



August 2021

W G S H A Chronicle

Welcomgroup Graduate School of Hotel Administration

A constituent unit of MAHE, Manipal

Featuring the events from July 2021



NORMAL

BACK TO



FOREWORD



Dear Reader,
Greetings

The journey to the future requires a glimpse of the past and it is a matter of great pride and contentment for me to present the WGSCHA chronicle covering the events, achievements, and college activities held in the month of July 2021. We have conducted various expert sessions, guest lectures and competitions over the course of these months, which have helped nurture our students and prepare them for their future in this industry.

The COVID-19 pandemic has dealt the hospitality, travel and culinary industry and academia with uncharted challenges which has led to a massive diversification. Our students are learning to expand their horizons above and beyond the traditional models of work to stay ahead and survive in this evolving world. The hospitality industry has seen a major

transformation and is expected to bounce back with a greater impact. We have left no stone unturned to continue the learning of our students even in the virtual mode

The month started off with a guest lecture on 'Understanding sales from a culinary perspective'. It was followed by an expert lecture on Accor Hotels as a part of our 'Affiliation to Hotel Chains lecture series'. We also conducted a make-up and grooming workshop for 35th course BHM and 10th course BACA as a part of the 'Ability and skills enhancement course'. For 1st year BACA students, we organized a webinar on 'customer centric marketing'.

Another event on the 'Art of writing Case Study' as a part of the Affiliation to Hotel Chains lecture series was conducted. In the third week of July, we conducted a guest lecture on 'Food story as a food blogger' for 9th course BACA. The internal quality assurance cell of WGSCHA organized a faculty development program on the new education policy 2020. Later in the month, an expert session was taken by professor Aniruddha on 'corporate strategies'.

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The 'On the Rocks Club' organized an innovative cocktail session and quiz competition to encourage students to keep up with the changing trends. I would like to congratulate Ms. Abhigna Kashyap and Ms. Sharvari Kiran for bagging the 1st and 2nd prize, respectively.

I am proud to announce that our faculty members, Dr. Senthil Kumaran, Dr. Vidya Patwardhan and Ms. Athira Rajagopal registered Research Scale as copyright. Mr. P Valsaraj was awarded the best Head of the Department for the year 2021 by the DHS foundation, Delhi. Mrs. H S Sethu and Mrs. Pallavi Shettigar successfully completed the foundation level in the Innovation Ambassador's Training, organized by MHRD, AICTE and MoE innovation cell. My heartiest congratulations to them for their amazing achievements.

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Understanding Sales from Culinary Perspective

Expert Session



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Guest Lecture

Understanding Sales from Culinary Perspective

Mr. Sherin Mathew (17th Course, Alumnus)

Commercial Director
Hilton Hotels & Resorts,
Chennai, India



03 July-2021 (Sat)
1500 hrs. - 1600 hrs.

Hosted by

Chef K. Thirugnanasambantham
Principal, WGSMA



July 3, 2021: This event was organized for BACA 2nd year students to have an understanding on restaurant management concepts which rests on two critical factors; food and experiences.. The resource person, Mr. Sherin Mathew, explained about various roles culinary students need to demonstrate. He also talked about the contribution of sales and marketing in restaurant management. Then, Mr. Mathew explained different branding concepts and how colors play an active role especially in food branding. He concluded the session highlighting the difference between traditional and digital marketing.

The session was organized by Mr. Shikhar Jaitley (Assistant Professor) under the guidance of our principal Chef K Thirugnanasambantham.

Guest Lecture on "Accor Hotels"

Affiliation to Hotel Chains Lecture Series



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Organizes

Affiliation to Hotel
Chains Lecture
Series
on
"Accor Hotels"



Resource person:

Mr. UDAYAN DAMODHARAN

Director of Talent and Culture
Ibis Novotel Tech park,
Accor Hospitality,
Bengaluru, India

Hosted by:

Chef K. Thirugnanasambantham
Principal, WGSHA



03/07/2021

10 AM to 11 AM



Chef K Thiru, Principal, WGSHA gave the opening remarks followed by the lecture. The speaker started the session with a brief history on Accor hotels. Accor is a worldwide operator, has 405 properties and 87,900 rooms in India, Middle east and Africa.

