



SUPERIOR
UNIVERSITY



BS Culinary Arts Management

FACULTY OF BUSINESS & MANAGEMENT SCIENCES



RANKED NO. 1 IN
QUALITY OF EDUCATION
IN PAKISTAN

WORLD RANK IN
QUALITY OF EDUCATION
101-200

OVERALL RANK IN
WORLD'S TOP
401-600

AMONG THE
TOP 10
UNIVERSITIES OF
PAKISTAN

3U1M[®]

3 Years in University and 1 year in Market

3U1M is our unique and distinctive framework which is focused on enabling and empowering the youth to create social and economic impact. This research-informed experiential learning program has been designed to ensure student success by teaching not only theories but their practical implications to equip our students with the skills of 21st-century graduates. This employability ensured program is a milestone in our mission for developing an economically Superior Pakistan.

Year 2 - Exploration PBL 2

In year 2 students explore the emerging concepts of the relevant industry and gain experiential learning through Project based learning Level 2.

Freshman Program

A rigorous on-boarding program for a smooth transition to university education through IQ & EQ Accelerators preparing students for entering university life.

1M-Market Intensive Year

For the final Market Intensive Year "1M" (one year in the market), we have designed four indigenous career streams i.e., Design Challenge, Startup, Scaleup & Superior Go Global so our students may choose any track according to their aptitude.

Career Pathways

Startup: to become a successful entrepreneur by getting incubated at our **Innovation District 92 (ID-92)**



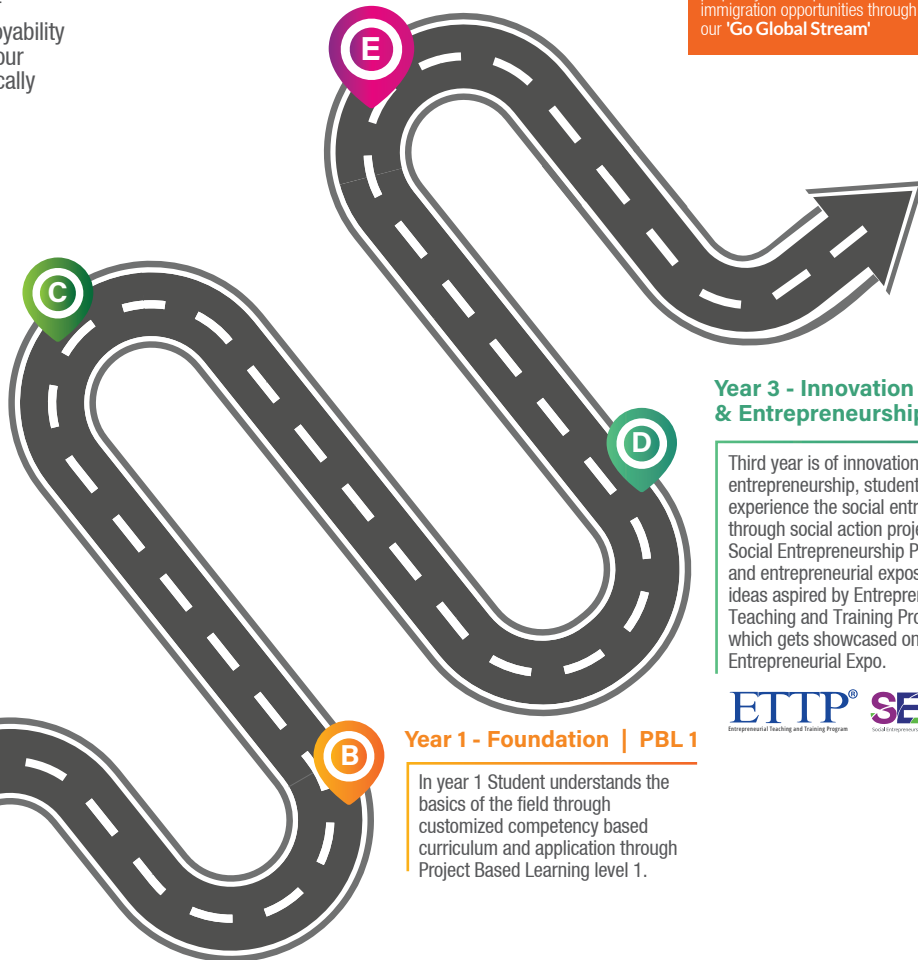
Scaleup: to uplift your family business by getting trained at our accelerator "ScaleupPk"



