



Celebrating
25 years
INSPIRE
INNOVATE
EXCEL

Be the **next**



in **Tourism &
Hotel Management**

NSHM Knowledge Campus

Life is full of possibilities. All you need to do is explore them. At NSHM, we provide our students with the perfect environment to explore the world of unlimited possibilities and craft their own success story across multiple disciplines like Business & Management, Media & Communication, Design, Health Sciences, Computing & Analytics, Engineering & Technology and Tourism & Hotel Management.

Today, NSHM has earned a nationwide reputation for its innovative approach to learning. It offers the best industry-integrated learning, internships and top-of-the-line placements. The students are provided with theoretical as well as practical learning, aided with hi-tech labs and infrastructure. Professional and scholarly ambience along with a fulfilling campus life ensures an all-round development of the students.



Our Legacy

Winner of ASSOCHAM India
Award for Best Education Group
in East, 2019

59 Degree
Courses



7 Schools

More than

25,000

alumni working
in India
and abroad

**Experiential
Learning**



Centres of Excellence

The Centres of Excellence at NSHM Knowledge Campus are committed to the holistic development of its students by grooming talented professionals through unique programmes and initiatives.



CENTRE FOR INNOVATION & INCUBATION

Determined to provide team-designed, team-delivered, experience-based and community-based applied learning, NSHM has endeavoured to create this unique platform and has christened it as TAG. This centre inspires, motivates and cultivates the innate human curiosity to bring out the genius in our students, taking them ahead on the path of creation, innovation and entrepreneurship.



CENTRE FOR CREATIVE & PERFORMING ARTS

Aangan is a creative platform where NSHMites learn and showcase their creativity. Aangan features both traditional and contemporary training programmes. A fresh basket of training programmes is offered in every semester by the trainers from various creative disciplines. Aangan works closely with the student community and clubs of NSHM.





NSHM Centre for Language
& Communication

CENTRE FOR LANGUAGE AND COMMUNICATION

NSHM CLC ensures the development of people skills among its students so that they are able to connect with the industry and its people, thereby emerging as successful professionals. Apart from conducting regular English and business communication classes, the centre conducts regular evening classes on the English language, foreign languages & employability skills.



CENTRE FOR SOCIAL ACTION

Outreach is involved in contributing to social causes by mobilising student volunteers to participate in various outreach activities, often in collaboration with charitable organisations and NGOs. It is a platform through which students and individuals can connect with the society and its people.



CENTRE FOR SPORTS & WELLNESS



UDAY aims at contributing to the personal, physical & psychological growth and well-being of students, creating a sporting environment in NSHM. With its state-of-the-art fitness training & gym facilities, UDAY organises regular fitness training programmes and also organises various sports activities and events round the year. The centre is also committed to nurturing young sporting talents through regular training camps and practice.

CBEL

Choice Based Extended Learning

CBEL is Choice Based Extended Learning (CBEL) which is an exciting design to bring NSHM learners across all programmes and levels (UG-to-PG) in a cohort of CBEL programme, as per their choice. NSHM is one of the top education centres in India that offers 50+ CBEL programmes of 20-40 hours duration under 9 baskets.

The baskets are replete with curated multi-disciplinary programmes of useful and productive learning beyond the programmes of study of a learner. Moreover, CBEL will be all about active learning and are intended to extend the joy of learning through engaging activities. The maximum a learner can choose per semester is 4 programmes and the minimum one programme.



CBEL Programmes

- **Business Management**

Course: Brand Management | Sustainable and Ethical Studies | Integrated Marketing Communication | Luxury Brand Management
Marketability of Indian Craftsmanship | Social Entrepreneurship | Managing Workforce Diversity | Logistics and International
Supply Chain Management | Lateral Thinking using de Bono Six Thinking Hats | Essentials of Entrepreneurship | Business Plan
Formulation & Pitching

- **Communication & Creative Studies**

Course: Cinematography | Set design | History of Art | Aesthetics | Sculpting | Event Management | Press & Public Relation |
Product Photography | Design Thinking | Designing a Powerful Presentation | Effective Communication through Theatre | Music,
Arts and Acting Appreciation | Monetising Social Media

- **Entrepreneurship**

Course: Organic Product Making - Farm and Non-Farm

- **Health & Wellness Management**

Course: Economic Evaluation of Various Diseases | Legal Issues in Health Care | Health Insurance Management | Ophthalmic
Product Development | Self-Practitioner Optometrist | Metrics for Public Health | Clinical Data Management | Health Data
Analytics | Pharmacokinetics with Calculations | Pharmaceutical Product Development | Mental Wellness | Yoga for Resilient and
Resonant Personality Development | Yoga for Health Management | Wellness through Sports and Fitness Management

- **Hospitality Management**

Course: International Travel Formalities | Tourism Destination Management | Customer Relationship Management in Tourism

- **IT & Analytics**

Course: Research and Data Analysis | Working with Data | Field-survey Project Based Qualitative Analysis of Data | Data Privacy in
The Digital Business | Data Analytics with Excel | Industry 4.0

- **Language & Linguistic Studies**

Course: French | German | Sanskrit for Beginners | Phonetics, Linguistics, and Literature Appreciation

- **Professionalism & Skill Enhancement**

Course: Image Development | Professional Attitude for Customer Service | Scientific Writing | Designing Impactful Presence |
Emotional Intelligence