Accor has been known for its budget and economy hotels but they are now emerging as a dominant player with brands ranging from luxury, premium to business accelerators. They have 30 global brands for extended stay.

Their other brand WOJO is a key player in the European market. Accor integrates smart and flexible workspaces and services. Mr. Damodharan had also talked about Accor's cruise line Voyage. Expanding more into wellness area, Accor hotels have attentive teams in the spa and fitness area as they are motivated in improving and maintaining the health of their guests.

The Accor India and South Asia network has 52 operational hotels with 9,863 rooms. In India, they are coming up with brands such as Raffles and Sofitel. Some of their recently acquired properties are Swissotel and Fairmount.

Mr. Damodharan stressed on being tech savvy as almost all the processes are now being automated hence requires good knowledge about the various software used in hotels. The ability to be flexible, adaptive and being multi-skilled is the need of the hour. The webinar was moderated by Ms. Tejaswani Agarwal, 1st year BHM student, WGSHA. The Program managers of 1st year BHM and BACA Mr. Sandeep Srivatsava, Dr. Namratha Pai K, Chef Arup Kumar Dhar and Chef Sudhakar Nayak co-ordinated the webinar.

July 3, 2021: An expert lecture was organized at WGSHA as part of the Hotel Affiliation Lecture series for 1st year BHM and BACA students. Mr. Udayan Damodharan, Director of Talent and Culture, Ibis Novotel Tech Park, Accor Hospitality, Bengaluru, India was invited to speak on Accor Hotels.

Make Up & Grooming – Workshop : Deepti Dange

Expert Session



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MAKE-UP & GROOMING
Workshop

7 & 12 July 2021 for 35th Course
(Bachelor of Hotel Management)
13, 14, 19, 20 & 21 July 2021
for 10th Course B.A. (Culinary Arts)

Ms. Deepti Dange
Director and Founder
Persona-Stars Image Management

Host:
Chef K. Thirugnanasambantham
Principal, WGSMA

INDIAN FEDERATION OF TECHNOLOGY ASSOCIATIONS
INDIA INTERNATIONAL SKILL CENTER
IISC
Hotel Schools of Distinction®
INSTITUTION EMINENCE
MANIPAL ACADEMY OF ENGINEER EDUCATION

July 2021: As part of the Ability and Skills enhancement course an online workshop on “Make Up & Grooming – Workshop” was organized by Welcomgroup Graduate School of Hotel Administration (WGSMA). Make-up & Grooming being one of the important attribute of the hospitality professional.

So in order to accomplish this aspect an expert session was conducted by Ms. Deepti Dange who is an Image Consultant and Mentor, Persona –Stars, Pune . The workshop was structured in three phases so that students acquire theoretic knowledge, demonstration of techniques and application of learning.

The event begun with an introductory message by Chef K. Thirugnanasambantham (Principal, WGSMA). The girls of 1st year Bachelor of Hotel Management and B.A. (Culinary Arts) attended the workshop. The session started with theoretic knowledge on skin care, skin improvement product selection as per skin types, awareness about brands available. Girls were then guided which product one must have as per their skin tone. The session then continued with demonstration of applying make-up alongside with the makeup technique inorder to get the ideal look. Ms. Deepti also shared the list of tools required for hairstyling and make- up. Simultaneously girls were asked to practice the same under the guidance of resource person. Later girls also shared their individual experiences and feedback during the session. The session was a new learning for each one of them as they had never experienced the dedicated session on Grooming make up before. The session has made the girls more confident and help them understand how they can enhance their appearance through make up. In order to get them motivated for this session they were asked to click their before and after makeup pictures wherein they themselves were able to actualize their professional look.

Customer Centric Marketing: Ms. Sarina Menezes

Guest lecture



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Guest Lecture

Customer Centric Marketing

Ms. Sarina Menezes

Corporate Marketer &
Communication- Knight Frank,
India



14th & 16th (July'2021)

1700 hrs.- 1800 hrs.

