



MARCH 2021

NEWSLETTER

Swiss Hotel Management Academy



SHMA Inaugurates EHL's Professional Vocational Education Training Diploma

SHMA partners with the World's First and World's No.1 Hospitality Management School, Ecole hôtelière de Lausanne (EHL), a pioneer and ambassador of Swiss Hospitality.

SHMA inaugurated their partnership with EHL's vocational training diploma, VET by EHL on 25th March 2021 at the Shangri La Hotel Colombo. The academy was honored by the presence of Honorable Minister of Education, Professor G. L. Peiris who spoke with a strong message that "Vocational Education and Training is vital for the hospitality industry".

Swiss Hotel Management Academy (SHMA), is a subsidiary of A. Baur & Co. (Pvt.) Ltd. since 2012.

NEWS FLASH

"REL" PROGRAM

F&B Intermediate Batch enrolled in a 2-week program, 'Recognition of Experiential Learning', in preparation for their intermediate course. The students showed an excellence in discipline and self-learning skills through VET by EHL's online Learning Management System. The students passed with a class average of 92%.

Inauguration Day SHMA and VET by EHL

**Industry Leaders and Professionals attending
the launch of SHMA and VET by EHL**



First Time in Sri Lanka

The apprenticeship model consists of an inclusive curriculum with an intense weekly 2-day theoretical and practical learning followed by a comprehensive 4-day 'on-the-job' training that will distinct SHMA graduates as trailblazers and gamechangers in the industry.

This was successfully introduced through the VET by EHL Pilot Program in March 2021 with a batch of 19 students who are following the apprenticeship model at SHMA Partner hotels; Cinnamon Grand, Cinnamon Lakeside, Taj Samudra, Galle Face Hotel and Shangri-La, Colombo.

SHMA is the first hospitality management institute in Sri Lanka to offer an apprenticeship model through the VET by EHL programs, heralding a revolutionary change to the hospitality industry. Rolf Blaser, Managing Director/CEO at A Baur & Company Ltd, stated *"We are proud to breakthrough traditional thinking and embrace more innovative and ground-breaking ways that will enable students to have the required practical experience and industry relations upon completion of their study. We are challenging the status quo together with VET by EHL and taking this bold initiative for the greater good of our hospitality sector and the country as a whole."*



Month of March Celebrated through Teambuilding Skills

Team building days are a great way to reward your employees and help foster solid working relationships. Events that are fun and motivational helps build essential skills like communication, planning and problem solving, and as one of the most important investments you will make as a company it is essential to ensure it is effective.

A brilliant icebreaker and confidence building session was held at the start of the course where a karaoke machine was brought to class encouraging students to perform in front of others and project their voices.

"We want to create successful teambuilding skills through play, something fun and out of the box for our young professionals" stated Daniela Munasinghe, Dean of Academy. "Followed by a fun, interactive activity of teambuilding, Legendary Cricketer Mahela Jayewardene surprised the class by his unexpected entrance and spoke about the importance of successful teambuilding and discipline at the workplace."



Students from Galle Face Hotel sang their hearts out during the 'Battle of the Hotel Bands' confidence building session.



Students pose in a selfie shot with Legendary Cricketer, Mahela Jayawardene, after a motivating teambuilding session.



Samadhi Cooray
Assist. Restaurant Manager

'The Dining Room'
Cinnamon Lakeside Hotel

"This program allows me to strengthen skills that every employee needs. It is bringing us all to a higher level."

Samadhi, an experienced hotelier, always ensures that her guests leave satisfied through her bubbly personality and great customer service skills. In 5 years' time, Samadhi is confident she will be managing the Lakeside Hotel.



Surendra Wijesinghe
Restaurant Supervisor

'The Verandah'
Galle Face Hotel

"I really enjoy SHMA. There are many learning activities and a module to learn on the job. I can gain massive experience and exposure from this program."

Surendra, a professional in Food & Beverage Management, loves to mentor his work colleagues and is driven to continuously reach sales targets. His career goal is to become a Food & Beverage Director in the next 5 years.



Trevin Gomez
Restaurant Manager

London Grill
Cinnamon Grand Hotel

"It is a great honor to be enrolled in the world's best hospitality university. It will enhance my leadership skills and give me the opportunity to maintain a professional network."

Trevin, a passionate Food & Beverage professional, is always eager to learn every aspect of the industry and loves to showcase his talents wherever possible. His career goal is to climb to the top as a professional hotelier.