- **Socio-cultural Studies**

Course: Universal Human Values | Indian Knowledge System: Introduction to Manuscriptology and Palaeography

Courses

Business & Management

BBA
BBA (Global Business)
BBA (Sports Management)
BBA (Supply Chain Management)
BBA (Accountancy, Taxation & Auditing)
MBA (Full Time)
MBA (Part Time)
M. Philosophy
B.Voc. - Banking, Financial Services & Insurance

Computing & Data Analytics

B.Sc. - Gaming & Mobile Application Development
Bachelor of Computer Applications
B.Sc. - Data Science
B.Sc. - Cyber Security
M.Sc. - Data Science & Analytics
M.Sc. - Information & Cyber Security
M.Sc. - Computer Science

Health Sciences

Bachelor of Pharmacy
Bachelor of Optometry
BBA (Hospital Management)
B.Sc. - Psychology
B.Sc. - Medical Lab Technology
B.Sc. - Yoga
B.Voc. - Medical Imaging Technology
Master of Optometry
Master of Pharmacy – Pharmacology
Master of Pharmacy – Pharmaceutics
M.Sc. - Clinical Psychology
Master of Public Health
Master of Hospital Administration
M.Sc. - Dietetics & Nutrition
M.Sc. - Yoga

Tourism & Hotel Management

B.Sc. - Culinary Science
B.Sc. - Hospitality & Hotel Administration
Bachelor of Hotel Management & Catering Technology
BBA (Travel & Tourism)
M.Sc. - Hospitality Management
Master of Tourism & Travel Management

Media & Communication

B.Sc. - Film & Television
B.Sc. - Media Science
M.Sc. - Film & Television
M.Sc. - Media Science

Design

B.Sc. - Fashion Design & Management
B.Sc. - Interior Designing
B.Sc. - Multimedia, Animation & Graphics
B.Sc. - VFX Film Making
M.Sc. - Fashion Management
M.Sc. - Animation & Graphics

Engineering & Technology

B. Tech. - Mechanical Engineering
B. Tech. - Robotics
B. Tech. - Civil Engineering
B. Tech. - Computer Science Engineering
B. Tech. - Artificial Intelligence & Machine Learning
B. Tech. - Data Science
B. Tech. - Electrical Engineering
B. Tech. - Electronics & Communication Engineering
Diploma of Civil Engineering
Diploma of Mechanical Engineering
B.Voc. - Automobile Servicing
B.Voc. - Refrigeration & Air-Conditioning

Tourism & Hotel Management

The Indian hospitality and tourism industry has been materialised as one of the key drivers of growth among the service sectors in India. With a consistently growing middle class and increasing disposable income, the tourism and hospitality sector is witnessing a healthy growth, and accounts for 7.5% of the country's GDP. The hospitality sector in India is expected to grow at 16.1% CAGR to reach 22,796 thousand crore in 2022. Currently, India's travel and tourism sector ranks 7th in the world in terms of its total contribution to the country's GDP.

NSHM Knowledge Campus, one of the pioneer institutes in hospitality and tourism studies with a legacy of more than 24 years, is best known for its internationally recognised degrees and global standards of placement in hospitality and tourism sector. The institute's undergraduate and postgraduate programmes have been lauded by industry experts for developing the students into complete professionals. These courses are new-age and are dedicated to nurturing professionals who are capable of contributing towards the success of hospitality & tourism industry globally.

Our legacy of excellence has been translated into numerous success stories across the world as our alumni members have gone on to join the biggest names of the hospitality, travel and tourism industry.







Hospitality Management

**Bachelor of Hotel Management &
Catering Technology**

B.Sc. - Hospitality & Hotel Administration

B.Sc. - Culinary Science

M.Sc. - Hospitality Management

Career Direction

Our courses train students over a wide range of careers in the hospitality industry. Some of them are:

Sectors

- Hotels
- Resorts & Clubs
- International Fast Food Chains
- Industrial & Hospital Catering
- Cruise Liners
- Cargo Liners
- Convention Centres
- Bakery & Confectionery Houses
- Food R&D Companies
- Retail Houses

Job Roles

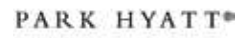
- Chef
- Catering Manager
- Operation Manager
- Outlet Manager
- Food Services Manager
- Food Critic
- Food Photographer
- Entrepreneur
- Food Production Manager
- Product Development Manager
- Business Development Manager
- HR Manager
- Purchase Manager
- Cost Control Manager
- Sales & Marketing Manager
- PR Manager
- Customer Service Manager
- F&B Controller





Placements & Internships

Internships & placements are our forte. Our placement cell creates various internship and placement opportunities in major brands, ensuring a great start to a student's career.



Alumni



Pratik Verma

Holiday Inn, London

State-of-the-art infrastructure and the industry-integrated curriculum made me industry-ready. The skills that were taught to me gave me an edge in the corporate world.



Sayantan Banerjee

Chef, Oceania Cruises

My NSHM days were the best days of my life. I was lucky to have mentors who encouraged me and guided me in my journey. I will always be grateful to NSHM for the role it has played in my career.



Martand Mahesh

Sous Chef, Norwegian Cruise Line

The courses at NSHM are designed to prepare students for a great career. With modern facilities and industry exposure, I felt confident to face any challenges in my profession.



Manjit Singh

Executive Chef, Holiday Inn, Goa

The environment at NSHM is ideal for an overall development of a student. Workshops and seminars take place throughout the year and the early industry exposure is an added advantage.