Hosted by

Chef K. Thirugnanasambantham

Principal, WGSMA



July 14-16, 2021: This event was attended by BACA 1st year students to have an understanding on critical concepts of customer centric marketing. The resource person, Ms. Sarina Menezes, explained that all the efforts an organization puts forward, it needs to have customer's objective in mind. All our marketing activities be it communication, segmentation, positioning etc. should focus on creating value for the customers. Our customers should be at the center while planning our strategies. The sessions was organized under the leadership of our Principal, Chef K Thirugnanasambantham.

Art of Writing Case Study by Dr Stowe Shoemaker



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Art of Writing Case Study



SPEAKER

Dr. Stowe Shoemaker Ph.D.

Dean

Andrew and Peggy Cherng Deanship
Harrah College of Hospitality
University of Nevada, Las Vegas, USA

UNLV



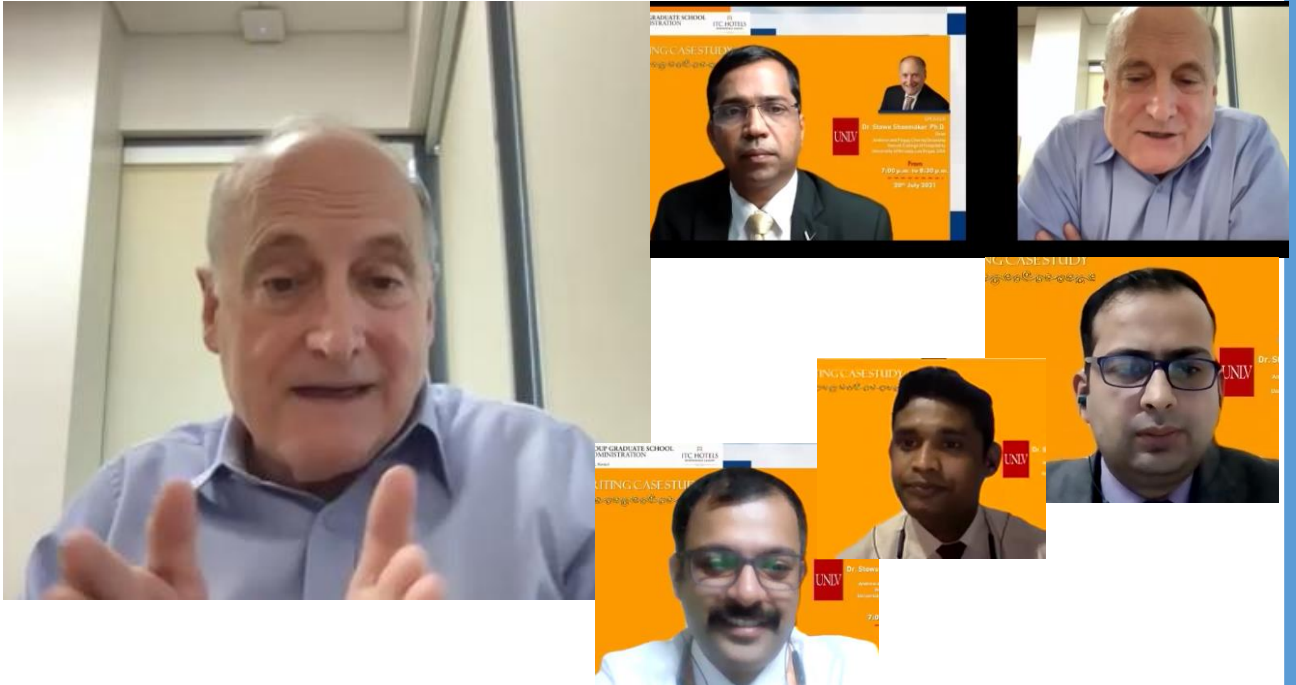
From
7:00 p.m. to 8:30 p.m.
20th July 2021

