



Guest Lecture

Topic :	The Marriott Way
Date of event :	27 th September, 2010
Profile of the Guest:	Mr. Matthew Cooper, General Manager, Courtyard by Marriott, Gurgaon.
Description of the Event :	MBA students are our future managers. It is important for them to understand the scenario in various organizations. This lecture was an attempt to familiarize the students with Marriott's Organization Culture, its policies on employee retention and managing diversity.
Event Report in brief:	<p>Mr. Matthew opened the session by describing Marriott's Vision. He introduced various International brands of Marriott like JW Marriott, Autograph Collection, Courtyard, Residence Inn, Marriott Vacation Club and many more. He went on to give a brief history of the Company. He explained the culture of the organization in detail by giving examples.</p> <p>According to him, two major challenges faced by any industry are</p> <ul style="list-style-type: none">• Retention of employees• Managing workforce diversity <p>He affirmed that The Marriot ensures retention of its employees by the process of employee engagement i.e. by measures like naming a suit on an employee for a month, providing facilities like use of swimming pool, birthday cards, parties, Khana with Cooper (wherein best employees get an opportunity to have lunch or dinner with Mr. Matthew Cooper).</p> <p>India is a multifaceted country with people of different religion, castes and creeds. Therefore keeping in mind that Id is a major festival in Hyderabad, Ganesh Chaturthi in Mumbai and Diwali in Delhi, it helps in managing diversity. Respecting and celebrating the differences can help you go a</p>

long way.

The session was very interactive with students from different streams like marketing, human resource and finance getting their queries clarified. Mr. Matthew expressed his interest in placing the students in Marriott in the near future.