Jagjit Singh

Director of a Food & Beverage
Crowne Plaza, China

I've been a part of the institute since its early days. My tryst with NSHM taught me a lot of valuable lessons and I got to put them in practice in the corporate world once I completed my Bachelors Degree in Hotel Management and started working in the Food & Beverage Department.



Sanjeev Singh

Assistant Director, Food & Beverage
Park Hyatt, Jeddah

My advice to all the aspiring professionals who'd like to join the world of hospitality with NSHM is to give your best and follow your dreams. The rest will be taken care of by NSHM, where learning is an experience in itself.



Sumit Ghosh

Director of Food & Beverage
The Raintree, Chennai

The world of Hospitality is very demanding and requires the best of skills. I was lucky to have graduated from NSHM. Early industry interface and unconditional support of the faculty members helped me achieve my goals.



Pooja Banerjee Ghosh

Head of Front Office Operations
Park Hyatt, Chennai

Since childhood it was my dream to be a part of the hospitality industry. This dream would have never come true without the support of my college and my teachers. The guidance and the training that I received helped in every step.

Programme-Detail Structure

Affiliated to MAKAUT and approved by AICTE, as applicable

Name of the Programme	Bachelor of Hotel Management & Catering Technology	
Duration	4 years	
Location	Durgapur	
Programme Objective: To prepare students on all aspects of the hotel industry, Commercial Kitchen Operations, Food & Beverage Service and the Wines, hospitality services for specialist roles in at least one of the core areas - Food Production, Food & Beverage Service, Front Office, Housekeeping, and Entrepreneurship. Besides, they will be able to adapt to the changing trends and contribute to change as individuals or as a team in a cross-cultural, diverse, and multidisciplinary setting by way of continuous learning, effective communication, and leadership with utmost regard to ethics and social values.		
Core Areas	Key Learning	Brief Description
Food Production	Foundation Course In Food Production	Fundamentals of cooking food, Food preparation, Food catering, Quality, Safety, Standards, balanced and a healthy diet, action of heat on food, food and culture.
	Food Production Operation	Types of the kitchen equipment, types of special equipment, Kitchen hygiene, personal hygiene, food handling, storage, care, sanitation practice, work attitude in kitchen, fumigation, HACCP.
	Advance Food Production	Compare and classify popular International cuisines, culinary arts, types of layout plan, banquet buffet, operations, types of cold meats preparation, storing, preservation, supply chain, innovation.
Food & Beverage Service	Foundation Course In Food & Beverage Service	Types of food and beverage service equipment, knowledge, skills, and attributes required to become a food and beverage service personnel, classify types of service methods.
	Food & Beverage Service Operation	Room services, department- roles and responsibilities, best practices, equipment and its operations in the hotel industry, production of beer, wine, etc. and different types of beer such beverages available in the world.
	Advance Food & Beverage Service	Customer experience with food and beverage, Gueridon Service, important types and roles of such services, displaying of skills.
Front Office	Foundation Course In Front Office	Training of basic front-office skills, front office management, customer experience, reservations, hotel automation - ERP, hospitality services, business development.
	Front Office Operation	Main features of the Front office department, Deep analysis of hotel classification, tariff structure, Organisational hierarchy, duties and responsibilities.
	Front Office Management	In depth analysis and illustrations of front office accounting system, Night Audit Process, Credit Control Policies and Handling Guest Complaints.
House Keeping	Foundation Course in House Keeping	Different areas maintained by housekeeping, guest rooms, public areas, Cleaning equipment, job descriptions, types of rooms, linens, etc.
	House Keeping Operation	Various elements of interior decoration, design, colour, light, furniture, coverings, walls, aesthetics, etc.
	House Keeping Management	Managerial skills, decision making, situation handling in different cases, like drunk guests, sick guests, other emergencies.
Management	Food & Beverage Management	Responsibility and accountability, application of Menu engineering procedure, proficient practices, experience in the liquor store, purchase, costing and planning.
	Human Resource Management	Training needs analysis, Fundamentals of HRD/HRM, Policy, Grievance redressal, Compensation management, Productivity, Profitability, Efficiency, Effectiveness, Goal setting, Performance appraisal, etc.

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Core Areas	Key Learning	Brief Description
Management	Facility Planning	Various hotel plans, architecture, constructions, green materials, energy conservation, emission control, star categorization of hotels, safety measures, fire safety.
	Financial Management	Fundamentals of finance and accounting, Financial software, Financial ratios - profitability, leverage, liquidity, Typical hotel set-up - revenue planning and management, capital and operating expenses, control, audit, disclosures, and reports.
	Business Laws	Goods and Services Act and other relevant Acts (previous and present) - The Water (Prevention and Control of Pollution) Act, 1974, Income Tax Act, 1961, Service Tax, Entertainment Tax, Expenditure Tax, Luxury Tax etc., Hotel Insurance Policies and other local laws, legal compliances, new business development, purchase and sale, mergers and acquisitions, etc.
Leadership	Communication	Verbal, non-verbal, and written communication, personality development and grooming, building presence, listening and speaking skills, behavioural skills, public relations, web, internet and social media, resonance, empathy, Interfacing- Business-to-Business, Business-to-Customer, Communicative French, Spanish, German etc.
	Environment & Sustainability	Impact of Hotel businesses in societal and environmental contexts, sustainable development goals, addressing ecological concerns, 'clean-green-lean' entrepreneurship, new ways creating value for customers, Digital transformation, etc.
	Building Presence	Training and case studies - resonance and resilience, empathy, entrepreneurship, personality imaging, visioning, mental and physical fitness, body language, team development, team motivation, crisis management, critical thinking, creativity, innovation, lead by example, command by respect.

