



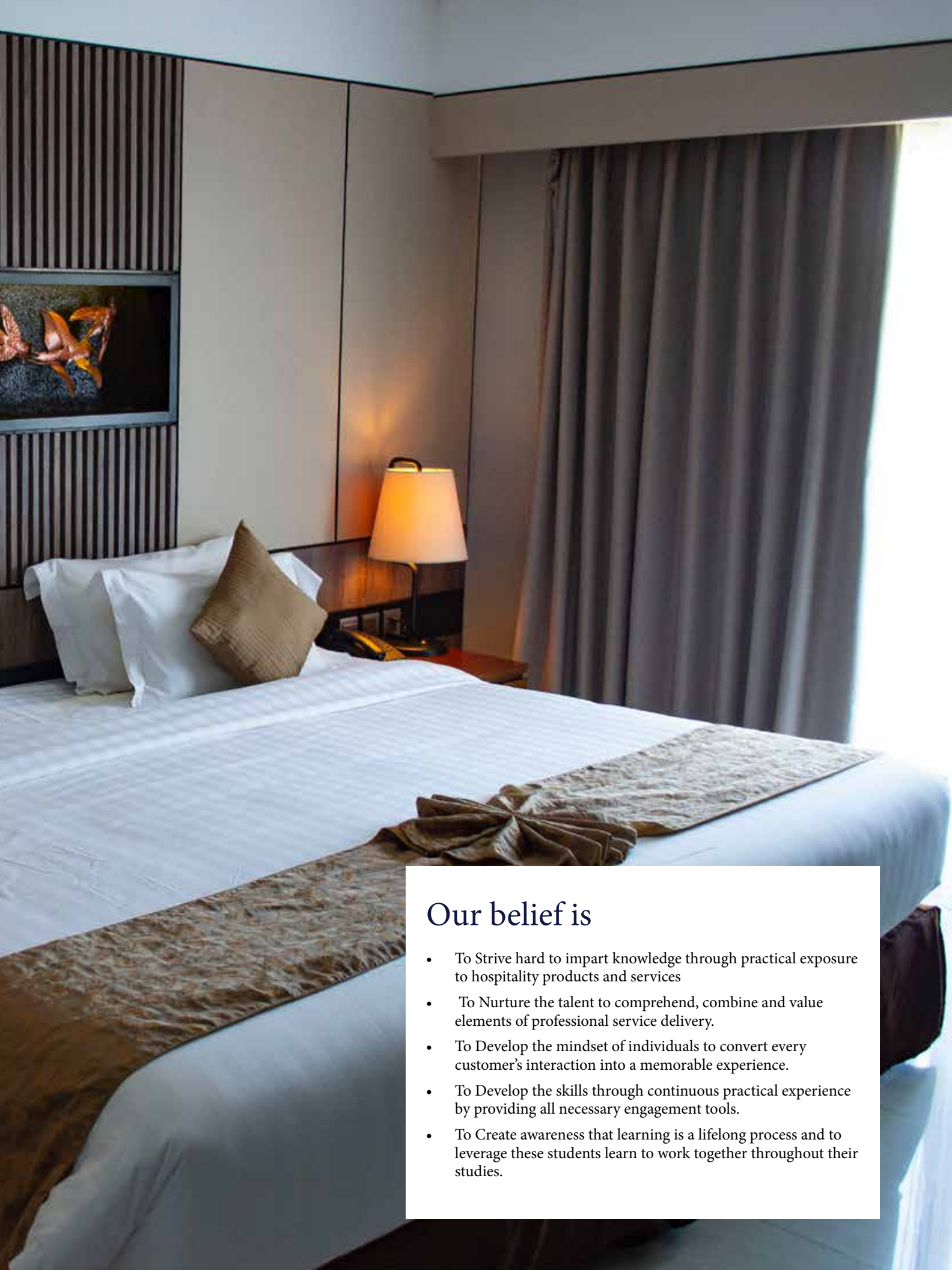
PROSPECTUS

2022-23



Riphah Institute of
Hospitality & Culinary Arts





Our belief is

- To Strive hard to impart knowledge through practical exposure to hospitality products and services
- To Nurture the talent to comprehend, combine and value elements of professional service delivery.
- To Develop the mindset of individuals to convert every customer's interaction into a memorable experience.
- To Develop the skills through continuous practical experience by providing all necessary engagement tools.
- To Create awareness that learning is a lifelong process and to leverage these students learn to work together throughout their studies.



