

STAY CONNECTED WITH COTHM



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INTERNATIONALLY
ACCLAIMED
QUALIFICATIONS



DEPARTMENT OF HOSPITALITY AND TOURISM MANAGEMENT



HM-VOL# II



Pioneer in Professional Education

COTHM

College of Tourism & Hotel Management
GROUP OF COLLEGES





The exponential growth and development in the hospitality and tourism industry globally, is looking for people like you to be a part of the leading hospitality management teams!

ABOUT COTHM

Established in the year 2002, COTHM has unveiled new career horizons for the youth by offering for them an array of programs covering hospitality management, culinary arts, baking & patisserie, travel, tourism & airline management, food, nutrition & safety sciences and life skills. It has maintained the standards of excellence in education and training delivery in collaboration with its internationally-recognized British, European, American and Canadian academic partners.

WHY HOSPITALITY?

The demand for qualified, trained, skilled, and competent workforce has increased manifold globally over the last few years. The reason is simple; the hospitality and tourism industry has touched new heights of growth and development. The industry provides the young hospitality graduates with millions of new exciting career opportunities around the globe.

THE TRAINING FACILITY

Hospitality is predominantly all about hands on learning coupled with conceptual knowledge of the subject. COTHM provides fully-equipped, state-of-the-art training facility with an inspiring ambiance for the students.

AN INSIGHT INTO HOSPITALITY PROGRAMS

The hospitality management qualifications ranging from certification to the master's degree level, equip students with the knowledge, skills and attitude to launch their career in the hospitality and tourism industry locally and internationally. The crux of the programs is preparation of the students to assume managerial and leadership roles in the field of hospitality and tourism.

TRAINING PHILOSOPHY

"Degree with Skills" is the cross-cutting theme of education and training at COTHM. The training philosophy of the hospitality management programs is centered on the professional development of the students to bring them at par with the minimum industry requirements. This is achieved through rigorous conceptual and hands on training in an interactive mode. Side by side with the technical skills, the soft skills development is also addressed to align the learning outcomes with the industry needs.

CARING FOR YOU FROM EDUCATION TO INTERNSHIP AND JOB PLACEMENT

We believe in empowering our students by ensuring their internship and job placement in the fastest growing hospitality and tourism industry locally as well as internationally. Our dedicated International Office in Dubai, having its presence in Pakistan too, is on the move to develop networking with the internationally-renowned hotel chains and brands to connect our graduates with the internship and job opportunities, leading them to a scintillating career.

KEY POSITIONS IN CAREER HIERARCHY IN HOTEL AND RESTAURANT INDUSTRY

- * Cluster General Manager
- * Restaurant Manager
- * General Manager
- * Club Manager
- * Deputy General Manager
- * Event Manager
- * Hotel Manager
- * Director Sales
- * Rooms Division Manager
- * Manager/Assistant Manager Sales
- * Front Office Manager
- * Guest Relations Manager/Officer
- * Front Desk Officer
- * Executive Housekeeper
- * Guest Services Officer
- * Assistant Executive Housekeeper
- * Reservations Manager/Officer
- * Housekeeping Supervisor
- * Director Food & Beverage
- * Director Finance
- * Manager Food & Beverage
- * Finance Manager/Officer
- * Restaurant General Manager

INTERNATIONAL STUDY PATHWAYS

Completing a hospitality course from COTHM leads the graduates to further study pathways in the field of hospitality management. Our international office extends personalized guidance to the pass outs as to pursuing their study in the renowned affiliated hotel schools, colleges and universities in all regions of the world.