Admission Helpline: 95472 77739

Programme-Detail Structure

Affiliated to MAKAUT (formerly known as WBUT)

Name of the Programme	B.Sc. - Hospitality & Hotel Administration	
Duration	3 years	
Location	Kolkata & Durgapur	
Programme Objective: To prepare students with the knowledge, skills, and attitude to professionally contribute in a hotel system, hospitality and tourism for delivering appropriate and innovative solutions to complex problems by applying relevant expertise of Food production & patisserie, F&B services, Housekeeping, Accommodation, IT, Management, Communication and Maintenance in a diverse and cross-cultural setting. Besides, they will adapt to the changing trends of hotel, restaurant and the hospitality businesses with high quality of service, adherence to public health and safety, cultural, societal, ethical and environmental considerations along with continuous improvement through lifelong learning and/or entrepreneurship.		
Core Areas	Key Learning	Brief Description
Food Production & Patisserie	The Classical Kitchen Brigade	To understand the role of the chef, Inter departmental co-operation, Daily routine & systems. To develop a comprehensive knowledge of professional cookery in the hotel & catering industries.
	Cookery Principles	Fundamentals of cooking, Preparation of ingredients, Texture, Methods of cooking, Principles of invalid cookery, Principles of food storage, Menu planning, Work methods in food production, Western culinary terms, Hindi equivalents of some English food name, Reheating of food – rechauffe cooking, Accompaniments & garnishes, regional Indian cookery (according to location), principles of Chinese cookery, classical and modern garnishes in continental cookery, cooking using left-overs-hot starters.
	Pastry and Bakery	Fundamentals of of bakery, Ice cream and sorbets, Frozen desserts, Bakeshop production – faults in making rolled in dough cake formulas & cake making Icing-sugar and chocolate basic work.
	Food Production Cost Control	Knowhow on basic commodities, raw and processed, Catering of food, production and distribution, quality and standards of commodities, suitability for different purposes, purchase specification- Dealing with supplier-receiving methods-stores organization, stock control, stock levels and rotation speed, yield testing for meat, fish and poultry-meat tags, Preparing, Testing and Assessing new recipes, Sales monitoring, Portion Control, Flash Food cost control, Stock taking method.
Food & Beverage Service	Restaurant Organisation and Service	Food Service areas and ancillary departments- Room Services, Still Room, Stores, Linen Room, Kitchen Stewarding, Hot Sections, Mise-en-place, Laying Tables, Forms and Methods of Service, Receiving the Guest, Service at Table, Tobacco and Cigars, Preparing of Flambe dishes and Silver Service, Table d' hotel, buffet and Ala Carte Menus preparation and service of 20 Table d'hotel, 4 buffets and 3 A La Carte menus with an overall proportion of 40% continental dishes, 40% Indian regional dishes and 20% Chinese dishes.
	Variety of Menus	Different types of Meals and Menu, Fixed menu and a la carte, classical French menu terms; Indian Food and accompaniments; planning a simple menu; breakfast menus, historical understanding of non-alcoholic and alcoholic beverages, Beer, Spirits, Liquors and Bitters, Cocktails and Mixed drinks.
Front Office	Hotel ecosystem	Classification and history of hotels, Organogram, Directory services, traditional and contemporary practices, new innovations, quality of service, services marketing, Room as the primary selling product, Room types, reservations, customer relationship management, guest profiling, security and safety, modern enabling technologies.
	Records and Reporting	Record keeping, Computer-aided documentation and control, data privacy and security, Revenue planning and computing, basic statistical methods for analysis, incidence reporting, Front Office MIS reports, decision support.
	Audit	Night Audit- EOD Routine in details, roll of a business date, Yield and Revenue Management, energy audit, action-taken on feedback and grievances.

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Core Areas	Key Learning	Brief Description
Accommodation & Housekeeping	Services and Facilities	Different types of accommodation services, Housekeeping, and facilities, Hierarchy- duties and responsibilities, guest satisfaction, different types of hotels, eco-friendly practices, hygiene, safety, cleanliness, upkeep, Floor and wall finishes, maintenance, aesthetics, Unique Selling Propositions, Occupancy ratios, auto energy controls, artful flower arrangements, artifacts, showcasing, color, mood lighting, interior design and décor.
	Room Management	Room layout, security, Room emergencies, Selection, Classification & types of equipment, Methods of use and mechanism for each type, Care and maintenance, use, care & storage, distribution and control general considerations and selection criteria, usage and application.
Business & Management	IT Management	IT interfaces in hotel operations, Hotel ITeS, Enterprise Resources management, Application softwares.
	HR Management	HRD, HRM, Organisational Behaviour, Organisation Development, Goal setting, Performance Appraisal, typical HR policy of hotel.
	Facility planning Management	The systematic layout planning pattern (SLP); Planning consideration.
	Business Law	Food Legislation, MRTP act, Industrial law, Licence and Permit, Indian Contract Act. , Business Regulatory Framework, Start-ups and entrepreneurship.
	Financial Management	Daily sales, accounting, transactions analysis, book-keeping, Revenue report generation, Budgeting & Financial control.
	Communication	Verbal, non-verbal, and written communication, personality development and grooming, building presence, listening and speaking skills, behavioural skills, public relations, web, internet and social media, resonance, empathy, Interfacing Business-to-Business, Business-to-Customer.
	Foreign Language	Communicative French, Spanish, German, etc.

