



PURSUIT OF EXCELLENCE IN HOSPITALITY SERVICES

SJIHMCT, South India's premier Institute providing AICTE approved 4-year degree courses in the field of Hotel Management and catering services. It Assured employment opportunities for graduates in Star Hotels, Cruise liners, Airlines, Railways, International & National Event Management, Multinational Companies and Hospitals.

Established in 2010, SJIHMCT has carved a niche for itself in the field of hospitality education in Kerala. The distinctive strength lies in the emphasis on practical learning, which sets the graduates apart in the competitive job market.

SJIHMCT advocates for a comprehensive approach to imparting knowledge that extends beyond traditional classroom learning. This philosophy encompasses hands-on practical sessions, exposure to industrial experiences, active involvement in organizing events, and managing diverse situations. By integrating these varied elements, SJIHMCT ensures that students receive a well-rounded education that prepares them not only academically but also practically and experientially for real-world challenges in their chosen fields.

SJIHMCT prioritizes practical skills development for its Bachelor of Hotel Management (BHM) students. The four-year program seamlessly blends theoretical knowledge with real-world application. Courses in food production, service operations, housekeeping, and front office management all have a strong emphasis on practical scenarios. This foundation is further solidified through a mandatory 20-week industry internship in the 6th semester. Students gain invaluable hands-on experience in professional hospitality settings like hotels, resorts, and restaurants. To ensure exposure to the latest industry practices, SJIHMCT collaborates with leading hospitality chains for internship placements. The faculty, composed of experienced hospitality professionals, further enriches the learning experience by bringing their practical knowledge and industry insights directly into the classroom. Finally, SJIHMCT equips students with a realistic environment to hone their practical skills before entering the workforce through its well-equipped training kitchens, a training restaurant, and mock-up hotel rooms. This comprehensive approach ensures graduates are industry-ready and possess the necessary practical skills to excel in their hospitality careers.

SJIHMCT's dedication to practical learning translates into strong graduate outcomes. The focus on practical skills ensures graduates are not only industry-ready but also highly employable. News articles showcasing successful student internships on their website serve as a testament to this commitment. While the text doesn't explicitly mention it, SJIHMCT likely maintains relationships with past employers to gauge their satisfaction with graduate performance. Positive feedback from employers would be a powerful indicator of the program's



effectiveness. Additionally, collecting and analyzing student feedback on the internship program would provide valuable insights into its success in preparing them for the workforce. Ideally, the program's effectiveness would be further solidified by awards or recognition specifically for the internship program.

SJIHMCT recognizes the importance of continuous improvement within their practical learning approach. While domestic internships offer valuable experience, exploring international placements would broaden student perspectives and equip them for the global hospitality market. Mentorship programs with industry professionals could extend guidance and support beyond the internship, fostering long-term career development. Additionally, organizing workshops on specific hospitality skills like mixology, bartending, or social media marketing, could further enhance students' practical skillsets, ensuring they graduate with a well-rounded skill set that meets the ever-evolving demands of the industry.

SJIHMCT's emphasis on practical learning is a cornerstone of their success. By equipping students with the necessary skills and industry experience, they ensure graduates are well-positioned for promising careers in the dynamic hospitality sector. By continuously evaluating and improving their practical learning approach, SJIHMCT can solidify its position as a leading institute for hospitality education in India.

Thematic Lunch: A Culinary Learning Experience

The theme lunch, a collaborative effort by students from various batches within the Bachelor of Hotel Management program, offers a rich learning experience. Students embark on a culinary adventure, researching, preparing, and presenting dishes from diverse cuisines. This not only broadens their knowledge of ingredients, cooking techniques, and presentation styles, but also fosters an appreciation for the cultural influences associated with each cuisine. The planning and execution itself is a valuable lesson. Students work together to plan menus, source ingredients, manage budgets, and ensure smooth service. This collaborative effort, often with senior students mentoring their juniors, hones teamwork, communication, and leadership skills. The event also serves as a microcosm of event management, with students taking charge of logistics like venue setup, decoration, and guest management. Throughout the process, students refine their service industry skills through plating and presentation techniques, practicing table etiquette, menu knowledge, and guest interaction. Ultimately, the theme lunch fosters not only essential hospitality skills but also a broader understanding and appreciation for diverse cultures within the industry.

