

# ADP (Tourism and Hospitality Management)

## [Associate Degree Program]

### **ELIGIBILITY CRITERIA:**

- The candidate has passed the Intermediate or equivalent examination from an institution recognized by the Higher Education Commission of Pakistan / Inter Board Committee of Chairmen, Pakistan.
- Subject to policy/applicability, the candidate shall pass the Entrance Test as required by the HEC.

### **PROGRAM STRUCTURE:**

(Program is equivalent to 14 years of education)

Minimum Duration: 2 years; through 4 regular semesters (Fall/Spring)

Minimum Credits: 70

### **DISTRIBUTION OF CREDIT HOURS:**

Compulsory Courses: 19 Cr.

Foundation Courses: 15 Cr.

Major Courses (Core): 30 Cr.

Major Courses (Electives): 06 Cr.

### **COURSES OF STUDY:**

*(Information about the Prerequisites (if any) of the course(s) will be provided by the Department at the beginning of the program)*

#### **Compulsory Courses Total: 19-Credits**

<b>Course Code</b>	<b>Course Title</b>	<b>Cr. Hrs.</b>
ENGL101	English I (Functional English)	3
ENGL102	English II (Communication Skills)	3
ENGL103	English III (Technical Writing and Presentation Skills)	3
CSC101	Introduction to Computers and Computing	3
MATH171	Business Mathematics	3
PKST101	Pakistan Studies - General Profile	3
ISLM101	Fundamentals of Islamic Studies (for Muslim Students)	2
	or	
ETHC101	Principles of Ethics (for Non-Muslim Students)	2

#### **Foundation Courses**

**Total: 15-Credits**

*(Subject to the university offering, the student shall opt. five courses from the list below)*

<b>Course Code</b>	<b>Course Title</b>	<b>Cr. Hrs.</b>
BUSS101	Introduction to Business	3
BUSS315	Introduction to Entrepreneurship	3
BUSS111	Principles of Management	3

Course Code	Course Title	Cr. Hrs.
BUSS231	Marketing Management	3
ACCT111	Financial Accounting-I	3
BUSS346	Sustainable Tourism	3
BUSS345	Destination Marketing	3

**Major Courses (Core)**

**Total: 30-Credits**

*(Subject to the university offering, the student shall opt. Ten courses from the list below)*

Course Code	Course Title	Cr. Hrs.
BUSS372	Service Marketing	3
BUSS347	Tourism Management	3
BUSS348	Emerging Issues in Tourism	3
BUSS349	Itinerary and Route Management	3
BUSS350	Tourism and Hotel Management	3
BUSS351	Effective Restaurant Management	3
BUSS356	Educational and sports tourism	3
BUSS357	Front office and operations management	3
BUSS358	Public Relations	3
BUSS359	Destination Branding	3
BUSS344	Business Data Analytics	3

**Major Courses (Elective)**

**Total: 06-Credits**

*(Subject to the university offering, the student shall opt. Two courses from the list below)*

Course Code	Course Title	Cr. Hrs.
PSIR102	Introduction to International Relations	3
BUSS331	Consumer Behavior	3
BUSS352	Culinary Art	3
BUSS353	Event Management	3
BUSS354	Cultural and Heritage management	3