Admission Helpline: Kolkata - 90732 17630 | Durgapur- 95472 77739

Programme-Detail Structure

Affiliated to MAKAUT (formerly known as WBUT)

Name of the Programme	B.Sc. - Culinary Science	
Duration	3 years	
Location	Kolkata & Durgapur	
Programme Objective: To prepare students with modern knowledge, skills, and attitude in areas related to core and allied culinary areas, research and application, and innovation. Besides, they will be able to adapt to the changing and emerging trends in hospitality, food & beverage production, cookery equipments, food and nutrition, etc. for effective customer delight, organisational and entrepreneurship growth and development by continuous learning, practice and upholding ethics, environmental, and social responsibility.		
Core Areas	Key Learning	Brief Description
Introduction to Hospitality Industry & Culinary Arts	Characteristics of Hospitality Industry	Relationship with Tourism, Types and Classification of Hotels, Front Office, House Keeping, Departmental charts with duties and responsibilities of staff, Types of guest rooms, basis of charging tariffs, meal plans, type of guests, etc.
	Safety and Hygiene	Importance of Safety and Hygiene, Sanitization techniques for guest, hotel personnel, offices, Guest rooms and Public areas, Liaison with Public health's department.
	Basic F&B Service Operations	Understanding the food and beverage department with emphasis on quality, menu management, emerging trends.
	Modern Cookery	Origin of modern cookery, concept of Continental, International and Indian Cuisine, Evolution of French cuisine, Famous Chefs in History, Nouvelle cuisine, history of cuisine, unique factors and skills involved, kitchen hierarchy, Duties and Responsibilities of Kitchen staff, commodities used in food production, quality, procurement and storage, cookery essentials, cooking methods, Baking, awareness on the micro-organism.
Modern Hospitality Concept	General Hotel Operations	Organogram of Rooms Division, Matrix Organization, coordination between other departments, Customer centricity.
	Food & Beverage Principles	Contemporary F&B service designs, F&B arts - menus, restaurant design and layouts.
	Front Office and Housekeeping Operation	Rooms Division, Duties and Responsibilities of Front Office and Housekeeping staff Free Individual Traveller, Group Inclusive Tour, Bill To Company, etc.
Basics of Food and Beverage Production	Equipment and Methods of Cooking	Equipment identification, deployment, maintenance and care, hygiene and safety.
	Planning and Food and Beverage Operations	Essentials of planning, management, optimization, resources planning and allocation, efficiency and effectiveness, productivity and profitability, etc.
	Fundamental Bakery	Role of various basic ingredients in bakery, bakery terms, basic methods of bread making, various types of bread and international breads.
Food Science and Nutrition	Classification of raw materials into food groups	Cereals, pulses, milk & milk products, pasteurization of food.
	Factors influencing food intake & food habits	Food & its relation to health, nutrition, physiologic factors that determine food intake, environmental & behavioural factors, influencing food acceptance, food processing.
	Balanced Diet/ Menu planning	Definitions, importance of balanced diet, Recommended Dietary Allowances (RDA) for various nutrients.

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Core Areas	Key Learning	Brief Description
International and Regional Culinary Art	International cuisines	British Cuisine, Italian Cuisine, French Cuisine.
	Asian Cuisine	Indian cuisine, Pan Asian Cuisine.
	Larder, Charcuterie	Larder works, sausage making, larder control, Charcuterie and other pork products with skills involved to produce and present,different preservation techniques.
	Modern Gastronomy	Gastronomy: Conquest, Exchange, Middle Ages and Cultural aspects, Fusion: Prehistory and human diet, Gastro-geography: environment as determining fastors on Human Diet, Food and cultures: Jewish, Muslims, Hindus and Christians.
Indian Cuisine	East Indian Cuisine & Culture	Categorisation and Demonstration: different aspects of East Indian Cuisine, Different Festivals and Fairs, which are paired with food habits.
	Food Legislation and Legal Aspects	Principles of food laws-acts, prevention of food adulteration, authorities and procedures under the act, purchase right, warranties, guests management.
	Facility planning Management	Planning aspects, typical physical plant, layout plannings of Kitchen, Resources management and control.
Food Cost Control	The Control Process Management Objectives	Standardisation in Operations: Beverage Cost Control, Calculating Cost Report: Food Cost Control, Computing Food Cost Report.
	Menu Analysis	Menu pricing: Purchasing, Vendor Selection, Receiving, Storage, Issuing, innovation.
	Income Statement Analysis	Benchmarking Costs, Financial Statement Analysis, Budgeting, Working capital, Cash controls, Associated financials, Accounting and Audit.