Riphah Institute of Hospitality and Culinary Arts



Riphah Institute of Hospitality and Culinary Arts, RIHCA is a center of activity for courses covering the fundamentals of the hospitality and culinary arts, and these courses are mandatory for employment in the broader hospitality and food industries. RIHCA provides students with knowledge of hospitality through practical exposure in our state-of-the-art labs

to familiarize them with the elementary roles and structures of the successful operation of the hospitality industry at all levels.

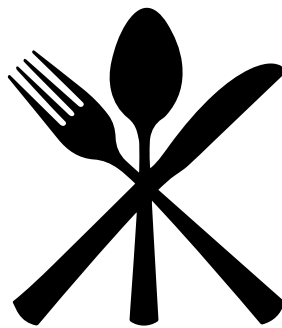
Riphah Institute of Hospitality and Culinary Arts is introduced as a part of Faculty of Management Sciences that provides students with knowledge of business management principles and familiarize them with the basic functions of management at all levels. With Faculty of Management Sciences, Riphah Institute of Hospitality and Culinary Arts also focuses on widening the spectrum of education in hospitality industry for students who can later excel in the national and International hospitality and tourism industry.

The faculty members of RIHCA have designed courses to equip students with the skills and knowledge to work anywhere in the global hospitality industry, starting from hotels, restaurants, tourist attractions, airlines, and cruise ships.

From the culinary perspective, RIHCA has designed courses to channel students' passion for all gastronomic things so they can develop a highly professional chef acumen, selecting a scientific and creative approach to food invention while specializing in culinary or patisserie

skills. With the professional training provided to the students, they can develop entrepreneurial skills to run their businesses or work at management and supervisory levels in a broad range of hospitality operations.





Vision

We offer the best academic learning and practical experience in hospitality and culinary arts.

Mission

We help develop the skills and nurture the talent of every individual aspiring to a hospitality career by offering quality education and innovative practices through industry collaborations.

Dean's Message



Prof. Dr. Khurram Shahzad
Dean

On the behalf of students, faculty and staff of the Faculty of Management Sciences, I welcome you to Riphah International University. Faculty of Management Sciences (FMS) is one of the largest constituent parts of Riphah in terms of the student body. Its business school is the largest in the region in terms of the graduate student body. We at FMS, endeavor to teach life not livelihood and focus on enabling our students for lifelong learning. We offer a wide range of accredited and quality assured undergraduate and graduate programs on mornings, evenings, and weekends which are skill-focused, cost-effective and student-centered.

These programs are designed in line with the needs of employers and society nationally and internationally. Our curriculum, research, co-curricular activities, and industrial interactions are aimed at producing competent professionals and effective entrepreneurs. Inspired by the mission of Riphah International University, our programs have a special emphasis on Islamic perspective, ethics, and moral values. We strongly emphasize on moral and ethical grooming of our students both as future professionals and entrepreneurs. Riphah Institute of Hospitality and Culinary Arts (RIHCA) is the recently established part of FMS with Bachelor's degree and an International Certifications in areas of Hospitality, Hotel and Tourism Management and Culinary Arts. I invite you to explore and join one of our programs at RIHCA and be the part of the marvelous growth that Riphah has achieved and will Insha'Allah continue in the future as well.