Hosted by
Chef K. Thirugnanasambantham, Principal, WGSMA

July 20, 2021: WGSMA invited Dr Shoemaker, an eminent professor, who spoke to the faculty and students of WGSMA, and briefed them about the art of case study writing. Sir stressed that the entire goal of a case study is to get students to apply their theoretical knowledge to a real-life situation, and went on to explain about the importance of case studies via numerous examples. Dr Shoemaker then progressed to explain the general steps to follow while writing a case study, the first being to think from the reader's perspective. Secondly, the reader must try to dig out the case facts, which can be the goals and objectives of the organisation you are writing about, its strengths and weaknesses, etc. Sir explained this with the help of an example which puts students in a real-life situation of a Hotel, and how they would view a particular case from different perspectives.

Dr Shoemaker gave the gathering an insight into the 2 different types of case studies, namely a problem case (the reader has to try and solve the given problem), or an illustrative case (where certain concepts are illustrated in the case). For example, in a problem case, the reader must be able to identify the problem, pull up facts from the case, and come up with their own possible solutions. Based on all this information provided, readers of a case study must be able to make their own drafts.

Art of Writing Case Study by Dr Stowe Shoemaker



Dr. Stowe Shoemaker helped the audience to grasp the concept of this session, by explaining one of his own case studies, titled “Sojourn in Jamaica”, which is about the interaction between a customer and an organisation. This case relates to the “Gap Model” of service quality, which lists 5 gaps, namely:

1. We think we know what the customer wants, but the customer wants something very different.
2. We know what the customer wants, but we haven't designed to write service standards to meet that gap.
3. We know what the customer wants, we've designed to write service standards, but then we can't deliver on those service standards because we have the wrong people.
4. What we promise is very different than what we actually deliver.
5. Occurs when the other 4 gaps aren't managed.

Readers of “Sojourn in Jamaica” have to identify these gaps and solve the case. The case study was explained by Dr Shoemaker in a detailed manner. In the case, a couple chooses a hotel due to an advertisement in a popular magazine. It goes on to set a scene and specify about all the amenities provided by the hotel, and some of its service failures as well, which is specified by numerous examples, such as one part about the maître'd of the restaurant shifting the customers to a location contrary to their preference. Like this, the entire case study highlights many gaps in the service, which are to be identified by the readers. Thus, the case study presented by Dr Shoemaker gives readers a fun twist on the service failures of a hotel. It provides the readers with a lot of information and problems, which they need to understand and solve, using their theoretical knowledge of the gap model. Breaking down the case, Sir covered the theoretical framework that the case aims to illustrate, and the fact that all the gaps of the model were shown in some way or the other.

This insightful session definitely promoted the knowledge and skill set required in writing a case study, and surely helped the faculty as well as students gain more confidence in their approach to case study writing.

Food Story As a Food Blogger

Ms. Sonal Dogra

Guest lecture



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Food Story As a Food Blogger

Ms. Sonal Dogra

Founder & Principal Consultant at
ETHOSplus



20th & 23rd of July 2021

11:30 am – 12:30 pm

Hosted by

Chef K. Thirugnanasambantham
Principal, WGSMA



July 20-23, 2021: A session on “Food Story as a Food Blogger” was organized for the students of 9th Course Bachelor of Culinary Arts (BACA). Ms. Sonal session explained about the beginning of Blogging in the Mid 90s and how the word “Blog” became the “Word of the year” in 2004. Ms. Sonal explained that a Food blog is “An online journal where we share pictures and thoughts about Food”.

Ms. Sonal talked about the 4 different types of Food blogs which can be created, which are: 1) Cooking and Posting blogs, 2) Niche blogs 3) Food reviewing blogs and 4) Food – Travel and Culture. She also stated about the points to be kept in mind before starting a food blog, to have the passion for the food and have the knowledge about the food we are going to share. Ms. Sonal explained about creating quality content in the way of pictures, videos and Carousel posts on Instagram. More technical aspects of marketing like using hashtags and tagging bloggers help to get more reach were also discussed during the session.

