

Hospitality Education & Training Since 1999



Pioneer in Hospitality Education

COTHM
College of Tourism & Hotel Management

WINNER OF
LAMP OF KNOWLEDGE AWARD
as an Outstanding International
Hospitality Educator, USA.



AMERICAN HOSPITALITY & TOURISM MANAGEMENT PROGRAM (USA)



Supported by:
Cornell University-USA



Program Duration:

10 Months + 2 Months Internship

Entry Level:

O Level / Matriculation

Awarding Body

AHLEI-USA



Katherine Lugar
President
and Chief Operating Officer



The American Hotel & Lodging Educational Institute (AHLEI) is committed to providing the very best educational and training materials and services available to our industry and to hospitality management students around the world. The Educational Institute has long been active in hospitality education in many parts of the world, particularly in Asia. EI is honored to contribute to the education and professional development of Pakistan's future hospitality professionals through our academic partnership with the College of Tourism & Hotel Management (COTHM).

www.cothm.ae



Objectives

This well-structured program 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 effort to achieve the desired results. If you are ambitious and want to have a future in this dynamic industry, you have made the right choice. You will learn about a number of career possibilities available to you in the hospitality and tourism industry by enrolling in this exciting career development program of study.

Accreditation

'American Hospitality & Tourism Management Program' qualification is awarded by the American Hotel & Lodging Educational Institute (AHLEI) USA.



Further Education

After successful completion of this professional qualification, you can choose the following educational paths:

- * Diploma in Hotel Operations
- * * Specializations in Food & Beverage, Room Division, HR Management, Marketing & Sales Management etc.

Career Prospects

Getting a college degree in hospitality management gives you the skills needed to prepare you for the wide open field of hospitality. Once you have graduated, you can take several paths to apply your degree.

- **Food and Beverage Management**
- **Rooms Division Management**
- **Marketing Management**
- **Destination Management**
- **Human Resources**
- **Resort Management**
- **Club Management**
- **Travel and Tourism Management**



Course Contents

Semester 1

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

Semester 2

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



★★★★★ The Leading International Hotel School ★★★★★

STUDY CENTRE :

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