BE AN INTERNATIONAL HOTELIER



1ST COLLEGE OF ITS KIND IN PAKISTAN	20+ YEARS OF CONTINUED EXCELLENCE	40000+ STUDENTS TRAINED SUCCESSFULLY	95% GUARANTEED WORK PLACEMENT
85% OF THE HOSPITALITY BRANDS SERVICED GLOBALLY	16 BRANCHES ACROSS PAKISTAN AND IN DUBAI	12 INTERNATIONAL PARTNERS IN EXCELLENCE	150+ PROFESSIONAL PROGRAMS AND CERTIFICATIONS

COTHM
Brand Ambassadors
REPRESENTING US WORLDWIDE



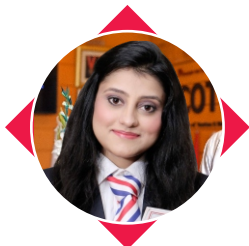
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USA



Ayesha Sohail
DUBAI-UAE



Usman Mazhar
UAE



Maryam Sheikh
PAKISTAN



Nadeem Maqbool
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Hassan Anwer
DUBAI-UAE



Sheharyar Afandi
IRELAND



Mubeen Khan
DUBAI-UAE



Diab Khokhar
QATAR



Shah Nawaz Khan
MALAYSIA



Kamil Erfan Kureshi
CANADA



Zeshan Anwar
AUSTRALIA

INDUSTRY PARTNERS



**ASSOCIATE DEGREE IN
TOURISM & HOSPITALITY
MANAGEMENT**

UNIVERSITY OF THE PUNJAB AFFILIATED PROGRAM



ENTRY LEVEL
INTERMEDIATE: F.A/
F.SC./ I.COM/ A-LEVELS
OR EQUIVALENT
Eligibility 45% Marks



DURATION
2 YEARS



4 SEMESTERS
6 MONTHS EACH



INTERNSHIP
OPTIONAL

COURSE OVERVIEW:

Associate Degree in Tourism & Hospitality Management (ADTHM) has been designed after extensive feedback from the local and international employers of the hospitality, and tourism industry in view of human resources needs and requirements of the industry.

ADTHM, a two years program, covering all key areas of the hospitality management and operations, leads the graduates to employment and self-employment opportunities as well as a promising further study pathway to 4 years BS Hons. program. Since the hospitality and tourism industry has a global footprint and is expanding with every passing day, it offers twofold employment and career opportunities; local and international.

SEMESTER-I

Sr.#	COURSE CODE	COURSE TITLE	TYPE
1	THM-101	English I (Functional English)	Compulsory
2	THM-102	Islamic Studies /Ethics & Pakistan Studies	Compulsory
3	THM-103	Foundation I: Introduction to Tourism & Hospitality	Foundation
4	THM-104	General I: Principles of Management	General
5	THM-105	General II: Cultural History of Pakistan	General
6	THM-106	Major I: Front Office Operations and Management	Major
TOTAL CREDIT HOURS			18

SEMESTER-II

Sr.#	COURSE CODE	COURSE TITLE	TYPE
1	THM-201	English II (Communication Skills)	Compulsory
2	THM-202	Introduction to Computer	Compulsory
3	THM-203	Mathematics	Compulsory
4	THM-204	Foundation II: Pakistan Tourist Destinations	Foundation
5	THM-205	Major II: Tourism: Concepts and Principles	Major
6	THM-206	Major III: Tourism Marketing	Major
TOTAL CREDIT HOURS			18

SEMESTER-III

Sr.#	COURSE CODE	COURSE TITLE	TYPE
1	THM-301	English III: Technical Writing and Presentation Skills	Compulsory
2	THM-302	Foundation III: Sustainable Tourism	Foundation
3	THM-303	Major IV: Heritage Management	Major
4	THM-304	Major V: Travel and Tour Operations	Major
5	THM-305	Major VI: Sports and Adventure Tourism	Major
6	THM-306	Major VII: Project Management	Major
TOTAL CREDIT HOURS			18

SEMESTER-IV

Sr.#	COURSE CODE	COURSE TITLE	TYPE
1	THM-401	Foundation IV: Housekeeping Operations and Mgt.	Foundation
2	THM-402	Major VIII: Culinary Arts	Major
3	THM-403	Major IX: Thesis / Internship	Major
TOTAL CREDIT HOURS			12
GRAND TOTAL (I+II+III+IV)			66

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LEVEL-5 ADVANCED DIPLOMA IN HOSPITALITY MANAGEMENT



ENTRY LEVEL
INTERMEDIATE/A-LEVELS/
SEMESTER-I
(COTHM DIPLOMA)



DURATION
16 MONTHS



2 SEMESTERS
6 MONTHS EACH



INTERNSHIP
4 MONTHS

COURSE OVERVIEW:

Level 5 Advanced Diploma in Hospitality Management (ADHM) provides students with an understanding of the managerial, decision-making and leadership aspects of the hospitality industry.

