personnel for the program, click on the "Register Now" link in the brochure or visit <https://www.iimsirmaur.ac.in/mdp/mdp-calendar>

HOW TO REACH IIM SIRMAUR

- IIM Sirmaur is located in Paonta Sahib, in Himachal Pradesh. The distance of Paonta Sahib from Jolly Grant Airport Dehradun is 78.5 km. It takes 2 hours and 30 minutes from Dehradun Airport, 2 hours and 30 minutes from Chandigarh Airport, and 5 hours and 30 minutes from Delhi Airport to reach Paonta Sahib. The nearest Railway stations are Yamuna Nagar, Saharanpur, and Dehradun. They are all located approximately at one and half hour taxi drive from Paonta Sahib.

NEARBY TOURIST DESTINATIONS

- Gurudwara Paonta Sahib : Situated within the city
- Renuka Ji Lake: Located 47 km away
- Haridwar : Haridwar is a holy city situated 105 km away
- Kalesar National Park : Located 13 km away
- Mussoorie : Mussoorie is a hill station located 87 km away



Our correspondence address is as follows:

MDP Office

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Phone: 01704 277367

Email: mdpoffice@iimsirmaur.ac.in | Weblink: <https://www.iimsirmaur.ac.in/mdp/mdp-calendar>

For all other details on administrative matters please refer our website www.iimsirmaur.ac.in/mdp/ or e-mail to mdpoffice@iimsirmaur.ac.in