

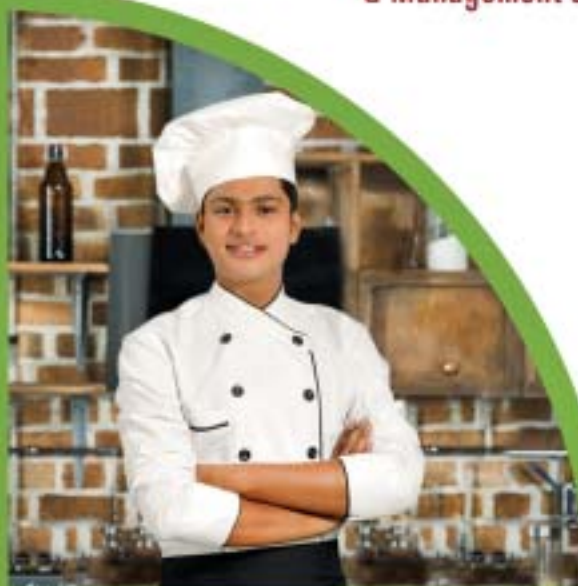
# PROSPECTUS



in Hospitality  
& Management Studies

## HOTEL MANAGEMENT

- ✓ DIPLOMA
- ✓ INTER
- ✓ BHM
- ✓ PGDHM
- ✓ PGTTM



## BUSINESS MANAGEMENT

- ✓ BBA
- ✓ MBA



[ you can also **ignite a spark** for a **career** in  
Hospitality & Management ]

**RIGHT** choice   
for a bright **CAREER...**

# INTRODUCTION

## INTRODUCTION

### INSTITUTE AT A GLANCE

Founders of the Institute, are professionals in Hotel Management & Business Management. The Institute is at a prime location in the city of Visakhapatnam which is 4km. away from Bus Complex and Railway Station. It is supported by specialized group of Hospitality & Management professionals with hands on experience in some of the finest Group of Hotels & Corporate Companies in India & Abroad.

Our Director Dr. Satish Kumar Kolla has been awarded "**Vishisht Gourav Puraskar**" award by VAY Foundation. He was felicitated by Prof. G.S.N. Raju, Vice Chancellor of Andhra University, in 2014.

### WHY ALLIANCE

#### WE EMPHASIZE

- Attitude Development
- Communication Skills
- Discipline & Integrity
- Personal Grooming
- Hygiene & Sanitation
- Time Management
- Flexibility & Openness
- Empathy & Tolerance





## DIRECTOR'S DESK



**Dr. KOLLA SATISH KUMAR**  
MHRM, PH.D

We are living in a fast changing world, a changing society, progressing at a galloping speed. Impact of development in all spheres viz., Science & Technology, Hotel Management, Tourism, Business Management, Globalization on our daily life is vibrant and unavoidable. Therefore, it is high time to be geared up for tomorrow is far greater than ever before. Opportunities before us are immense and the task is onerous one. With this mind, we continue to march steadily towards our aim to provide responsible Citizens who will participate in nation building.

Along with preparing of broad base of teachers, the training in teaching methodology, skills and educational administration through intense practice of teaching, micro teaching and internships rigorously given, part time jobs are encouraged to the students through "Earn While You Learn" program so that, the students can equip themselves immediately to industry requirement, while making the student self reliant and self sufficient. The College has its back bone of excellent infrastructure, teaching laboratories and general facilities are amongst best.

## OUR MISSION

OUR MISSION

- Differentiated, in depth and cohesive learning programs aligned to year wise content and achievement of standards established by the Andhra University.
- Highly effective trained and experienced faculty on improving student outcomes, through their development, quality teaching evidence based practices.
- Academic - Excellence
- Discipline
- Self Confidence
- Professionalism

## OUR VISION

OUR VISION

Our vision at Alliance is empower students to acquire, demonstrate, articulate and add value to life apart from acquiring knowledge and skills that will support them life long tenure to participate in and contribute to the global world at the same time practicing core value of the Institution i.e., respect, tolerance, inclusion and excellence.