In addition, it is also designed to develop independent research and study skills required for students when working at senior managerial level in the industry. Therefore, the Level 5 Advanced Diploma is an excellent preparation for either entry to the workplace or as a springboard into the Level-6, Level-7 and then the Master's Degree in Hospitality Management.

SEMESTER-I

Sr.#	COURSE CODE	COURSE TITLE
1	HOT 103	Hospitality Today: An Introduction
2	ACC 362	Accounting for Hospitality Managers
3	MAR 472	Hospitality Sales and Marketing
4	HOT 349	Managing Service in Food and Beverage Operations
5	TTO- 101	Project I :Travel Tourism & Airline Operations
6	MEHT-101	Project I :Managing Events for Hospitality & Tourism
7	COM 101	Computer Applications & Digital Media Management
8	ENG 101	Highly Recommended English for the Hotel and Catering Industry (I)
9	GPD 101	Global Professional Development

SEMESTER-II

Sr.#	COURSE CODE	COURSE TITLE
1	HOT 428	International Hotels: Development and Management
2	HUM 357	Managing Hospitality Human Resources
3	HOT 241	Management of Food and Beverage Operations
4	HOT 333	Managing Front Office Operations
5	MAR 372	Hospitality and Tourism Marketing
6	STM-102	Project II :Sustainable Tourism Management
7	HTM -102	Project II : Entrepreneurship in Tourism and Hospitality Management
8	ENG 102	Highly Recommended English for the Hotel & Catering Industry (II)



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LEVEL-6 PROFESSIONAL DIPLOMA IN HOSPITALITY & TOURISM MANAGEMENT



ENTRY LEVEL
INTERMEDIATE/A-LEVELS
LEVEL-5 ADHM



DURATION
6 MONTHS



1 SEMESTER
6 MONTHS



INTERNSHIP
OPTIONAL

COURSE OVERVIEW

This Level-6 Professional Diploma in Hospitality & Tourism Management (PDHM) will prepare you for management level positions in the international hospitality and tourism industry. It covers all major operational areas of management along with developing people skills in the students to equip them to get work ready.

The curriculum has been designed with a view to imparting the knowledge, skills and abilities to the students which an employer expects from a hospitality graduate. It focuses on the practical implications of the cultural diversity while working in the industry in global context.

This program leads you to further study of level 7 and later Master's in Hospitality & Tourism Management.

SEMESTER

Sr.#	COURSE CODE	COURSE TITLE
1	BSHT /T503/6111	Business Strategy for Hospitality and Tourism
2	SIBE /M/503/6110	Strategic Impact of the Business Environment
3	MEHT A/503/6112	Managing Events for Hospitality and Tourism
4	QMHT F/503/6113	Quality Management for Hospitality and Tourism

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LEVEL-7 EXECUTIVE DIPLOMA IN HOSPITALITY & TOURISM MANAGEMENT



ENTRY LEVEL
CTH LEVEL-6/BACHELOR'S



DURATION
6 MONTHS



INTERNSHIP
OPTIONAL

COURSE OVERVIEW:

The Level-7 Executive Diploma in Hospitality and Tourism Management provides an industry relevant postgraduate academic progression route for those who want to build on their bachelor's level qualification or improve their career progression.

It also provides an effective route for graduates in other fields who wish to make a career change into the growing hospitality and tourism industry.

SEMESTER

Sr.#	COURSE CODE	COURSE TITLE
1	HTMS	Hospitality and Tourism Marketing Strategies
2	MLAC	Management and Leadership Across Cultures
3	MHTP	Managing Hospitality and Tourism Project
4	HTSP	Hospitality and Tourism Strategic Planning

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GRADUATE DIPLOMA IN HOSPITALITY & TOURISM MANAGEMENT



- ENTRY LEVEL**
INTERMEDIATE/A-LEVELS
- DURATION**
18 MONTHS
- 3 SEMESTERS**
4 MONTHS EACH
- INTERNSHIP**
4 MONTHS

COURSE OVERVIEW:

Graduate Diploma in Hospitality & Tourism (GDHM) will prepare students for entry-level management roles in a wide range of hospitality-related businesses.

