

Professional
Training

Hands-on
Experience

Global
Learning

AFFILIATED WITH NATIONAL UNIVERSITY

4 Year
BBA

PROFESSIONAL (Hon's) IN TOURISM &
HOSPITALITY MANAGEMENT

- **Global Opportunities** through international placement assistance
- **Specialized Diploma Courses** for varied career options
- **Extensive Curriculum** comparable with world's top institutes

UPDATE COLLEGE

UTC Building, 8 Panthapath, Dhaka 1215, Bangladesh, Phone : 01786115500
01769501635, 02 9127720, principal@updatecollege.edu.bd, www.updatecollege.edu.bd



PURPOSE OF THE PROGRAM

The program is designed to give students the relevant technical and managerial skills for a career in the tourism & hospitality industry. The curriculum focuses on the key competencies related to hospitality business, communication and leadership. Through this program, students will develop skills that are applicable to the industry that in turn will assist them in building their professional careers in different service sectors around the globe.

WHY PURSUE THM DEGREE

THM is one of the most sought after academic programs in Bangladesh right now. Bangladesh is fast turning out to be a hot tourist destination because of her internationally important natural tourist resources. The number of tourist and business travelers visiting Bangladesh has gone up manifold in recent years. This trend has made an enormous demand for hotels, Tour operators, Restaurants, Recreation Centers and other service based businesses and has destined to become one of the biggest employment providers in Bangladesh.

TOURISM IN BANGLADESH

Bangladesh is a country having a lot of potentials in tourism and hospitality industry. There are 780 tourism destinations in Bangladesh marked by Bangladesh Tourism Board. Among these destinations three are UNESCO world heritage sites. Besides we have two Ramsar sites in Bangladesh. There are approximately 414 Haors in Bangladesh. We have a lot of ingredients to brand Bangladesh. But we do not have an adequate human resource. Bangladesh is having a scarcity of human resource in tourism industry. In 2015 Bangladesh ranked 118th among 141 countries of the world in human resource and labor market readiness according to world economic forum. So producing skilled and semi-skilled human resources for the development of tourism and hospitality industry is a crying need. UPDATE College aimed at helping the nation in developing competent Human Resources to keep pace with international tourism trend.

CAREER OPPORTUNITY

Tourism & Hospitality Management includes Hotel & Restaurant Management, Cruise Ship, Hospital Administration and Catering, Outdoor Catering Service, Hotel and Tourism Associations, Airline Catering and Cabin Services, Travel Agency, Tour Operations, Club Management, Event Management, Guest House Management, amongst other areas. Expansion of global travel industry and aviation industry is expected to boost the hospitality sector in the near future.

WHY STUDY AT UPDATE COLLEGE

- Own campus in the prime location of the city.
- "Work and Study" learning environment.
- Hands-on training facilities e.g. Language Lab, Computer Lab, Food and Beverage Production Lab, Food and Beverage Service Lab, Front Office Lab, Housekeeping Lab, Travel Agency and Tour Operation Lab.
- Full-time faculties with excellent academic exposure.
- Industrial training facilities with our sister concern "The Westin Dhaka" and upcoming three more five star hotels.
- On campus interview for full-time and part-time jobs.
- Job placement assistance for successful students globally.
- Up to 100% scholarship based on merits and other conditions
- Extracurricular activities in every week.
- Monthly tuition fee payment facility.



OUR PROGRAMS

BBA (Honours) In Tourism And Hospitality Management

(4 Years) Under National University

Diploma in Hotel Management

(2 Years) Major in

- Food & Beverage Service • Food & Beverage Production
- Front Office • Housekeeping

(18 Month Academic + 6 Month Industrial Training)

Professional Diploma

(14 Months) In

- Food & Beverage Service • Food & Beverage Production
- Front Office • Housekeeping

(8 Month Academic + 6 Month Industrial Training)

Certificate Course

(10 Months) In

- Food & Beverage Service • Food & Beverage Production
- Front Office • Housekeeping

(4 Month Academic + 6 Month Industrial Training)

Professional Short Course

(7 Months) In

- Food & Beverage Service • Food & Beverage Production
- Front Office • Housekeeping

(4 Month Academic + 3 Month Industrial Training)

WHO SHOULD APPLY

BBA

Student who have passed HSC or equivalent examination with minimum GPA 2.50 both in the SSC and in HSC examinations. Students from Business Studies, Humanities and Science groups must have grade point 3.00 in any of the following subjects: Bangla/English.

Course Duration	Semester Duration	Total Credit
4 YEAR (8 SEMESTER)	6 MONTHS	120

Diploma and Other Courses

Student who have passed SSC or equivalent examination from any group are eligible to apply.