Project Director's Message



ALI CAN AKSU
Project Director

Riphah Institute of Hospitality and Culinary Arts will enable students to discover their competencies by opening new horizons and the opportunities we offer. We will implement an innovative education model that creates added values to make the graduates one step ahead by being different. We will ensure that students know to help them navigate the hospitality industry. Acquire new competencies in the accommodation and food and beverage sector through social activities, develop themselves, gain a global vision by going abroad through exchange programs or internship opportunities before graduation, and become individuals who contribute to society.

We aim to provide internship and job opportunities for our students with world-famous hotel brands and restaurants on this subject. Our vision is to be a leader in tourism education and build the most vital bridge possible between the tourism industry and our department by preparing well-equipped individuals with a global view who are ready to assume professional responsibilities. Our brand Turizoom International Hotel Management and Turizoom Hotels & Resorts will open employment doors for Riphah Institute of Hospitality & Culinary arts students. In addition, as the Turkish Tourism Hotel Managers Association, we will strongly connect our member hotels' cooperation with the Riphah Institute of Hospitality & Culinary Arts.

Director's Message



MIAN ATHAR JAMEEL
Director

Riphah Institute of Hospitality and Culinary Arts, RIHCA" is proud to be a part of the global tourism industry that is revitalizing the ancient traditions of hospitality by modifying them with quality, professional and contemporary standards. In this effort, our Institute offers a modern infrastructure that is well equipped with new technologies and state-of-the-art food labs and kitchens. The educational activities and courses are covering the fundamentals of hospitality and culinary arts that are declared mandatory education and practice for employment in the broader hospitality and food industries.

We at Riphah Institute of Hospitality and Culinary Arts, are determined to shape the hospitality and tourism industry of Pakistan by producing skilled and well-qualified graduates who are competent enough to excel in the national and international markets. We have developed collaborations with international institutions where we will send our students for Internships and these institutes will also open doors for our students through job opportunities. At RIHCA, we are determined to channel your passion and transformed it into a professional skill that can help you to stand among the top working figures in the hospitality industry.

By joining the Riphah Institute of Hospitality and Culinary Arts, you are not only stepping into the hospitality and hotel management industry of Pakistan, but you will get the opportunity to showcase your talent and skills in the international market through Riphah's platform.

We welcome you to become the future of the Hospitality industry of Pakistan with us.



RIPHAH ADVISORY BOARD



Hassan Muhammad Khan
Chairman, Advisory Board
Chancellor, Riphah International University



Amjid Javaid Sheikh
Governance & Regularity
Compliance Advisor,
AKA Management Consultancy LLC, Dubai



Azam Jamil
Former Special Assistant
to the Prime Minister for Tourism



Ali Can Aksu
Project Director RIHCA,
Chairman Board of TUROYD
Tourism Hotel Managers Association, Turkiye



Sharihan Al Mashary
Business Development & Operations
Project Manager at TGP International,
F&B Advisor & Consultant for Expo2020 Dubai



Guillaume Warnery
EHL Graduate a Guest Lecturer at
International Hospitality Leadership MBA by
PSL & Le Cordon Bleu Paris



Arshad Mahmood
President/ CEO
Bay River College Calgary Canada



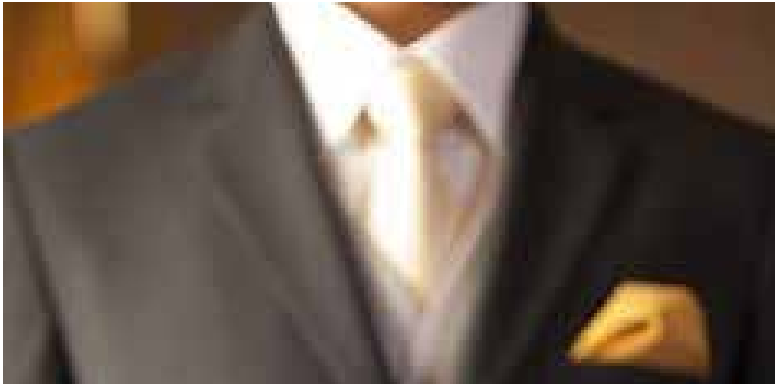
Lennard Francois Otto
Managing Director
Global Leisure and Entertainment