Design Challenge: to become a valuable resource for corporate world by solving a real-time industry problem following **Design Thinking** approach



Superior Go Global: to prepare you to explore career and immigration opportunities through our 'Go Global Stream'



Year 3 - Innovation & Entrepreneurship | PBL 3

Third year is of innovation and entrepreneurship, students will experience the social entrepreneurship through social action projects under Social Entrepreneurship Program (SEP) and entrepreneurial exposition of new ideas aspired by Entrepreneurship Teaching and Training Program (ETTP) which gets showcased on Superior Entrepreneurial Expo.



Year 1 - Foundation | PBL 1

In year 1 Student understands the basics of the field through customized competency based curriculum and application through Project Based Learning level 1.

BS

Culinary Arts Management

The School of Culinary Arts at Superior offers specialized courses in Culinary Arts for a rewarding and fulfilling experience in food connoisseurship. These courses are designed to help students develop the skill set needed to become successful managers within the booming food chain industry and meet the rising demands of the contemporary culinary and hospitality industry or launch their entrepreneurial ventures to contribute to the national economy.

Course Duration	4 Years
Semesters	8
Total Credit Hours	130

Eligibility

Intermediate or Equivalent.

Semester 1

English Academics Purpose	3
Principles of Management	3
Fundamentals of Culinary Arts	3
Islamic studies	2
Introduction to Hospitality	3
Business / Culinary Math	3

Semester 4

Foreign Language (French)	3
Marketing	3
Food & Beverage Cost Controlling	3
Phycology	3
Business Statistics	3
International Cuisine	3

Semester 2

Business Communication Skills	3
Pak Studies	2
Accounting & Finance	3
Introduction to Computer	3
Hygiene & Nutrition Management	3
Human Resource Management	3

Semester 5

World of Baking	3
Advanced Techniques in Culinary Arts	3
Emerging Trends in hospitality	3
Meat Identification & Fabrication	3
Entrepreneurship	3

Semester 7

Sustainable Food	3
Grade Manger	3
Elective-II	3
Elective-III	3
FYP-I	3

Semester 3

Advance Communication Skills	3
Organisation & Consumer Behaviour	3
Beverage & Mixology	3
Sustainable Tourism	3
Restaurant Management	3
Food & Beverage Operations	3

Semester 6

Menu Development and Profitability	3
Fish and Crustaceans	3
Food Analysis and Microbiology	3
Art of Food Styling	3
Pastry Arts	3

Semester 8

Project Management	3
Elective-I	3
Elective-II	3
Elective-III	3
FYP-II	3

To accommodate modern trends, University reserves the right to change course requirements, fee, course classifications, course content, class schedule, venue, faculty and the like, whenever it deems appropriate.



3U1M[®] WITH GLOBAL EXPERIENCE

CAREER SCOPE

- Start your own business
- Secure jobs as Hotel Manager, Director Operations, and Brand Manager
- Start your career as Tourism Director and Food Blogger
- Opportunities to seek global exposure for higher education, internship, job or immigration through 3U1M Stream 'Superior Go Global'

DISTINCTIVE FEATURES

- First ever BS Culinary Arts Management program in Pakistan
- State-of-the-art hot and cold kitchens
- Registered with World Association of Chefs (WACS) and other international institutes
- Chances to participate in World Chef Competitions in Europe, USA, and UK

To apply online, please visit
admissions.superior.edu.pk
042-111-00-00-78



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Ph: 042-38103777

Sargodha Campus

10-KM, Lahore Road, Sargodha.
Ph: 048-211-00-00

Faisalabad Campus

13-KM Satiana Road, Near Khanuana
Bypass, Faisalabad. Ph: 041-8792007-8

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Rahim Yar Khan. Ph: 068-5958009