# ABOUT US

## SALIENT FEATURES

- Affiliated to Andhra University, Visakhapatnam. (Undergraduate Courses)
- ISO 9001 : 2008 Certified.
- Scholarships available from Govt. of A.P. for eligible candidates for (Undergraduate Courses)
- 100% Placement Assured during & after course.

## DIVERSE TEACHING METHODS

- Founders are Management Professionals
- Placement cell has got good rapport
- Focus on personality development
- Special classes on communication skills
- The fee structure is affordable
- Air-conditioned class rooms
- Class rooms with CC Cameras
- Attendance through Bio-Morf system
- Computer based tutorials
- On-line learning management system
- Wi-fi Campus
- Campus recruitment
- Evaluating through CES
- Proctor System

As part of the Course, students will learn in a variety of ways, including case studies, role-plays, group discussions, mock-interviews, industrial visits, seminars, guest lectures and simulations. As we know that no single approach can effectively address the range of challenges you'll encounter throughout your career, this diverse education is designed to give you the breadth and depth of the skills and experience you'll need for success.

## INDUSTRIAL EXPOSURE

The corporate training is a chance to gain further real business experience, often in a new sector and role-playing confirm your career choices before you apply for the final job. For career progression or to help you change careers an internship training provides industry experience during the programme and adds value to your CV. Trainings are also an opportunity to earn money whilst on the programme. Stipend will vary according to the industry, the organisation, the role and your experience. You will spend several weeks working on a project with our organisation under the direction of their management and a faculty supervisor. Many trainees are offered full-time opportunities after course completion from the same organisation.

## TRAINING & PLACEMENT

Our Training and placement cell is responsible for conducting campus interviews by domestic and overseas organizations which is having tie-ups with the institute and ensure that the deserving students are well placed in leading Multi National Companies, reputed Organisations, Fortune 500 Companies, Hotels (in India & Abroad). Besides that students will be absorbed into Air lines, Cruises, G.R.E. in Banks, Hospitals, Event Managers etc., with better pay packages.





# FACULTY PROFILE



**Kartikeswar Panda**  
MBA, LL.B., BHM.  
Director (Academics)  
Industrial Experience: 10 yrs  
Teaching Experience: 20 yrs



**Boddeti Srinivas rao**  
M.Com., MBA  
Principal  
Industrial Experience: 20 yrs  
Teaching Experience: 9 yrs



**A. Srinivas Rao**  
M.Sc., MBA., (Ph.D.)  
Vice-Principal  
Industrial Experience: 5 yrs  
Teaching Experience: 15 yrs



**Vedula Satya Venkata Srinivas**  
M.A(Pub), M.A(PFM), PGDPM&R., M.B.A.  
Sr.Manager.Admin  
Industrial Experience: 15 yrs  
Teaching Experience: 18 yrs



**Allamraju. S. Narayana Teja**  
BHM., MBA., (Ph.D)  
Faculty  
Industrial Experience: 6 yrs  
Teaching Experience: 6 yrs



**Yalla Uma Maheswari**  
M.A., M.Phil., B.ED  
Faculty  
Teaching Experience: 13 yrs



**M. Jaya Sree**  
B.Tech., MBA., (Ph.D.)  
Faculty  
Teaching Experience: 15 yrs



**Bellamkonda Manikanta Sriraj**  
BHM  
Faculty  
Teaching Experience: 4 yrs



**Lanka Keerthi**  
B.Tech., MBA.  
Faculty  
Industrial Experience: 7 yrs  
Teaching Experience: 5 yrs



**Peethani Venkata Rajesh**  
BHMCT, MBA  
H.O.D.,  
Industrial Experience: 9 yrs  
Teaching Experience: 6 yrs



**Mary Theresa Mudalair**  
M.A (Eng), M.A (SOC), M.Sc (Psy)  
Faculty  
Industrial Experience: 3 yrs  
Teaching Experience: 22 yrs