Admission Helpline: Kolkata - 90732 17630 | Durgapur- 95472 77739

Programme-Detail Structure

Affiliated to MAKAUT (formerly known as WBUT)

Name of the Programme	M.Sc. - Hospitality Management	
Duration	2 years	
Location	Kolkata & Durgapur	
Programme Objective: PEO1: Established expertise in inter- disciplinary aspects in providing solution framework for the hospitality industry. PEO 2: Developed higher understanding of contemporary social problems, exploring the opportunities for social entrepreneurship, designing business solutions and practiced ethical standards in organisational decision making. PEO 3: Demonstrated professional demeanour, critical thinking, problem solving attitude, and leadership needed for the managerial positions in the hospitality industry.		
Core Areas	Key Learning	Brief Description
Hospitality Operations	Food and Beverage Management	Food and beverage as a strategic unit with emphasis on quality, catering management, menu management, managerial economics, emerging trends, and HACCP.
	Service Delivery	Service design, services marketing, future trends of the service industry with an indepth analysis of market segmentation, inventory and materials, SCM and logistics, and hospitality distribution channels.
	Hospitality Entrepreneurship	Family business management, business enterprise modeling, MSME venture- policy; legislations; financing methods, evaluate start-ups and other entrepreneurship cases - resort, event, recreation and wellness business, various laws and standards, and pitching entrepreneurship ideas.
	F&B Staffing and Planning and Directing	F&B business principles, selection procedures, training & development, retention, organisation developoment, logic framework, policy and procedures, performance appraisal, ethics, corporate governance, and CSR, etc.
	Food and Beverage Marketing	Customer relationship management, F&B product innovation , F&B service innovation, marketing channels, promotions, space hiring, etc.
Leisure Management	Leisure and Recreation	Social, economic and administrative aspects of professional, amateur, commercial, and public recreation, sociology of sports, global and local organisations and services, etc.
	Recreation and Community	Perspective of international tourism, discipline and exploration of professional career models and paths, opportunities mapping in recreational sector.
	Understanding of Contemporary Issues	Contemporary professional issues and the trends impacting leisure and human service agencies. To apply the knowledge of aging and leisure development and apply it practically for leisure programme development, delivery and facilitation of all older adults.
	Professional Understanding	Contemporary professional issues and the trends impacting leisure and human service agencies in professional development.
Human Resource Management	Human Resource Management in Hospitality Industry	Significance, functions and objectives of human resource management. further to apply the knowledge of ethical issues in human relation and needs thereby understanding human behaviour.
	Human Resource Development	Functions of HRD manager and the importance of personal appraisals.
	Strategic Human Resource Environment	Internal and external environment, meaning of strategy and strategic management. to know the importance of management development programme.
	Motivation in Hospitality Industry	Meaning, purpose and importance of business communication, physical and digital settings, various theories of motivation of human resource, green-clean-lean principles, ecoturism, and sustainable development.

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Core Areas	Key Learning	Brief Description
Managing Change in Organisations	Organisational Change	Concept and significance of analysing the environment, prospective of change, and contingencies.
	Types of Change	Strategic management essentials, distinguish between continuous and incremental change, discontinuous and radical change, and participative and directive change.
	Implementing Change	Analyse and apply the steps of assembling a change, and how to set up a change - team aligning with structure, systems and resources, thereby, removing roadblocks for absorbing change in organisation.
	HR and Technological Change	Special features of new technology, its organisational implications, emerging profile of human resources, employee empowerment, emotional intelligence and employee productivity in hospitality sector.
	Organisational Development (OD)	Analyse the OD concepts and evolution of OD through interventions, diagnostic activities, team building, and sensitive training.

Admission Helpline: Kolkata - 90732 17630 | Durgapur- 95472 77739



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Tourism Management

BBA (Travel & Tourism)

Master of Tourism & Travel Management

Alumni



Aishwarya Mukherjee
Club 7 Holidays

Travel and tourism is all about uniqueness, passion and hard work. Being a part of NSHM has helped me to grow as a person. The industry exposure and the wonderful faculty members guided me. NSHM is a place where potentials are harnessed, skills are developed, confidence is built and dreams are realised.



Ashish Barnwal
Bonton Holidays

NSHM has the best teachers and a great campus environment. My days at NSHM were splendid and the experience has helped me to grow better professionally and personally. This course opened many doors for me and I will always be grateful to NSHM.



Tarunima Majumdar
Yatra.com

NSHM has provided me the platform to explore my abilities and skills. Excellent, experienced and approachable faculties, friendly administration and extensive practical exposure has helped me a lot. Along with quality education, I also got to experience a memorable campus life.



Supriya Das
Cox & Kings

NSHM will always be very special to me and I will always be a proud NSHM-ite. Along with a brilliant education, NSHM gave me the confidence to pursue my dream career. I will always be thankful to the teachers who guided and encouraged me.



Pragati Mehta
Golden Birds Travel Ltd.

At NSHM, studies are perfectly balanced with a fulfilling campus life. The professors here are all experts in their respective fields and are able to provide excellent technical knowledge to the students. This, backed by an excellent infrastructure, ensures that as students we get the best and latest technical knowledge that will help us in the future.



Marie Teresa Lepcha
Tibet Tours and Travels

I got the chance to hone my skills at NSHM. Since the beginning I got many opportunities to learn and improve my craft. The hands-on experience enhanced my knowledge and learning. The faculty members were always supportive and encouraging.



Shreya Mukherjee
SOTC Holidays

NSHM has state-of-the-art infrastructure, supportive teachers and a vast campus. The course module and workshops conducted by industry experts were really helpful. I got numerous opportunities to participate in extracurricular activities and groom my personality.



Miki Saikia
Vayuseva Travels

NSHM is known for its academic excellence and its industry interface. The learning in the class room and interaction with the industry experts has given me confidence to face any challenge in the corporate world.

Career Direction

The programmes are a blend of theoretical and practical knowledge, which prepares the students for lucrative careers in the tourism industry, nationally and globally.