Magdy Attalla
Regional Director BHMS
Managing Director of Global Swiss Academy,
Switzerland



Mehmood (Peter) Bheda
Chairman & CEO
of Frontera Hotel Group and as
Executive Chairman at Boldface Hospitality



BS HOSPITALITY MANAGEMENT

Specialization in Hotel Management Culinary Arts and Tourism Management

The BS Hospitality Management program will aim to develop and educate students in the specialized areas of Hotel management, Tourism Management, and Culinary arts. The graduates of this program will be equipped with skills and professional techniques to enter the National and International Tourism and Hospitality industry and acquire success in this field.

Program Objectives:

The key objectives of the proposed BS Hospitality Management program are:

- To enhance students' awareness of the growing national and international importance of the Tourism & Hospitality industry.
- To develop the appropriate knowledge, skills, and values among the students that support the development of the hospitality industry.
- To enable the students to understand the current issues and challenges in the hospitality industry and to identify new areas, problems, and solutions to enhance the productivity of this industry.

Eligibility Criteria:

Intermediate or equivalent education from recognized institution with minimum 45% marks.

Duration: 4 Years

Scholarship: Need and Merit based scholarship (up to 100%).

Entry Point: After 12 years of Education

Selection Criteria

Academic Qualification: 30%

Test/Interview: 70%

Credit Hours: 133

Class Timing: Morning





Program Structure

- a. General Education Courses 38 Credit Hours
- b. Distribution/Allied Courses 19 Credit Hours
- c. Foundation Courses 18 Credit Hours
- d. Major Courses 39 Credit Hours
- e. Minor Courses 12 Credit Hours
- f. Internship/ Project 6 Credit Hours

Program Structure:

No.	Category/ Area	No. of Course	Cr. Hrs
a.	General Education Courses	13	38
b.	Distribution/Allied Courses	07	19
c.	Disciplinary Courses	Foundation	06
		Major	13
		Minor	04
d.	Project	01	03
e.	Internship & Community Work (20 Hrs)	-	03
f.	Practical Learning Requirement (Entrepreneurship, Youth club, Sports)	04 Hrs Per Week	Non-Credits

General Education Courses:

1. Functional English I
2. Hospitality Business Communication
3. Hospitality Research & report Writing
4. Business Economics
5. Business Mathematics
6. Hospitality Business Statistics
7. Computer and Analytics
8. Human Psychology
9. Arabic Language I
10. Introduction to basic teaching of Quran*
11. Islamic Studies
12. Pakistan Studies
13. Critical Thinking & Reasoning

Distribution/Allied Courses:

1. Fundamentals of Hospitality Marketing
2. Financial Accounting for Hospitality
3. Hospitality Business Management
4. Professional & Business Ethic in Islam
5. Business and Hospitality Law
6. Introduction to Hadith & Sirah*
7. Family Life in 21st Century Challenges and Prospects*

Disciplinary Courses

Foundation Courses:

1. Front Office Operational & Reservation Management
2. Housekeeping Management
3. Food & beverage service Operations
4. Introduction to Culinary Arts
5. Tourism Concepts & Marketing
6. Nutrition, Hygiene and Food Safety

Major Course:

1. MICE Operational Management
2. Hotel Management information systems
3. Hospitality Sales & Revenue Management
4. Project Management for Hotel and Restaurant
5. Street Food Project
6. Club & Resort Management
7. Essentials of Classical Culinary Techniques and Skills
8. Digital Marketing for Hospitality
9. Organizational Behavior & Leadership for Hospitality
10. Entrepreneurship & Innovation in Hospitality Industry
11. Strategic Management in Hospitality Industry
12. Sustainable Hospitality and Tourism
13. Destination Development

Minor Courses:

Tourism Management

1. Travel Agency Operations
2. Tour Planning and Guiding
3. Cultural History of Pakistan
4. Heritage Management
5. Adventure & Sports Tourism
6. Medical Tourism
7. Religious Tourism
8. Photography and Videography

Hotel Management

1. Rooms Division Management and Technologies
2. Hotel Management
3. Hospitality Real Estate Finance
4. Managing Revenue & Online Distribution Channels
5. Event Management & Operations
6. Facilities Management and Operations

Culinary Arts

1. Á La Carte Cookery
2. Applied Food Science in Culinary Arts
3. Essentials of Classical Baking and Pastry Techniques and Skills
4. International Cuisines
5. Culinary Techniques & Skills through Regional Cuisines
6. HACCP Certification

Dress Code for All Other Programs

It is mandatory for all students to adhere to the official dress code of RIHCA which is designed keeping in view the subject, workshops, and work on campus.

- The dress code for BS Hospitality & Tourism for boys is a two-piece suit and for girls is a Ban collar shirt with trousers in a Charcoal grey shade.
- For Culinary Arts, the uniform will include the white chef jacket and black trousers.



Riphah Institute of Culinary Arts and Hospitality

Fee Structure for the Year 2022-23

1 st Semester Credit Hours	Admission Fee	University Reg. Fee	Tuition Fee (per semester)	Examination Fee (per semester)	Enrollment Fee (per semester)	1 st Semester's Total Fee
15	15,000	10,000	105,000 Rs. 7,000/Cr. Hr	12,000	10,000	152,000

Note:

- Above fee excludes taxes & levies if applicable. 5% withholding tax shall apply to non-filers where the annual fee is Rs.200,000/- or more
- Hostel charges amount to Rs.112,500/- per semester applicable for boarder students in addition to the above fee.
- University has the discretion to revise course offering or credit hours mentioned above which may result in some variation in fee accordingly.
- University has the discretion to revise fee & dues as deemed necessary by the authority from time to time.



Offering CTH Qualification for Diploma, Certificate and Awards



Over the last 30 years, CTH has focused on developing and adding value to careers globally in the Hospitality, Culinary & Tourism industries. It was established in 1982 as a specialist professional awarding body. The core mission of "Confederation of Tourism & Hospitality (CTH)" is to provide the highest standard of hospitality, tourism, and culinary qualifications. CTH achieves this through robust monitoring supported by industry, universities, and the UK government regulator, Ofqual. CTH has partnerships with major international employers and academic institutions. CTH is a member of the Federation of Awarding Bodies.

GTMC, Virgin Atlantic, and Star Alliance work with CTH on continuing Professional Development programs while Management

programs lead to final year undergraduate and master's degrees with many British and international universities.

CTH is also closely partnered with the renowned Institute of Hospitality and offers a variety of Institute of Hospitality qualifications developed incorporating their unique industry knowledge.

10 Good Reasons to Adopt CTH Programs

1. CTH is an awarding body regulated by Ofqual, England's respected government regulatory body for qualifications. This enhances your Centre's global profile and differentiates you as an aspirational educator.
2. Offering Gold-standard qualifications for the growing Hospitality, Tourism and Culinary industries, CTH works with leading industry brands like Intercontinental Hotel Group, Virgin Atlantic, Star Alliance, Gordon Ramsey and Tante Marie.
3. CTH courses attract government funding or are eligible for Advanced Learner Loans. www.cthawards.com/qualifications
4. Our network of certified Centres benefits from having five assessment points each year (January, March, June, September & December), giving flexibility when planning syllabi.
5. Cost-effective, step-by-step opportunities for students, via a wide range of programs from Level 2 to Level 7. www.cthawards.com/qualifications
6. Our Centers benefit from articulation agreements in place with major universities, including from CTH Level 5 courses to final year Degree 'top-up' courses at several UK Universities.
7. CTH offers students a cost-effective, step-by-step progression toward the goal of a Degree, with the flexibility to step away into the world of work mid-way and the benefit of a recognized qualification.
8. Our staff are experienced in your sector and work closely with centres through the approval process, to develop new courses, and provision to underpin the new Apprenticeship Standards and to listen and respond to Centre feedback.
9. All of our Centres have access to management support tools on our website, including course manuals and a step-by-step guide to accreditation. www.cthawards.com/become-acth-centre
10. Our qualifications will give your students truly global opportunities for working in the growing Travel, Hospitality and Culinary industries!



