

Prospectus 2014



SUNRISE UNIVERSITY JAIPUR
Approved By Govt. of Rajasthan

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Why Sunrise?

Sunrise Mission

To prepare students for the manifold demands of hospitality efficiency needed in the fields of Hotel Management, the Health Sciences and the various disciplines of educational pursuits through research, advance studies, and international linkages; and to temper this training with the inculcation of genuine love for work and the virtues of a value-based individual.

Sunrise Vision

With India gaining popularity as a tourist destination, the hospitality industry is poised for a tremendous growth. To reinforce the growth in hospitality, the industry requires dynamic and skilled professionals who are ready to take up challenges. Sunrise University Jaipur aims to groom high caliber hospitality professionals and set a benchmark in the hospitality academics across the world. The institute is set to take the leadership in Hospitality Management through commitment to excel in teaching, research and industry collaboration.

Director Message



I would like to extend my good wishes to all the students embarking on a new journey of success with right career choices in the field of Hospitality Management. It is often believed that making the right career choice is more difficult than actually pursuing it. In your endeavor to make the best career choice, I thank you for considering Sunrise University. Sunrise Group has been making its presence felt in the field of education.

On that note, let me encourage you on choosing hospitality management as a career. Hospitality is a rapidly growing industry that requires trained professionals. However, in order to be successful in this profession you need to have relevant training and industry specific skills. Sunrise University has an advantage as it exposes the students to its hotels, resorts and spa clubs to impart practical training through innovative methodologies. Each of our institutes offers specialized education in hospitality where theoretical knowledge is perfectly blended with practical training to ensure comprehensive learning. We provide job ready competencies for immediate employment by giving them a mix of theory and practice. It is imperative to combine forces like these to ensure success. Gearing up for the future, we have the key factors necessary to withstand the winds of change. All our campuses have state-of-the-art infrastructure and an environment conducive for learning. Owing to successful existing campuses and ambitious future expansion plans.

We Believe This Initiative Will Be Our Contribution To The Industry As Well As The Progress And Prosperity Of India.

Aditya Agarwal
Director



About Sunrise?

Sunrise Naturopathy Health Resort's green lipped environment is nature's answer to relaxation and rejuvenation. It is spread over an area of 15 acres on the footsteps of Aravalli Hills in village Sar, (Bilochi) at D-Zone Chandwaji Delhi- Jaipur- Ajmer Express Highway, about 15 miles away from the Hustle and Bustle of the modern life on the outskirts of the Pink City of JAIPUR on Golden Triangle.

Sunrise is where SUN smiles on your holidays, where birds chirping give you a natural wake up call, where moon and starlit night open the door to a new unexplored fairy world. Sunrise offers you the comforts of five star hygiene in zero pollution environments thus making hallmark of the Idealistic 'HEALTH TOURISM DESTINATION'

Welcome to **Sunrise University Jaipur**. Our mission is to attain leadership in hospitality. We achieve this mission through a commitment to excel in teaching, research and industry collaboration. At present, Sunrise university offers full-fledged hospitality management courses at Jaipur while more cities have been identified to set up hospitality management schools shortly.

In a broad scope, we offer Diploma and Certificate courses to educate the next generation for the best, largest and most dynamic industry. The degrees are awarded by Govt. of Rajasthan. Our students' learning is enriched in the field where students undertake real world projects in collaboration with industry professionals. Take advantage of a truly distinctive educational experience and discover your path to excellence in Hospitality Education.

Hospitality Industry

Elaborating Indian Hospitality Industry

India is flexing its muscles in tourism sector both as a market (domestic & inbound) and as a destination (inbound). The Indian Tourism market is growing rapidly with a strong domestic sector, and a booming inbound traffic. At the same time, with the country's efforts to increase its hospitality industry for corporate travel, hotels & convention centers are witnessing massive expansion programmes to make India into a leading corporate meeting destination & hub. While foreign making an aggressive bid for the Indian Tourism traffic, Indian state tourism boards venues, hotel chains and Tourism operators are also not far behind in growth plans to capture the maximum share.

Sunrise Institute of Hospitality Management (SIHM) aims to groom high caliber hospitality professionals and set a benchmark in the hospitality academics across the world. Sunrise have planned & designed courses for Hospitality industry to make dynamic and skilled professionals who can take up challenges. The institute is set to take the leadership in Hospitality Management courses.

Your Career

Hospitality and tourism is one of the world's largest, most diverse and most dynamic industries. It is vast, offering a broad variety and an enormous number of jobs across the globe. In fact, according to the World Travel and Tourism Council, hospitality and tourism employs more than 260 million people worldwide and career prospects in the industry remain strong. Year after year, hospitality and tourism is among the fastest-growing industries in the world.

One of the primary reasons the multibillion-dollar hospitality industry is so popular is the wide range of career opportunities it offers across so many different types of businesses and organizations all around the world:

- × Hotels and resorts
- × Restaurants and foodservice
- × Cruise ships and airlines
- × Theme parks and casinos
- × Meeting and event planning
- × Recreation and sports management
- × Tourist destinations and attractions

Ayurveda & Yoga

What is Ayurveda & Yoga?

Yoga and Ayurveda are two interrelated branches of the same great tree of Vedic knowledge that encompasses all of human life and the entire universe. In this regard, it is important to understand the respective roles of Ayurveda and Yoga in the Vedic system. Yoga and Ayurveda are not merely two separate but related healing disciplines of India. Each has its unique place and function, but each overlaps into the other on various levels.

Your Career

Today there are many promising opportunities available for Ayurvedic & Yoga candidate. Government and private hospitals hire Ayurvedic practitioners. You can also work at health centers, spas and Ayurvedic massage outlets. After one or two years of work experience, you can open up your own clinic. You could opt to work as a research scientist in multinational companies or pharmaceutical companies. As you build up a professional reputation, your salary will also grow.

The areas which are available for these candidate to build a career successfully can be broadly classified into the following categories:

- × Clinical practice
- × Research in yogic science
- × Management and administration
- × Herbal Products of Naturopathy & Ayurvedic Treatments

Campus



Jaipur Campus

Jaipur is entrenched in the cultural legacy of the Pink City. The hospitality industry here contributes by almost 12% in the GDP (Gross Domestic Product). Strategically located on the footsteps of (Aravali Hills in village SAR, (Bilochi) at D-zone Chandwaji Delhi-Jaipur-Ajmer Express Highway), about 20 kms away from the hustle and bustle of the modern life on the outskirts of the pink city of Jaipur, just 30 mins. drive from JAIPUR. Sunrise University Campus is spread over an area of 20 acres in close proximity to Sunrise Naturopathy Health Resort. It helps in exploring the skills to serve in hospitality as a professional while earning the theories.



Facility & Infrastructure

