

TOURISM AND HOSPITALITY MANAGEMENT ASSOCIATE DEGREE PROGRAM

2 YEARS

APPLY NOW

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ASSOCIATE DEGREE PROGRAM (2 YEARS)

TOURISM AND HOSPITALITY MANAGEMENT

Upon completing the ADP, students have the option to continue their education and pursue a 4-year Bachelor's degree (BS) in related fields.

CORE OBJECTIVE

The core objective of an Associate Degree Program in Tourism & Hospitality Management is to provide students with foundational knowledge and skills in the field of tourism and hospitality. The program aims to prepare students for entry-level positions in the tourism and hospitality industry.

COURSE CONTENTS AND STRUCTURE

The course contents and structure of an Associate Degree Program in Project Management may include the following subjects:

- ▶ Introduction to Tourism and Hospitality Industry
- ▶ Hotel Management and Operations
- ▶ Food and Beverage Management
- ▶ Travel and Tour Operations
- ▶ Tourism Marketing and Promotion
- ▶ Customer Service in Hospitality
- ▶ Event Management
- ▶ Tourism Economics and Planning
- ▶ Tourism and Hospitality Law and Ethics
- ▶ Sustainable Tourism Practices



Recognized by:

Higher Education Commission of Pakistan

The **BRAINS** Institute Peshawar as a degree awarding institute recognized by HEC .

Chartered by:

Govt: of Khyber Pakhtunkhwa

JOB AND CAREER OPPORTUNITIES

With an Associate Degree in Tourism & Hospitality Management, graduates can seek entrylevel positions in the tourism and hospitality industry. Job opportunities may include hotel receptionist, event coordinator, travel consultant, restaurant supervisor, and front office assistant.

CREDIT HOURS AND NUMBER OF SEMESTERS

An Associate Degree Program typically consists of around 60 to 70 credit hours, which are distributed over two years or four semesters.

ADP LEADING TO BS (4 YEARS)

A pathway for students who have completed an Associate Degree Program in Tourism and Hospitality Management to continue their education and pursue a Bachelor's degree (BS). This pathway allows students to transfer credits from the ADP to the Bachelor's degree program, reducing the total time needed to complete the BS degree.

CREDIT HOURS AND SEMESTERS

The ADP programs consist of around 60 to 70 credit hours and can be completed in four semesters.

DURATION

The duration of the ADP is two years.

ADMISSION ELIGIBILITY

Candidates who have completed their intermediate education (12 years of schooling) or equivalent are eligible to apply for admission.

FEE

ADP Program	Eligibility	Credit Hours	Admission fee	Semester Fee	Total Investment
Tourism & Hospitality	FA/FSc or Equivalent with 45% Marks	60	10000	50000	210000

ADMISSIONS ARE OFFERED TWICE A YEAR

- Spring Admission : From February to March
- Fall Admission : From July to August

EXAMS AND ASSESSMENT

The evaluation of students' study progress is done continuously throughout the semester. This assessment includes assignments, online quizzes, mid-term exams conducted by QEC (Quality Enhancement Cell), and final-term exams.

AWARD OF ADP DEGREE

To qualify for the Associate Degree in Tourism and Hospitality a student must complete a minimum of 60 credit hours with a CGPA of at least 2.5 out of 4

DISCLAIMER

Course revisions may occur periodically as part of ongoing reviews to align them with topclass courses offered by foreign universities. During these reviews, the needs of the local industry and job market are also taken into account. Additionally, The BRAINS Institute reserves the right to modify the fee structure as needed