



**Anjuman-I-Islam's
Institute of Hospitality Management**
(Affiliated to the University of Mumbai)

92, Dr. Dadabhai Naoroji Road, Opp CSMT, Mumbai - 400 001.
Tel.: +91 22 2265 2272 / 2270 2997 • Website : www.anjumanihm.com
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STRENGTH, WEAKNESS, OPPORTUNITY AND CHALLENGES (SWOC)

Institutional Strengths

- Excellent admission record and being the most preferred institution by the prospective students.
- Centrally Located.
- State-of-the-art Infrastructure: Top notch facilities, including hotel simulation labs, kitchens, and accommodation setups for practical training, that allow the students to gain hands-on knowledge and polish their professional skills. Of the 4 kitchens that includes a Bakery and Patisserie, our Quantity Training Kitchen is a significant space where students can master the art of preparing various regional and national dishes. With a daily capacity to serve around 350 students, the QTK is equipped with robust machinery that supports large-scale cooking projects.
- Well qualified and internationally experienced faculty: Dynamic, highly skilled, experienced, and committed teaching staff with an excellent knowledge of hospitality industry and its changing trends.
- Active engagement in design, development, and implementation of the curriculum within the Affiliating University's Board of Studies.
- Education/ Positive Learning Environment: Established track record of delivering top-notch education and training programs in the field of hospitality management. A systematic and well-organized approach to monitoring and managing the academic progress of students. Provision of additional support and assistance to students who are struggling academically with one-on-one sessions, subject specific help, supplementary subject material to reinforce learning.
- Research oriented environment: Supportive environment that encourages scholarly innovation and research within students and faculty.
- Positive work environment with systems oriented approach and emphasis on employee empowerment.
- Well represented on committees of various Universities (Home & others) and Professional bodies.
- Supportive and encouraging management.
- Sound financial backing and Strong Industry Network
- International internships placements for students: A strong support to students & faculty from professionals. Established connections and collaborations with hotels and hospitality enterprises, offering valuable internship and job placement prospects. Provision of the essential resources and pedestal to assist students find suitable job opportunities in their chosen fields.
- Good track record of students opting for entrepreneurship after graduation.
- Continuous guidance and support to budding Hospitality entrepreneurs for start-ups and businesses.



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- Amongst over 63 Hotel Management institutes, we are the only institute offering MSc programme in Hotel and Hospitality Administration affiliated to the UoM.
- Prioritizing student-centred operations, including mentorship & counselling by teachers.
- Prompt coordination with the parents as they are the role models in the lives of students helping us motivate and direct the students on a glorious career path.
- Development of a well-rounded skill set that encompasses not only academic knowledge but also practical competencies, as this will prepare them for successful and fulfilling careers in the hospitality field
- Creating an awareness, understanding, and respectful of the cultures, customs, traditions, and beliefs of different groups of people as it is vital for the global Hospitality industry.
- Organization of various workshops familiarizing the students to various traditions, cuisines, dance, music. The students flawlessly demonstrate their love for these extra-curricular activities, games, or talent show organized at college, inter- collegiate and national level competitions.
- Global presence of alumni Network: Collaboration of an alumni network to help current students with job placement, as Alumni can serve as valuable connections in the professional world. Alumni networking also provides an opportunity for students to reconnect with old friends, professors, and acquaintances from their past, rekindling old relationships and forming new ones.

Institutional Weakness

- Teacher's approval process is stalled at the University level.
- Lack of recognition of the Masters program in Hospitality by the industry.
- Post pandemic a change in students' attitude towards placements, an increased indecisiveness.
- Limited to none participation from industry experts in enriching the academic curriculum.
- Limited publications in CARE listed journals due to constant changes in the journal listing.

Institutional Opportunity

- To be the first hospitality research center under UOM.
- Seeking funding from UGC various schemes.
- Registering under "Par marsh" scheme.
- Getting autonomy for the Institute
- Greater control over the curriculum to bridge the gap between academy and industry
- Curriculum Enhancement: Regularly update and align the curriculum with the evolving needs of the hospitality industry, including new technologies, sustainable practices, and changing guest expectations.



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- International Industry Collaborations: Foster stronger ties with international hotels, restaurants, and other hospitality businesses for internships, job placements, and collaborative projects
- Research and Innovation: Encourage research and innovation within the field, which can lead to the development of best practices and industry solutions.
- Sustainability Practice: Include sustainability and environmental awareness in the curriculum, as this is a growing concern in the industry.

Institutional Challenges

- Lack of control on the admission process thereby resulting into mismatched student profile.
- Substandard hospitality institutions are spoiling the reputation of hospitality education.
- Post pandemic placement at the time of layovers and furloughs of hotel employees.
- Participation from industry experts in the academic activities.
- Industry Adaptation: Staying up to date with the rapidly evolving hospitality industry, which includes changing guest preferences, emerging technologies, and evolving health and safety regulations.'
- Financial Sustainability: Managing the costs associated with maintaining state-of-the-art facilities, equipment, and practical training programs while keeping tuition affordable for students.
- Curriculum Relevance: Adapting the curriculum to meet the industry's needs, which may involve restructuring programs and offering courses on emerging trends.
- Soft Skills Development: Place a greater emphasis on developing students' soft skills, such as communication, leadership, and problem-solving, as they are crucial in the hospitality industry.
- Overcoming language barrier of students with a vernacular education background.



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