Beyond the core learning objectives, the theme lunch offers additional benefits that equip students for future success. The event becomes a platform for creativity and innovation, as students experiment with flavours and presentation styles to showcase their culinary talents. This fosters a spirit of exploration within the culinary landscape. Furthermore, the theme lunch



throws unexpected situations their way, requiring students to think on their feet and solve problems effectively. This hones their critical thinking and problem-solving skills, essential for navigating the dynamic hospitality industry. Ultimately, the successful planning and execution of the theme lunch serves as a significant confidence booster. Students gain a sense of accomplishment and increased self-belief in their abilities, preparing them to tackle the challenges and opportunities that lie ahead in their hospitality careers.

Cafe Mocha: A Student-Run Learning Hub

Cafe Mocha is a student-run canteen concept within the institute, serving as a practical learning experience for students pursuing a Bachelor of Hotel Management (BHM) degree. It functions as a real-world cafe environment where students gain hands-on experience in various aspects of hospitality operations.

Cafe Mocha serves as a comprehensive learning lab for students pursuing a Bachelor of Hotel Management (BHM) degree. It goes beyond a typical canteen, transforming into a microcosm of the real-world hospitality industry. Students gain invaluable experience by managing the entire cafe operation, from menu planning and costing to food preparation, service, and interacting with customers. This hands-on approach not only equips them with the necessary skills in food and beverage operations but also provides a practical understanding of financial management through budgeting, inventory control, and cash flow. Cafe Mocha also ignites students' creativity and salesmanship as they develop marketing strategies to promote the cafe within the institute. Furthermore, students hone their essential customer service skills, practising order taking, bill presentation, and handling guest inquiries effectively. The collaborative environment fosters teamwork and communication, crucial skills for success in the fast-paced hospitality industry.

Cafe Mocha isn't just a canteen; it's a valuable learning experience for students. It bridges the gap between theory and practice, allowing students to apply classroom knowledge in real-world scenarios. This hands-on experience not only solidifies their understanding of essential skills in food service operations, customer service, financial management, and teamwork, but it also fosters a sense of accomplishment and boosts their confidence. Furthermore, Cafe Mocha encourages students to think creatively and develop an entrepreneurial spirit. The student-run model fosters a collaborative environment where senior students can mentor their peers, creating valuable opportunities for peer learning.

The cafe operation can be managed by a student committee with designated roles for menu planning, inventory control, and service. Faculty advisors will provide guidance and support, but students will take ownership of decisions. To ensure success initially, the cafe can start with a limited menu focusing on popular student choices. As they gain experience and gather feedback, the menu can be expanded. Additionally, the cafe can integrate sustainable practices



like minimizing food waste and using eco-friendly packaging, promoting environmental responsibility.

Pala Palate -A Culinary Journey

Pala Palate: Pala Palate is a unique food festival organized by St. Joseph's Institute of Hotel Management & Catering Technology (SJHMCT) in Palai. The festival has gained significant popularity for its innovative approach to showcasing different food cultures and ingredients.

Season 1: Millet Magic

The inaugural season of Pala Palate was dedicated to millets. This unsung hero of the grain world took center stage, with the festival organizing a spirited competition among students from various hotel management colleges. The focus was on exploring the versatility of millets and creating innovative dishes. This season highlighted the nutritional benefits of millets and encouraged their consumption.

Season 2: Tapioca Tapestry

Moving beyond grains, the second season turned its attention to tapioca. In collaboration with Grameenam Mutholi, a pioneering farm cultivating 100 different tapioca varieties, the festival showcased the diverse culinary possibilities of this root crop. This season was a testament to the rich agricultural heritage of the region and the potential of underutilized crops.

Season 3: Jingle Gala Cake Extravaganza

The third season transformed into a sweet paradise with a cake festival. The festival featured a staggering 100 different varieties of cakes, a testament to the artistry and creativity of the baking world. This season catered to the sweet tooth and showcased the endless possibilities of cake-making.

Pala Palate distinguishes itself through several key elements. By dedicating each season to a specific ingredient or food category, the festival offers an in-depth exploration of culinary possibilities. Collaborations with organizations like Grameenam Mutholi enrich the event with authenticity and impact. The inclusion of student competitions fosters innovation and excitement. Moreover, each season showcases a wide array of dishes, ensuring a diverse culinary experience. Ultimately, Pala Palate transcends a typical food festival, serving as a platform to celebrate food diversity, promote local ingredients, and nurture culinary talent.