It comprehensively covers key areas of hospitality & tourism management along with a specific focus on personal grooming of students.

SEMESTER-I

Sr.#	COURSE CODE	COURSE TITLE
1	HOT 103	Hospitality Today: An Introduction.
2	MAR 473	Hospitality Sales and Marketing
3	HOT 349	Managing Service in Food and Beverage Operations
4	PRO-101	Project I :Travel & Tourism Operations
5	COM 101	Computer Applications
6	ENG 101	Highly Recommended English for the Hotel & Catering Industry (I)
7	GPD 101	Global Professional Development

SEMESTER-II

Sr.#	COURSE CODE	COURSE TITLE
1	HOT 428	International Hotels: Development and Strategic Management
2	HOT 241	Management of Food and Beverage Operations
3	HOT 333	Managing Front Office Operations
4	PRO 102	Project II :Sustainable Tourism Management
5	ENG 102	Highly Recommended English for the Hotel & Catering Industry (II)
6	GPD 102	Global Professional Development

SEMESTER-III

Sr.#	COURSE CODE	COURSE TITLE
1	HUM 250	Supervision in the Hospitality Industry
2	HOT 464	Planning and Control for Food & Beverage Operations
3	HOT 354	Training and Development for the Hospitality Industry
4	PRO 103	Research Project: Facilities Management
5	IP 103	Industrial Placement



AWARDING & RECOGNITION OF COTHM'S QUALIFICATIONS:

All qualifications of COTHM Pakistan & Dubai are awarded by the highly-recognized national and topnotch British, European, Canadian and American awarding bodies. These qualifications are highly-acclaimed by the hospitality and tourism industry globally and the graduates stand a great chance of employment and career development.

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POSTGRADUATE DIPLOMA IN HOSPITALITY & TOURISM MANAGEMENT



- ENTRY LEVEL**
BACHELOR'S DEGREE
- DURATION**
6 MONTHS
- 2 SEMESTERS**
3 MONTHS EACH
- INTERNSHIP**
OPTIONAL

COURSE OVERVIEW:

The Post Graduate Diploma in Hospitality & Tourism Management (PGDHM) is an intensive 2-semester program to launch a career in the hospitality and tourism industry.

The PGDHM provides a deep insight into the hospitality and tourism industry with emphasis on interpersonal and problem-solving skills that provide students with the necessary knowledge to enter the industry.

Furthermore, it provides the students with an international perspective of hospitality and tourism business in global perspective.

SEMESTER-I

Sr.#	COURSE CODE	COURSE TITLE
1	HOT 103	Hospitality Today: An Introduction
2	HOT 241	Management of Food & Beverage Operations
3	HOT 333	Managing Front Office Operations (AHLEI-USA)

SEMESTER-II

Sr.#	COURSE CODE	COURSE TITLE
1	HOT 428	International Hotels: Development & Management
2	HUM 357	Managing Hospitality Human Resources (AHLEI-USA)
3	MAR 472	Hospitality Sales & Marketing

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DIPLOMA IN INTERNATIONAL HOSPITALITY OPERATIONS

B.H.M.S.
Business & Hotel Management School



- ENTRY LEVEL**
MATRIC
- DURATION**
12 MONTHS
- 2 SEMESTERS**
4.5 MONTHS EACH
- INTERNSHIP**
3 MONTHS

COURSE OVERVIEW:

This well-structured program, Diploma in International Hospitality Operations (DIHO), enables students to learn and practice skills and tasks required for success as a professional in the hospitality & tourism industry.

All you need to do is to be willing to learn and put in the best efforts to achieve the desired results. If you are ambitious and want to have a future in this dynamic industry, this program is the right choice for you.

