



“The Smart Students’ Choice”



PURSUIT OF A SUCCESSFUL CAREER LIES WITHIN THE BSc & ASc in

"HOSPITALITY AND TOURISM MANAGEMENT"

FACULTY OF EDUCATION AND MANAGEMENT

Why Choose A BSc in HTM?

This advanced programme is designed to further enhance the competencies and attitudes acquired at the Associate Degree level to meet the changing needs of the various stakeholders within the hospitality and tourism Industry.

Programme Objectives: The objectives of this programme are to;

1. develop leadership skills necessary for individual employment and community development
2. contribute to the development of human resources at the managerial level for the economic growth of communities,
3. promote professionalism and ethics in the hospitality and tourism industry
4. facilitate greater linkages between the institutions and the industry,
5. prepare graduates to analyse and solve industry-based problems using qualitative and quantitative tools
6. train students to portray a high level of service quality in diverse settings
7. provide an avenue for further study for graduates of the Associate Degree programme
8. reinforce the application of business principles to the unique characteristics and demands of the hospitality industry

AREAS OF SPECIALIZATION

- ✓ Travel and Tourism Management
- ✓ Food and Beverage Management
- ✓ Accommodation Studies Management
- ✓ Events and Entertainment Management

Matriculation Requirements for the BSc in HTM

1. Standard forms of matriculation
Applicant must possess an Associate degree issued by the CCCJ. It should be noted that the qualifying degree must be in an area relevant to the intended programme of study. Applicants who fail to meet this criterion will be required to complete the necessary bridging courses at the Associate degree level prior to being afforded acceptance.
2. Alternate forms of articulation a. A current student who has ended the final semester of a CCCJ Associate degree programme and trailing no more than six (6) credits.
 - a. The following conditions shall apply.
 - i. The qualifying degree must be in an area relevant to the intended programme of study.
 - ii. The outstanding credits cannot be from a first-year course.
 - iii. The outstanding credits cannot be from a course leading to a specialization/major.
 - b. Equivalent qualification(s) as determined by the CCCJ
 - c. Mature Status as determined by the CCCJ

PO Box 170, Passley Gardens, Port Antonio,
Portland, Jamaica, West Indies



Drive your Passion

Enroll today in the Hospitality and Tourism Management programme at CASE and you are guaranteed the highest level of training for the Tourism sector locally and internationally

Website: www.case.edu.jm email: education@case.edu.jm

Tel#: (876) 9935436-8 Ext 2031



Welcome to CASE

Associate of Science Degree in HTM

This Associate Degree program prepares graduates to compete for various entry-level management careers in the food and beverage management, accommodations and travel and tourism and entertainment industries, depending upon which emphasis is selected. Graduates seek employment in positions with job titles such as hotel/restaurant management trainee, front desk supervisor, food service supervisor, food production assistant, dietary manager, and shift supervisor, assistant manager in hotel/restaurant/institutional operations



HOSPITALITY AND TOURISM MANAGEMENT

Drive your Passion

Hospitality and tourism represent a broad range of related industries in Jamaica and by extension, the Caribbean. The growth of these industries has opened up many new job opportunities for graduates in areas such as:

- ❖ Hotels
- ❖ Restaurants
- ❖ Retailing
- ❖ Transportation
- ❖ Travel Agencies
- ❖ Tour Companies
- ❖ Tourist Attractions
- ❖ Leisure, Recreation and Sport
- ❖ Cultural Industries
- ❖ Music and Entertainment



MATRICULATION REQUIREMENTS FOR THE ASC IN HTM

An applicant seeking entry to the Applied Associate in Hospitality and Tourism Management programme must possess

1. Five (5) CSEC subjects including English 'A', (Basic Matriculation Requirements)
2. one of the five (5) passes must be in Mathematics (Programme Matriculation Requirements)

Basic Matriculation Requirements

There are **two (2)** methods by which an applicant can meet the Basic Matriculation Requirements; these are classified as Standard forms of matriculation and Alternate forms of matriculation.

1. Standard forms of matriculation

An applicant **MUST** have a minimum of **five (5)** passes in subjects at CSEC or GCE O'Level **including** English 'A' (CSEC) **or** English Language (GCE O'Level) and CSEC Mathematics

2. Alternate forms of matriculation

- a. Equivalent qualification(s) as determined by the CCCJ
- b. Mature Status as determined by the CCCJ
- c. Level 3 HEART NVQJ Certification

PROGRAMME DURATION

The programme may be offered as follows:

Schedule Duration Days Offered

Full-time Four (4) semesters (2 years) Weekdays, evenings and weekends.

Flexibility is applied based on preference of target group.

Part-time Six (6) semesters (3 years or 2 summers)