Some of the career opportunities in the travel and tourism industry are:

Tourism Organisations

Airlines & Airports

State Tourism Development Corporations

Hospitality Sector

Cruise Lines

Travel BPOs

Online Travel Companies

Event Management Organisations

Self Employment through Entrepreneurship

Travel & Tourism Companies

Tour Operator

Destination Development Specialist

Travel Consultant

Travel Journalist

Tourist Bureau Manager

Hospitality Sectors

Destination Management Companies

Cargo Management Companies

Medical Tourism Organisations

Service Marketing Sectors

Placements & Internships

A dedicated placement cell works round-the-year to ensure top placements for the students.
All our alumni are associated with some of the best companies nationally and internationally.



Programme-Detail Structure

Affiliated to MAKAUT (formerly known as WBUT)

Name of the Programme	BBA (Travel & Tourism)	
Duration	3 years	
Location	Kolkata & Durgapur	
Programme Objective: To prepare students to become successful professionals with strong multidisciplinary knowledge and technical competence in the field of travel & tourism management to solve problems using IT, modern analytical tools and techniques, effective communication in multidisciplinary, diverse, and cross-cultural settings. Besides, they will be able to undertake value roles in hospitality, aviation, medical tourism, sustainable tourism and related vocations and entrepreneurial development by way of continuous learning, self-management and team work with utmost regard to work ethics and character building for the betterment of the global society and economy.		
Core Areas	Key Learning	Brief Description
Travel Agency & Tour Operation Management	Tourism History, Principles and Practices	Popular cultural traditions and cultural interpretations, approaches of anthropology and history, historical experiences, records and narrative descriptions of past matter, continuum of events pertaining to a culture, fundamental concepts, growth and development of tourism, potential of tourism industry in India and world, concepts of tourism, measurement of tourism, and impact of tourism.
	Tourism Products and Destination Management	Concept of tourism product, different tourism product, geographical features, familiarization with the important natural and manmade tourism of India, Fundamentals of tour, components of tour, selling package tours and application of tour package in inbound and outbound tour, tour operations like itinerary preparation and costing of the tour package, etc.
	Computer and Communication	Fundamentals of Database, database management system, computer application in tourism studies, use of databases and computer within the tourism industry, process flow of information - intranet and extranet, business communication, internal and external communication, interactions B2B, B2C, organisational goals and company values.
Destination Development & Planning	Destination Development	Appraise the factors affecting destination planning , steps involved in planning , necessary considerations, socio-economic-appraisal, destination life-cycle, sustainability.
	Tourism Policy and Planning	Growth and development of Indian tourism , domestic tourism trends in india, comparative analysis of Indian tourism and world tourism, objectives, methods,steps , hinderances and thrust areas of tourism planning, National Tourism Policy of India and 5 year plans , factors influencing tourism policy, legal and regulatory framework, Tourism Act and Package Tour Regulations.
Airlines and Air Fare Management	Tourism Geography and International Tourism	Understanding of physical and cultural factors influencing tourism, geographic aspects of international tourism, locations of major attractions, geographic, political, social and economic factors, international tourist documents, legalities, SDG goals related to travel and tourism.
	Airlines and Airfare Management	Overview of the airline industry, underlying marketing, financial, operational, and other factors influencing airline management, fare and rule components that define the airfare product, services and price: origin, destination pair, fare class, one-way, round-trip indicator, fare amount, validity dates, mileage and other rules.
	Global Distribution System	Computerised network system, agency, governance, transactions between travel industry service providers, mainly airlines, hotels, car rental companies, and travel agencies.

Cont.

Core Areas	Key Learning	Brief Description
Events, Niche & Alternative Tourism	Customer Relationship and Event Management	Managing past and potential customers, analysis of interactions with past, current and potential customers, CRM, application of project management, MICE, creation and development of small and/or large-scale personal or corporate events such as festivals, conferences, ceremonies, weddings, formal parties, concerts, or conventions.
	Niche and Alternative Tourism	Niche market segments, particular or distinct features, personalised services, tailor made tourism products, specific needs analysis, niche markets, holistic, in-depth analysis of a contemporary phenomenon, real-life contexts, case studies on niche and alternative tourism.
Sustainability & Tourism	Environment & tourism	Interconnectivity of environment and tourism industry, environment sustainability and tourism, different spheres of environment, environment degradation , cause and remedies , sustainability and its development ; AGENDA 21, Earth Summit, and other international conventions and declarations, Transitioning from millennium goals to sustainable goals.
	Sustainable tourism development	Understanding of topographical analysis, analysis of local resources and land use pattern – environmental impact assessment (EIA) and environmental management system (EMS) and community participation evaluation of socio- economic and cultural conditions and impacts of tourism, introduction to zoning system - carrying capacity and its type.