The session was concluded with the importance of engaging with the followers and how developing a 360-degree Online presence helps to build a blog. The session was coordinated by Mr Sumeet Goyal (Assistant Professor) in guidance with Chef Thirugnanasambantham.

Transforming the Higher Education Scenario": NEP 2020



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Organised by IQAC,
WGSHA

IQAC-WGSHA
ORGANIZES

Transforming the
Higher Education
Scenario: NEP
2020



Dr. Mrs. Lalitha Ramaswamy
HOD and Associate Professor (Retd)

Department of Nutrition & Dietetics
PSG College of Arts & Science
Coimbatore, Advisor, IQAC, Kongunadu
Arts and Science College, Coimbatore.

Hosted by

Chef K. Thiruganasambantham
Principal, WGSHA



24th of July 2021

11:30 Am - 1:00 pm



July 24, 2021: Internal quality assurance cell WGSHA organized faculty development program on the New education Policy 2020.

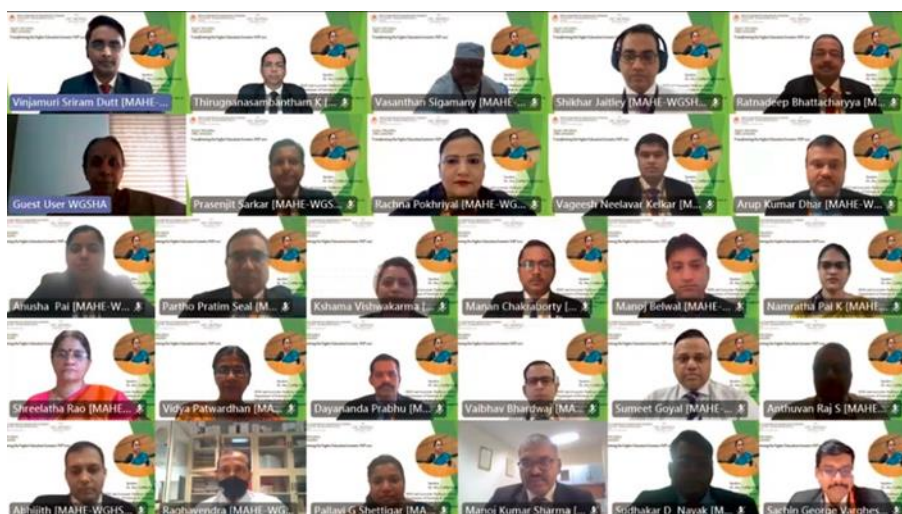
The Speaker of the webinar was Dr. Mrs. Lalitha Ramaswamy, Advisor, IQAC, Kongunadu Arts and Science College, Coimbatore. The event started by master of ceremony Mr. Vinjamuri Sriram Dutt Assistant Professor. The opening remarks were given by Principal Chef K. Thiru.

Dr. Lalitha started the session by the objectives of the new NEP policy Dr. Lalitha elucidated higher education policy in today's time.

She also enlightened faculties about the key challenges and shortcomings of higher education. Dr. Lalitha spoke about education in developed and developing countries. She had beautifully mentioned India- the education capital of the world while talking about the education history in India. Also, Dr. has explained about Arthashastra, Chanakya & Aristotle. Dr. Lalitha did emphasize on timeline vision for autonomy. She has explained about UG and PG structure, research encouragement, vocational skills, and skill development like carpentry and origami.

CBSE and academic bank of credit were also explained by her. Dr. Lalitha has shed light on transforming the Regulatory System of Higher Education, Development of a robust Bharath and India to be Vishwa guru and holistic knowledge. Vote of thanks were given by Mr. Prasanjit Sarkar Assistant Professor Culinary Arts

Event ended by thanking Dr. Lalitha, Principal, Vice Principal, and colleagues



Corporate Strategies by Prof. Aniruddha

Expert session



WELCOMGROUP GRADUATE SCHOOL
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Organises

Expert Session on Corporate Strategies



Prof. Aniruddha

Faculty Associate

TAPMI, Manipal



July 23rd 9.30 a.m. - 10.30 a.m.