CTH Award, Certificate & Diplomas

LEVEL 2 Diploma

CTH Award in Front Office

Duration: 2 Months Theory & Practical

Eligibility Criteria:

Education: Minimum Matric or O'Levels

Age: Minimum 16 years

A Pathway to work and study in:

United Kingdom

UAE

New Zealand

Switzerland

Australia

Turkey

Malaysia



CTH Award in Restaurant & Bar Service

Duration: 2 Months Theory and Practical

Eligibility Criteria:

Education: Minimum Matric or O'Levels

Age: Minimum 16 years

A Pathway to work and study in:

United Kingdom

UAE

New Zealand

Switzerland

Australia

Turkey

Malaysia



CTH Award in House Keeping Practice

Duration: 2 Months Theory and Practical

Eligibility Criteria:

Education: Minimum Matric or O'Levels

Age: Minimum 16 years

A Pathway to work and study in:

United Kingdom

UAE

New Zealand

Switzerland

Australia

Turkey

Malaysia

CTH Certificate in Hospitality Practice

Duration: 4 Months Theory and Practical

Eligibility Criteria:

Education: Minimum Matric or O'Levels

Age: Minimum 16 years

A Pathway to work and study in:

United Kingdom UAE New Zealand
Switzerland Australia Turkey Malaysia

CTH Award in Hospitality Practice

Duration: 2 Months Theory and Practical

Eligibility Criteria:

Education: Minimum Matric or O'Levels

Age: Minimum 16 years

A Pathway to work and Study in:

United Kingdom UAE New Zealand
Switzerland Australia Turkey Malaysia





LEVEL 2

Diploma in Culinary Skills

Beginner level course that develops learners' food preparation and cooking techniques and introduces them to key aspects of a professional kitchen.

Duration: 6 Months Theory & Practical, 1 Month Guaranteed Internship

Eligibility Criteria: Minimum Matric / O Levels

A Pathway to work and study in: United Kingdom UAE New Zealand Switzerland
Australia Turkey Malaysia

LEVEL 3

Diploma in Professional Cookery (Patisserie & Confectionary Skills)

A specialist intermediate level course, that develops learners' food preparation, cooking and finishing techniques specifically for pastry, desserts and other baked goods.

Duration: 8 Months Theory & Practical, 1 Month Guaranteed Internship

Eligibility Criteria: CTH Level 2 Diploma / O' Levels / A' Levels / Intermediate

A Pathway to work and study in:

United Kingdom UAE New Zealand Switzerland
Australia Turkey Malaysia

LEVEL 4

Diploma in Hospitality Management

A more in-depth management program, leading to an International BS degree aimed at providing learners with a broader understanding of the operational aspects of the hotel industry.

Duration: 8 Months Theory & Practical, 2 months Internship

Eligibility Criteria: Intermediate / A' Levels



LEVEL 4

Diploma in Tourism Management

A more in-depth management program, aimed at providing learners with a broader understanding of the operational aspects of the travel and tourism industry.

Duration: 8 Months Theory & Practical, 2 months guaranteed Internship with top-of-the-line organizations

Eligibility Criteria: 'Intermediate / A' Levels



LEVEL 5

Advance Diploma in Hospitality Management

A more substantive management program, that offers learners a chance to study the hospitality industry from a decision-making and strategic aspect.