SEMESTER-I

Sr.#	COURSE CODE	COURSE TITLE
1	DIHO 101	International Hospitality Operations (Part -I)
2	ENG101	Highly Recommended English for the Hotel & Catering Industry- I
3	GPDP 101	Global Professional Development
4	COM 101	Computer Applications

SEMESTER-II

Sr.#	COURSE CODE	COURSE TITLE
1	DIHO 102	International Hospitality Operations (Part II)
2	ENG102	Highly Recommended English for the Hotel & Catering Industry- II
3	GPD102	Global Professional Development
4	PRO 102	Research Project: Hospitality & Tourism Operations
5	IP 102	Industrial Placement- 3 Months

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AMERICAN HOSPITALITY & TOURISM MANAGEMENT PROGRAM



- ENTRY LEVEL**
MATRIC
- DURATION**
12 MONTHS
- 2 SEMESTERS**
4.5 MONTHS EACH
- INTERNSHIP**
3 MONTHS

COURSE OVERVIEW:

This well-structured program American Hospitality & Tourism Management (AHTMP), enables students to learn and practice skills and tasks required for success as a professional in the Hospitality & Tourism industry.

All you need to do is to be willing to learn and put in the best efforts to achieve the desired results. If you are ambitious and want to have a future in this dynamic industry, this program is the right choice for you.

SEMESTER-I

Sr.#	COURSE CODE	COURSE TITLE
1	Unit 1	Introduction to Hospitality & Tourism Program
2	Unit 2	Hospitality Soft Skills
3	Unit 3	Operational Areas
4	Unit 4	Sales and Marketing
5	Unit 5	Safety and Security
6	COM 101	Computer Applications
7	ENG 101	Highly Recommended English for the Hotel & Catering Industry (I)
8	GPDP 101	Global Professional Development

SEMESTER-II

Sr.#	COURSE CODE	COURSE TITLE
1	Unit 1	Introduction to Leadership and Management
2	Unit 2	Hospitality Leadership Skills
3	Unit 3	Operational Leadership
4	Unit 4	Managing Food and Beverage Operations
5	Unit 5	Managing Business Operations
6	Unit 6	Sales and Marketing
7	Unit 7	Safety and Security
8	ENG 102	Highly Recommended English for the Hotel & Catering Industry (II)
9	GPD 102	Global Professional Development
10	PRO 102	Research Project: Hospitality & Tourism Operations
11	IP102	Industrial Placement-3 Months

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INTERMEDIATE IN HOTEL OPERATIONS

گورنمنٹ کے تمام تعلیمی بورڈز سے منظور شدہ پروگرام



- ENTRY LEVEL**
MATRIC / O LEVEL
- DURATION**
2 YEARS
- ANNUAL SYSTEM**
- INTERNSHIP**
4 MONTHS

COURSE OVERVIEW:

The 'Intermediate in Hotel Operations' (DHO) is designed for students who are primarily interested and passionate in starting a hospitality career in the hotel, restaurant, food and catering industry.

A combination of theoretical learning and practical training, the DHO provides students with a strong foundation for launching a scintillating career in the hospitality & tourism industry.

YEAR-I

Sr.#	COURSE TITLE
1	English (I)
2	Urdu (I)
3	Islamic Studies
4	The Lodging & Food Service Industry (I)
5	Food & Beverage Division (I)
6	Rooms Division (I)
7	Computer Fundamentals

YEAR-II

Sr.#	COURSE TITLE
1	English (II)
2	Urdu (II)
3	Pakistan Studies
4	The Lodging & Food Service Industry (II)
5	Food & Beverage Division (II)
6	Rooms Division (II)
7	Research Project

AWARDS & ACHIEVEMENTS



Lamp of Knowledge Award
for an Outstanding International Hospitality Educator, USA
SUPPORTED BY:
Cornell University, USA



Highfield UK Award
International Training Centre of Excellence
'The Queen's Award for Enterprise'



Eurhodip Challenge Award 2020
First Position Holder amongst the top European Hotel Schools' Competition



Prime Minister's Achievement Award
Best Hotel School of Pakistan



Government of Sindh Award
Best Hotel School of Pakistan



Chefs' Association of Pakistan Award
Best Hotel School of Pakistan, 2015-2018



Consumer Choice Award
Best Hotel School of Pakistan
2015-16-17-18-19

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