Hosted by

Chef K. Thirugnanasambantham

Principal, WGSMA

July 24th 10.45 a.m. - 11.45 a.m.



July 24-29, 2021: Prof Aniruddha started the first session with a brief introduction about the importance of strategy and the strategic management process. He then narrated the stories of the Elephant and the blind men and the Tortoise and Hare story to enlighten the students about the various ways in which strategies can be formulated and how strategy is dependent on the business environment. He explained about the various dimensions of strategy formulation.

The second session started with a small quiz which served as an ice-breaker. The students enthusiastically participated and made the session lively and interactive. He described the importance of BCG matrix and business portfolio management with some good examples from current business environment.

Lastly he explained the Stephen Covey's model of self-improvement which helps the students when facing problems in decision making in professional as well as personal life.

Explore the Unexplored – Innovative cocktail session & Quiz competition

From 'On the Rocks Club'

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*On The Rocks Club,
Department of Food & Beverage Service
Organizes*

*Explore the
Unexplored
An innovative cocktail
session
&
Quiz Competition*

**Hosted by
Chef K Thirugnanasambantham
Principal, WGSMA**

**23rd July 2021
3 pm onwards**

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WORLD ASSOCIATION OF CHEFS SOCIETIES
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HONO. GOVT OF INDIA
MANIPAL
ACADEMY OF HIGHER EDUCATION
Approved by the Ministry of Higher Education of the Government of India

July 23, 2021: On the Rocks club, Department of Food and Beverage Service , WGSMA, MAHE Manipal organized a virtual demonstration session on "Explore the Unexplored - Innovative cocktail" followed by Quiz competition" on 23rd July 2021.

This program is to encourage the students to develop innovative cocktail as part of the changing trends in Food and Beverage Service sectors in the hospitality industry.

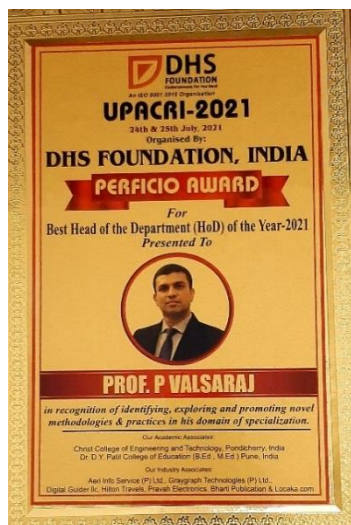
Asst. Professors Mr. Vageesh Kelkar and Mr. Sachin Varghese Johnson (Sachin George Varghese) hosted the cocktail session. Four innovative cocktails were demonstrated to encourage creativity among students.

Asst. Professor Selection Grade Mr. Vaibhav Bharadwaj hosted the quiz competition. Thirty-six students registered for quiz competition, out of which top four students were selected for the final proctored round. Ms. Abhigna Santosh Kashyap and Ms. Sharvari Kiran from 34th course BHM came in 1st and 2nd place respectively

Faculty laurels



Dr. Senthil Kumaran (Professor), Dr. Vidya Patwardhan (Associate Professor) and Ms Athira Rajagopal (PhD Scholar) registered Research Scale as Copyright.



DHS Foundation, Delhi has awarded P Valsaraj, Associate Professor and Coordinator of Department of Food & Beverage Service, WGSMA, MAHE Manipal, for the Best Head of the Department of the year 2021.

This award is in recognition of identifying, exploring, and promoting methodologies and practices in his domain of specialization

Mrs. H S Sethu & Mrs. Pallavi Mahesh Shettigar and have successfully completed the Innovation Ambassador's training (Foundation Level) organized by MoE Innovation Cell, MHRD & AICTE from June 30, 2021 to July 30, 2021. This is an initiative taken by Ministry of Education to increase Innovation and Research in all disciplines. The Innovation ambassadors will be responsible for disseminating, mentoring and organizing activities that promote the innovation.





COMING

SOON!

Welcomgroup Graduate School of Hotel Administration

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