Duration: 8 Months Theory & Practical, 2 Months Guaranteed Internship With Top-Of-The-Line Organization

Eligibility Criteria: CTH level 4 Diploma/Intermediate /A' Levels with relevant work experience



Graduate Level Diploma Leading to BS

As CTH provides graduate level diplomas in Management Programs, Culinary Programs and CPD Programs. Graduates of these programs typically aspire to obtain management roles, whether at the junior trainee level for those completing Level 3, level 4, or level 5 Diploma or at the senior level for those completing the Level 7 Executive Diploma in three different specializations.

The Riphah Institute of Hospitality and Culinary Arts is providing the facility to do Foundation Level (level 3), Undergraduate (Level 4) and Graduate (Level 5) diplomas in three main fields Management Programs, Culinary Programs and CPD Programs (level 2 award in Barista Skills and Cruise Hospitality Services) etc.



University Pathways with CTH around the world

CTH has a variety of university pathways available for students at different levels. For example, Level 4 Diploma and Level 5 Advanced Diploma graduates may gain direct entry to the second or final year of a variety of hospitality and tourism degree programs. Similarly, Level 7 Executive Diploma graduates may enter the final stages of an MBA.

CTH Universities Include:





ISLAMABAD THE HEART OF PAKISTAN



Islamabad, the capital of Pakistan lies on the Potohar Plateau, one of the earliest sites of human settlements in Asia. Together with its twin city, Rawalpindi, it has a population of 4.5 million. The word Islamabad means 'the city of Islam.' It has a humid subtropical climate with five seasons. It is famous for its overall greenery, peace and cleanliness. The places worth seeing in this city include Lok Virsa Museum, Rawal Lake, Faisal Mosque, Pir Sohawa, Islamabad Zoo, Pakistan Museum of National History, the Centaurus Mall, etc.



Faisal Mosque:

The Shah Faisal Mosque, located at the foot of the Margalla Hills, is the largest mosque in Pakistan. It is the largest mosque in the country and can accommodate 100,000 worshipers and 200,000 more worshipers at the same time in the courtyard area. It is the largest mosque in Pakistan as well as its national mosque. The mosque is named as Saudi King Shah Faisal, who gave 120 million to build this unique mosque.

Pakistan Monument:

Located in the western Shakarparin Hills in Islamabad, the Pakistan Monument considers a national museum of Pakistan and a part of its heritage. It is dedicated to those Pakistani people who sacrificed their life "today" for a better "tomorrow". Adjacent to this monument is the Pakistan Memorial Museum, which also includes a wax museum depicting important events in which the Pakistan movement is taking place. The complex receives an average of 1,500 tourists daily, with a total of 0.57 million visitors in 2015.

Rawal lake:

If you want to have a good time with your family or your loved one, then Rawal Lake is the Best place to visit. Along with the Korang River, some other small rivers from the Margalla Hills have formed this artificial lake covering an area of 8.8 km².

Lok Virsa Heritage Museum:

Just minutes away from the Pakistan Monument, you will find the Folk Versa Heritage Museum. It is a cultural and heritage

museum in Islamabad that showcases the diverse lifestyles of the people of Pakistan. Working in collaboration with UNESCO, the museum's donations from the organization are worthy examples of its restoration. An exhibition of pottery, art, musical instruments, religious sculptures and pieces of architectural artifacts, the museum takes you on a pleasant walk in the outdoor garden. The museum opened in 1974 and includes several buildings as well as an outdoor museum that can accommodate up to 3,000 visitors.

Saidpur Village:

Situated at the foot of the Maragala mountain range, the village dates back to the Mughal period and is home to various civilizations. In the 21st century metropolis, the village of Saidpur is a perfect place to experience authentic rural life.

Monal Restaurant:

The Monal Restaurant is located in Daman Koh, this high-quality and affordable restaurant specializes in chicken and rice dishes, from chicken skewers to biryani to South Asian rice. Monal surrounded by the foothills of the Margalla Hills, with a high-altitude location in Islamabad, both local and western food can be eaten. The Monal is offering authentic Pakistani delicious food that is as nutritious and varied as our heritage. It is produced by a fusion of indigenous flavors and fragrances.









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