NATIONAL UNIVERSITY

BBA (HONOURS) IN TOURISM AND HOSPITALITY MANAGEMENT

SYLLABUS

1ST YEAR 1ST SEMESTER

COURSE TITLE	CREDITS
Introduction to Business	3
Fundamentals of Tourism and Hospitality	3
Introduction to Computer	3
Basic English Language	3
History of the Emergence of Independent Bangladesh	3

2ND YEAR 1ST SEMESTER

COURSE TITLE	CREDITS
Hospitality Managerial Communication	3
Business Statistics	3
Fundamentals of Accounting	3
Macro Economics and Economy of Bangladesh	3
Business Law and Legal Issues of Tourism	3

1ST YEAR 2ND SEMESTER

COURSE TITLE	CREDITS
Business Mathematics	3
General Science and Environment	3
Micro Economics	3
First Aid, Safety and Security	3
Fundamentals of Management	3

2ND YEAR 2ND SEMESTER

COURSE TITLE	CREDITS
Tourism and Hospitality Marketing	3
Culinary Art	3
Front Office Operations and Reservation	2
Front Office Operations and Reservation (Practical)	1
Housekeeping Management	2
Housekeeping Management (Practical)	1
HRM in Tourism and Hospitality	2

3RD YEAR 1ST SEMESTER

COURSE TITLE	CREDITS
Tourism in Bangladesh	3
Food and Beverage Production	2
Food and Beverage Production (Practical)	1
Food and Beverage Service	2
Food and Beverage Service (Practical)	1
Food Hygiene and Sanitation	3
Tourism Planning and Development	3

4TH YEAR 1ST SEMESTER

COURSE TITLE	CREDITS
Geography of Tourism	3
Community and Cultural Issues in Tourism	3
Travel Agency and Tour Operations	2
Travel Agency and Tour Operations (Practical)	1
French Language	3
Tourism and Hospitality Entrepreneurship	3

3RD YEAR 2ND SEMESTER

COURSE TITLE	CREDITS
Research Methodology	3
Tourist Behavior	3
Food and Beverage Management	2
Food and Beverage Management (Practical)	1
Computerized Reservation System (CRS)	3
Fundamentals of Finance	3

4TH YEAR 2ND SEMESTER

COURSE TITLE	CREDITS
Destination Management	2
Destination Management (Practical)	1
Tourism Planning and Development	3
MICE Management	3
Internship (Project Report and Defense)	3
Viva-voce	3

TUITION FEE WAIVER

- Attractive tuition fee waiver up to 100% based on merits and other conditions.
- 10% additional fee waiver for female/tribal/spouse/siblings/freedom fighter.



Upcoming Hospitality Projects of Unique Group

THE WESTIN DHAKA

First time in Bangladesh work and study Program

Build your career in management position through “Work & Study” management training program with our sister concern “The Westin Dhaka.”

ABOUT UPDATE COLLEGE

UPDATE College is a unique establishment in Bangladesh which emphasizes on hands-on-training to make the students more skilled. This unique establishment aims at minimizing the gap between theoretical knowledge and practical expertise through availing lab facility to the students. It is affiliated with National University-Bangladesh and caters to the technical and professional requirement of the industry.

UPDATE College is the first College to offer 4 year BBA Professional (Hons) in Tourism and Hospitality Management under National University Curriculum with highly qualified teachers who possess foreign degrees and have very sound practical knowledge in hospitality industry at home and abroad.

VISION

A college of excellence, creating lifelong learners who can serve globally.

MISSION

To become the pioneer and leading college in making the best graduates to fulfill the need of the relevant industries, both at home and abroad.





MESSAGE FROM FOUNDER OF UPDATE COLLEGE

UPDATE College has been founded on the concept, that students from various income groups can climb up to the highest level of academic and professional career, if given a fair opportunity- what I call, "leveling the playing field."

As a member of the community and President of the governing body of UPDATE College, I would like to see UPDATE College as an international class educational institution from the very beginning, occupying a significant place both in national and international boundaries. I am very proud of its mission and vision as well as its outstanding facilities.

It is time to take advantage of the responsibility and commitment that the new trust will have. I want to call upon students, graduates, guardians, members of the community and friends of the college to support the institution in its strategic plan. This is an opportunity for all of us to be involved in shaping the institution, which will eventually determine the future of our new generation, our society and above all, our country.

I sincerely hope to get all types of support in achieving the goals of UPDATE College.

Mohd. Noor Ali

Founder & President, UPDATE College

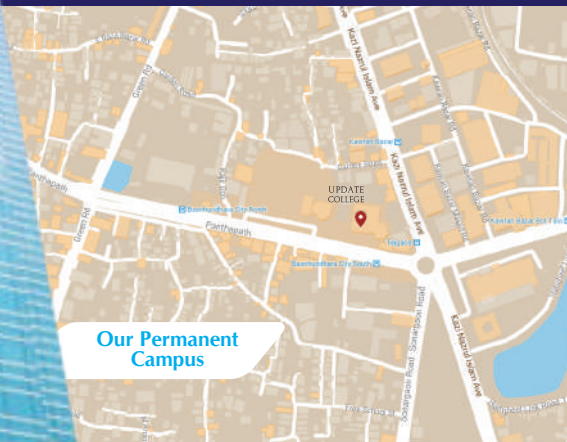




College Code: 6615

CONTACT

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Our Permanent
Campus

A Concern of



THE WESTIN
DHAKA

Academic Partners



**City
Guilts**