Admission Helpline: Kolkata - 90732 17630 | Durgapur- 95472 77739

Programme-Detail Structure

Affiliated to MAKAUT (formerly known as WBUT)

Name of the Programme	Master of Tourism & Travel Management	
Duration	2 years	
Location	Durgapur	
Programme Objective: PEO1: Established professional expertise in both inbound and outbound travel and tourism products, services, multi-form components, and inter-relationships. PEO2: Developed 'value-for-money' customer-delight tour packages in harmony with sustainable development goals, for both man-made and natural tourism. PEO3: Attained high reputation as an influencer in the promotion of entrepreneurs, policy advocacy, heritage conservation, environment protection, green-lean-clean travel and tourism, technology in tourism, etc. PEO4: Pursued lifelong learning in tourism and allied areas, like GDS, CRM, hotel and hospitality, legal and ethical issues, etc., economy, human development, history, geography, climate change, it, etc. for the continuous growth, success, and future development of tourism.		
Core Areas	Key Learning	Brief Description
Tour Operation Management	Tourism Principles, Practices, Legal and Ethical Issues	Fundamental tourism concepts, growth and development of tourism, potential mapping, measurement, impact of tourism, legal and regulatory framework of travel and tourism, different parties involves, Tourism Act and Package Tour Regulations, etc.
	Tourism Products of India	Fundamentals of tourism product, different tourism products and geographical features, natural and manmade tourism of India.
	Tour Package	Fundamentals of tour, components of tour, selling package tours and application of tour package in inbound and outbound tour.
	Itinerary Planning and Costing	Tour operations like itinerary preparation and costing of the tour package.
	Tour Guiding and Interpretation	Natural, cultural or historic values attached to places, conservation and ongoing protection of heritage, customer-delight.
	ICT in Tourism	Innovation and technology related to the growth, success and future development of tourism and approaches that effectively utilises technology and innovation within the tourism industry.
	Tourism Entrepreneurship	Fundamentals of entrepreneurship, travel and tourism cases on entrepreneurship, innovation and incubation, start-up creation, resource mobilisation, policy, laws, and schemes related to entrepreneurship.
Airlines and Air Fare Management	Tourism Geography and International Tourism	Physical and cultural factors influencing tourism as well as the geographic aspects of international tourism, locations of major attraction, underlying geographic, social and economic factors, sustainable development.
	Airlines Management	Overview of the airline industry and underlying marketing, financial, operational, and other factors influencing airline management.
	Airfares Management	Fare and rule components that define the airfare product, services and price: origin, destination pair, fare class, one-way, round-trip indicator, fare amount, validity dates, mileage and other rules.
	Global Distribution System	Computerised network system, global transactions between travel industry service providers, mainly airlines, hotels, car rental companies, and travel agencies.

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Core Areas	Key Learning	Brief Description
Tourism Marketing Management	Services Marketing	Business to consumer (B2C) and business-to-business (B2B) services, marketing of all types of tourism, hospitality, leisure and entertainment services, and transportation services.
	Tourism Policy, Planning and Development	Planning for organised development in tourism, social, economic, and environmental advantages of the development progression.
	Destination Marketing	Tourism destination, information, education, awareness, promotion, and marketing, digital marketing, business growth - new and repeat visitors, and sustainable development.
	Marketing Research in Tourism	Systematic gathering, recording, and analysis of qualitative and quantitative data about issues relating to marketing products and services, identifying and assessing on how changing elements of the marketing mix impacts customer behaviour.
	Customer Relationship Management	Fundamentals of relationship marketing, software system, managing interactions with existing as well as past and potential customers, different approaches to manage and analyse interactions with its past, current and potential customers.

Admission Helpline: 95472 77739

Events & Activities



Workshop with Sanjeev Kapoor

The legendary chef conducted an enlightening and interactive session with the students. The workshop gave the students a glimpse of the hospitality industry in India and the opportunities that it presents.

Buckingham Palace

Culinary session conducted by Michelin starred Chef Mark Poynton at NSHM Knowledge Campus, Kolkata provided the students with a great learning experience



Nestle Workshop

One of the most popular brand of the nation, Maggi organised a day-long workshop that included lots of interactive sessions and competitions.



Ashajyoti

NSHM Knowledge Campus, Durgapur witnessed the launch of the Asha Jyoti Scholarship with the lighting of 20,000 diyas and a special cultural event that was orchestrated by the students, teachers and management of the college, teachers and students of neighbouring schools, eminent members of society and underprivileged children. NSHM has entered the Limca Book of Records for the fastest lighting of diyas.

Wine Workshop with WASA

NST&HM in its effort to inculcate real-world skill and talents in their students teamed up with the Wine & Spirits Academy to conduct a Wine Appreciation Session meant to help students refine their tastes. The session aimed at developing their palettes and also taught them about the different kinds of wine and how they complement different foods and occasions.



Events & Activities

World Tourism Day

The students of Travel & Tourism Management celebrated World Tourism Day with a plethora of activities. The theme of the day was - one billion tourists one billion opportunities.



Thai Cuisine Workshop

NSHM School of Tourism and Hotel Management, Durgapur teamed up with the Royal Thailand Consulate to give our students insight into the rich culture and complex cuisine of Thailand.



Session with BIG FM

NSHM organised a session for the hospitality students in association with 92.7 BIG FM. The students participated with zest and showcased their skills in various competitions.

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Disclaimer:

This information booklet of NSHM Knowledge Campus was published in May 2021, and the information given was correct at that time. It is intended primarily for those considering admission to the college in the year 2021. We reserve the right to modify any statement if necessary, to make variations to this content or methods of delivery of programmes of study, to discontinue programmes or to merge or combine programmes. If such action is reasonably considered by the college, every effort will be made not to do so, notice of any changes will be given and the college will use all reasonable endeavours to provide a suitable alternative. Information about specific entrance requirements is intended as a guide only. For campus-specific details, please visit the respective NSHM Knowledge Campus at Kolkata and Durgapur. All disputes are to be settled within the jurisdiction of Kolkata for all NSHM Knowledge Campuses.