



Grand Asian University, Sialkot

Faculty of Management Science (FMS)

Department of Business Administration & Economics

ADP Hotel & Tourism Management

Program Duration: 2 years

Total Semesters: 4

Total Credit Hours: 70

1. Introduction

Tourism and Hotel management make one of the fastest growing industries across the world and the rewards are worth the pursuit. Exciting and newer opportunities roll out every day in various areas. Being in this profession you will discover new ideas, meet new people, build connections, visit more countries and experience new cultures. If you have energy, creativity, a true entrepreneurial spirit, you will be able to reach higher positions of responsibility very early in your career

2. Program Vision

The vision of the ADP Hotel & Tourism Management program is to develop skilled, ethical, and innovative professionals who can excel in the global hospitality and tourism industry. The program aspires to cultivate service excellence, cultural awareness, and leadership capabilities while promoting sustainable tourism practices and responsible hospitality management.

It aims to produce graduates equipped with modern hospitality knowledge, customer service expertise, and managerial competencies to contribute effectively to the growth of the tourism and hospitality sector at national and international levels.

3. Program Mission

The mission of the ADP Hotel & Tourism Management program is to provide quality education that integrates theoretical knowledge with practical exposure in hospitality and tourism operations. The program is committed to developing students' professional, managerial, and interpersonal skills through interactive learning, industry linkages, internships, and experiential training.

It aims to instill ethical values, cultural sensitivity, and a customer-oriented mindset, enabling students to deliver high-quality services in diverse environments. The program also emphasizes innovation, entrepreneurship, and digital competency to prepare graduates for evolving trends in hospitality and tourism.

4. Scope of the Program

The ADP Hotel & Tourism Management program offers diverse career opportunities in the rapidly growing hospitality and tourism industry. It equips students with knowledge and practical skills in areas such as hotel operations, tourism management, event planning, travel services, food and beverage management, and customer relations.

Graduates can pursue careers in hotels, resorts, airlines, travel agencies, tour operations, event management companies, cruise lines, and government tourism departments. The program also supports entrepreneurial ventures such as starting travel businesses, guest houses, restaurants, or tourism consultancy services.

5. Program Learning Outcomes (PLOs)

After completing the ADP Hotel & Tourism Management program, students will be able to:

PLO 1: Hospitality and Tourism Knowledge

Demonstrate comprehensive knowledge of hospitality operations, tourism systems, customer service, and hotel management practices.

PLO 2: Critical Thinking and Problem Solving

Analyze operational and service-related problems in hospitality and tourism using logical reasoning and appropriate tools.

PLO 3: Communication Skills

Communicate effectively with guests, clients, and stakeholders in oral and written forms in professional hospitality contexts.

PLO 4: Teamwork and Leadership

Work effectively in teams and demonstrate leadership skills in managing hospitality operations and service delivery.

PLO 5: Ethical and Professional Responsibility

Apply ethical standards, professionalism, and cultural sensitivity in hospitality and tourism practices.

PLO 6: Digital and Technological Competence

Utilize hospitality management systems, reservation tools, and digital technologies relevant to the tourism industry.

PLO 7: Entrepreneurship and Innovation

Identify opportunities in hospitality and tourism sectors and develop innovative and customer-focused business solutions.

PLO 8: Global and Cultural Perspective

Understand global tourism trends, cultural diversity, and sustainable tourism practices in international contexts.

6. Course Learning Outcomes (CLOs)

By the end of each course in the ADP Hotel & Tourism Management program, students will be able to:

1. **Understand Core Concepts**
Explain fundamental theories and concepts related to hospitality and tourism.
2. **Apply Knowledge**
Apply theoretical knowledge to real-world hospitality and tourism scenarios.
3. **Analyze Problems**
Evaluate operational and service-related issues using appropriate tools and techniques.
4. **Develop Solutions**
Propose effective and customer-oriented solutions to hospitality challenges.
5. **Communicate Effectively**
Present ideas clearly through reports, presentations, and professional interactions.
6. **Work in Teams**
Collaborate effectively in group tasks, service environments, and projects.
7. **Use Technology**
Apply relevant hospitality software, reservation systems, and digital tools.

Scheme of Studies

SEMESTER I			
Course Code	Course Title	Credit Hour	Category
QRE-501	Quantitative Reasoning- I	3(3-0)	General Education
ENG-501	Functional English	3(3-0)	General Education
ICT-501	Applications of Information and Communication Technologies	3(2+1)	General Education
MGT-501	Principles of Management	3(3-0)	Major
BAN-501	Business Analytics	3(3-0)	Core
ECO-501	Economics	3(3-0)	Interdisciplinary
SEMESTER II			
Course Code	Course Title	Credit Hour	Category
QRE-502	Quantitative Reasoning- II	3(3-0)	General Education
PAD-502	Public Administration	2(2-0)	General Education
ENG-502	Expository Writing	3(3-0)	General Education
ES-501	Environmental Science	3(2+1)	General Education
UHQ-501	Understanding of Holy Quran- I	1(1-0)	General Education
MGT-502	Organizational Behavior	3(3-0)	Major
ACC-502	Principles of Accounting	3(3-0)	Major
SEMESTER III			
Course Code	Course Title	Credit Hour	Category
HIS-500	Islamic History	2(2-0)	General Education
ISL-501	Islamic Studies	2(2-0)	General Education
PKS-501	Pakistan Studies	2(2-0)	General Education
UHQ-502	Understanding of Holy Quran - II	1(1-0)	General Education
ACC-503	Financial Accounting	3(3-0)	Major
TM-503	Restaurant Management	3(3-0)	Core
BAN-503	Data Analytics	3(3-0)	Interdisciplinary
SEMESTER IV			
Course Code	Course Title	Credit Hour	Category
CCE-501	Civics and Community Engagement	2(2-0)	General Education
PST-504	Ideology and Constitution of Pakistan	2(2-0)	General Education

ENT-504	Entrepreneurship	2(2-0)	General Education
FIN-504	Business Finance	3(3-0)	Major
TM-504	Tourism Management	3(3-0)	Core
TM-504	Tourism Marketing	3(3-0)	Core
MKT-504	Principles of Marketing	3(3-0)	Major