**M. Naga Lakshmi**  
B.Ed., MHRM., (Ph.D.)  
Faculty  
Teaching Experience: 15 yrs



**Jonnalagadda Vanaja**  
Ph.D, MHRM.,  
Faculty  
Industrial Experience: 16.5 yrs  
Teaching Experience: 1 yr



**Tadela Haribabu**  
B.Sc (Comp), M.A (Sanskrit)  
Faculty  
Teaching Experience: 5 yrs



**Vatchavaya Anitha**  
B.Com., MBA., (Ph.D)  
Faculty  
Teaching Experience: 15 yrs



**B Sanjay**  
BHM., MHM.  
H.O.D.,  
Industrial Experience: 6 yrs  
Teaching Experience: 8 yrs



**Gudivada Pushpa Latha**  
DHM., B.Com  
Faculty  
Industrial Experience: 5 yrs  
Teaching Experience: 10 yrs



**Sheikh Jahir**  
BHM., MBA.  
Faculty  
Industrial Experience: 3 yrs  
Teaching Experience: 12 yrs



**Tummala Narendra Kumar**  
BHM., MBA  
Training and Placement Co-ordinator  
Industrial Experience: 10 yrs  
Teaching Experience: 8 yrs



**Kattamuri Venkata Sai Murali**  
BHM., MBA.  
Faculty  
Industrial Experience: 7 yrs  
Teaching Experience: 5 yrs



**Pathurni Sunanda**  
B.Sc., M.Ed.  
Faculty  
Teaching Experience: 11 yrs



**Konturu Rajeev**  
M.Sc., PGDTM, PGDMM, PGDM, B.U.S.C., (Ph.D)  
H.O.D.,  
Industrial Experience: 2 yrs  
Teaching Experience: 7 yrs



**Murthy**  
B.Sc., B.Ed., M.Phil., (Ph.D)  
Faculty  
Teaching Experience: 23 yrs



**P. Ramcharan**  
BHM  
Faculty  
Industrial Experience: 4 yrs  
Teaching Experience: 6 yrs



# ACTIVITIES





# CULTURAL EVENTS





# INFRASTRUCTURE



**CLASS ROOM**



**CLASS ROOM**



**FRONT OFFICE LAB**



**FOOD PRODUCTION LAB**



**F & B SERVICE LAB**



**CONFERENCE HALL**



**HOUSE KEEPING LAB**



**BAKERY LAB**



**COMPUTER LAB**



**LOBBY**



## HOTEL MANAGEMENT

- Intermediate in Hotel Management and Catering Technology  
Eligibility : Pass in 10th Class.  
Duration : Two years
- Bachelors in Hotel Management and Catering Technology (BHMCT)  
Eligibility : Pass in 10+2 from any discipline.  
Duration : Three years
- Diploma in Hotel Management (DHM)  
Eligibility : Pass in 10th Class.  
Duration : One year
- PGDHM / PGDTTM  
Eligibility : Pass in Degree  
Duration : One year

## BUSINESS MANAGEMENT

- Bachelor of Business Administration (BBA)  
Eligibility : Pass in 10+2 from any discipline.  
Duration : Three years

## PGDBM

- Post Graduation Diploma in Business Management (PGDBM)  
(Fin. / Mktg. / HR / I.T. / Operations Mgt. / Retail Mgt. / Foreign Trade)  
Eligibility : Graduation from any discipline.  
Duration : Two years





# CAREER OPPORTUNITIES

## CAREER OPPORTUNITIES

- MNCs
- FMCG
- BPOS
- BANKING
- RETAILING
- INSURANCE
- HOTELS
- AIRLINES
- CRUISE LINES
- RESTAURANTS
- HOSPITALS
- EVENT MANAGEMENT
- TOURS AND TRAVEL OPERATORS

And many more .....





# PLACEMENTS

## PLACEMENT OPPORTUNITIES



And many more .....





Since 2003  
**Alliance**

**College of Hotel Management**

**College of Business Management**

Near State Bank of India (Maddilapalem Branch)  
Dr. V.S. Krishna College Road, Visakhapatnam - 530 022.  
Phone: 88850 66502

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