

Associate Degree/Diploma in Hospitality & Tourism

Introduction

This degree program is aimed at meeting the requirements of the hospitality, hotel, and tourism industry. The program develops abilities and helps students nurture excellence in tourism and hospitality. Students learn how to effectively manage businesses in the hospitality and tourism industries, supporting local communities through a sustainable development approach and being responsible citizens. The program is a 2-year associate degree with four regular semesters and two mandatory internships, each lasting one month during the summers.

Objectives of Tourism & Hospitality Management Program

- To cultivate and nurture future management talent for the tourism and hospitality industry.
- To foster ambitions in obtaining management roles within the tourism and hospitality sector.
- To equip students with practical skills required in the workplace, complemented by theoretical knowledge in hospitality and tourism.
- To pursue sustainable principles for the responsible growth and expansion of the tourism industry.
- To acquire expertise and comprehensive knowledge in areas such as tourism marketing, human resource management, innovation, destination management, and station management.
- To enable students to participate in affiliated exchange programs abroad, broadening their international exposure and understanding.

Distinctive Features of the Program

- **Industry Alignment**
The Associate Degree in Hospitality and Tourism program is offered in collaboration with the Hashoo Group, ensuring that it stays in sync with current industry requirements.
- **Dual Qualification Approach**
Students earn an Associate Degree from IMSciences in collaboration with Hashoo Group, along with Level 4 and 5 qualifications from the Confederation of Hospitality and Tourism (CTH). This unique collaboration provides a well-rounded education, international recognition, and a competitive edge in the industry.
- **Prestigious Internships:** Students have the exceptional opportunity to undertake two mandatory internships at renowned Hashoo Group properties, including Pearl Continental, Hotel-1, and Marriott. These internships offer valuable hands-on experience, practical skills, and a pathway to assured job placement within the Hashoo Group upon graduation.
- **Accredited Exam Center**
IMSciences serves as a certified exam center for CTH examinations at Level 4 and 5, adding credibility and value to the qualifications obtained through the program. This international accreditation validates students' knowledge and skills in the hospitality and tourism field.
- **Expert Faculty**
The program is led by a dedicated team of faculty members with extensive industry expertise, providing top-quality education and guidance. Students benefit from a rich

learning environment that combines theoretical knowledge with practical application, preparing them for success in the dynamic and competitive hospitality and tourism industry.

Eligibility Criteria

Candidates with intermediate level qualifications (A levels, FSc, FA, or equivalent), securing a minimum of 45% marks in aggregate, are eligible to apply. Qualifying the admission interview with a minimum of 40% marks is compulsory to secure admission.

Internship Requirement

Associate Degree program students must complete two mandatory internships. Each student will undertake an 8-week internship, preferably during the summer, in the second and fourth semesters of the degree. They are required to submit two internship reports/projects, each worth 3 credits. Each internship will last for a total of 8 weeks, 5 days a week, and 8 hours per day, with a maximum of 360 hours.

Program Structure

Categories	Number	Credit Hours
General Education Courses each 2 Credits	2	4
General Education Courses each 3 Credits	2	6
Discipline Specific Foundation Courses each 3 Credits	6	18
Discipline Specific Foundation Courses each 4 Credits	8	32
Internship Report/ Project each 3 Credits	2	6
Total numbers of Credit hours	66	

Semester Overview

Content	Details
Total Regular Semesters	04
Semester Duration	15 weeks
Number of courses per semester	04 - 06 (12 – 18 Credit Hours)

Semester Wise Breakup of Courses

Semester	Course Code	Course Title	Credit Hours
1 st	MKT315	Customer Service Management in Tourism & Hospitality	4(3-1)
	MGT305	Global Tourism & Hospitality	3
	FIN305	Essentials of Finance in Tourism & Hospitality	3
	COM305	Communication & English in the Tourism and Hospitality	3
	ICT305	Computer & IT in Tourism & Hospitality	3
Semester Credit Hours			16
2 nd	MGT310	Room Division Operations	4(3-1)
	MGT320	Food & Beverage Operations	4(3-1)
	MGT315	Room Division Supervision	4(3-1)
	MGT325	Food & Beverage Supervision	4(3-1)
	HSS301	Fundamentals of Pakistan Studies	2
Semester Credit Hours			18
Summer	INT XXX	Internship-I Report/ Project	03
Total Credit Hours after 02 semesters and 01 Internship			37
3 rd	MGT405	Food & Beverage Management	4(3-1)
	FIN405	Understanding Funding & Finance in Tourism & Hospitality	03
	HRM410	Human Resource Management in the Tourism and Hospitality Industry	03
	HSS301	Fundamentals of Islamic Studies	02
Semester Credit Hours			12
Total Credit Hours after 03 semesters and 01 Internship			45
4 th	MGT410	Facilities Management in the Tourism & Hospitality Industry	4(3-1)
	MKT405	Customer Relationship Management in the Tourism & Hospitality Industry	4(3-1)
	MKT410	Contemporary Issue in the Tourism and Hospitality Industry	03
	MKT505	Strategic Marketing in the Tourism & Hospitality Industry	03
Semester Credit Hours			14
Summer	INT XXX	Internship-I Report/ Project	03
Total Credit Hours after 04 semesters and 02 Internship			66