



S H I N E E

SCHOOL OF HOSPITALITY  
INTEGRATED EDUCATION  
EPICENTER



Culinary Lab : Dhaka

## ABOUT THE INSTITUTE

SHINEE, also known as the **S**chool of **H**ospitality **I**Ntegrated **E**ducation **E**picenter, provides top-tier hospitality management training. Our state-of-the-art kitchen and classroom facilities ensure you receive a superior learning experience.

## OUR MISSION

At SHINEE, we are dedicated to developing well-rounded graduates. We equip you not only with exceptional hospitality skills but also with the ability to communicate fluently, work independently, and demonstrate leadership qualities. These attributes will enhance your credentials and prepare you for success in the Bangladeshi and global hospitality and food service industries.

## DESIGNED FOR YOUR SUCCESS

Every program at SHINEE is meticulously crafted to elevate your career prospects and pave the way for a thriving hospitality career.

## UNLOCK YOUR POTENTIAL

SHINEE believes in your limitless potential. We offer a diverse range of programs, from Business Administration to Hospitality Management, catering to your individual aspirations. Our unwavering support, combined with a focus on academic excellence, equips you to be a leader and thrive in the globalized workplace.

Join SHINEE today and embark on the journey to your dream career!

Welcome to SHINEE, where your journey to a rewarding career in hospitality begins. As the Chairman of this esteemed institution, I am thrilled to introduce you to a world of endless possibilities.

At SHINEE, we're not just shaping professionals; we're crafting visionaries who we believe will redefine the future of hospitality. Our commitment to excellence, industry relevance, and global perspective ensures that your education here will be transformative. Join us and embark on a path filled with innovation, passion, and boundless opportunities. Together, let's create a brighter future in hospitality.

— Subhabrata Maitra, Chairman



"Culinary education is for everyone from all walks of life. It impacts the society, culture, health, happiness and the economy. As a business sector, it is broad, diverse, dynamic and always open to new ideas. This is the culinary landscape of today — and you can be part of it. So what are you waiting for? It's time to make your mark."

- Nobu • Kuala Lumpur • Ciao wine bar
- Liberty Entertainment Group • Umai, Dhaka
- Freshii • Foodtastic Inc. Toronto • Le Cordon Bleu

**Nayeem Ashraf**  
CEO & Culinary Instructor



"The hospitality industry is rapidly expanding, creating endless career opportunities in hotels, resorts, and global tourism. It's a field that blends cultural diversity with dynamic growth, ideal for those seeking innovative, customer-focused careers in an evolving, tech-driven landscape."

**Farzana Islam**  
Director- Sales & Marketing





**Asif Iqbal**  
(Culinary Instructor)



**Farhana Habib**  
(Patisserie Instructor)



**Sarowar Hussain**  
(Culinary Instructor)



**Remon Chandra Sotrodur**  
(Coordinator)



**Anika Nowsion Oishi**  
(Coordinator)



**Culinary Lab : Rajshahi**

# SHINEE BANGLADESH: YOUR GATEWAY TO AN INTERNATIONAL DEGREE

## Empower Your Future with a World-Class BSc/MBA Education in Bangladesh

Shinee Bangladesh offers Bangladeshi students a unique opportunity to earn a globally recognized undergraduate and graduate degree from PAI University, accredited by the Paris Academy. This innovative program helps you gain a competitive edge in the global marketplace—all from the convenience of Bangladesh.

Join Shinee Bangladesh and embark on a transformative journey towards your educational goals. Contact us today to learn more about this exciting program.

## Advance Your Career with Hospitality Experience and Business Education

A BSc and MBA can greatly enhance a culinary education by providing essential business skills, such as management and finance, critical for success in the culinary world.

## Key Benefits:

**Career Advancement:** Open doors to higher positions like executive chef or restaurant owner.

**Entrepreneurship:** Valuable insights for aspiring restaurant owners.

**Networking Opportunities:** Connect with industry professionals.

**Competitive Edge:** Stand out in a crowded market.

**Adaptability:** Business knowledge applicable across the culinary industry.

Take the first step towards your global educational success with Shinee Bangladesh!

## Why Choose SHINEE Bangladesh for Your PAI University Program?

- Globally Recognized Degree
- Flexible Blended Learning
- Qualiopi Certified Quality
- Unbeatable Affordability
- Location Advantage
- Expert Faculty
- Interactive Learning Platform
- Unwavering Support



# WHY CHOOSE SHINEE ?

This Joint Program Offers The Best Of Both Worlds:

**Internationally Recognized Qualification:** Earn a BSc / MBA degree accredited by PAI University, a respected institution with global recognition.

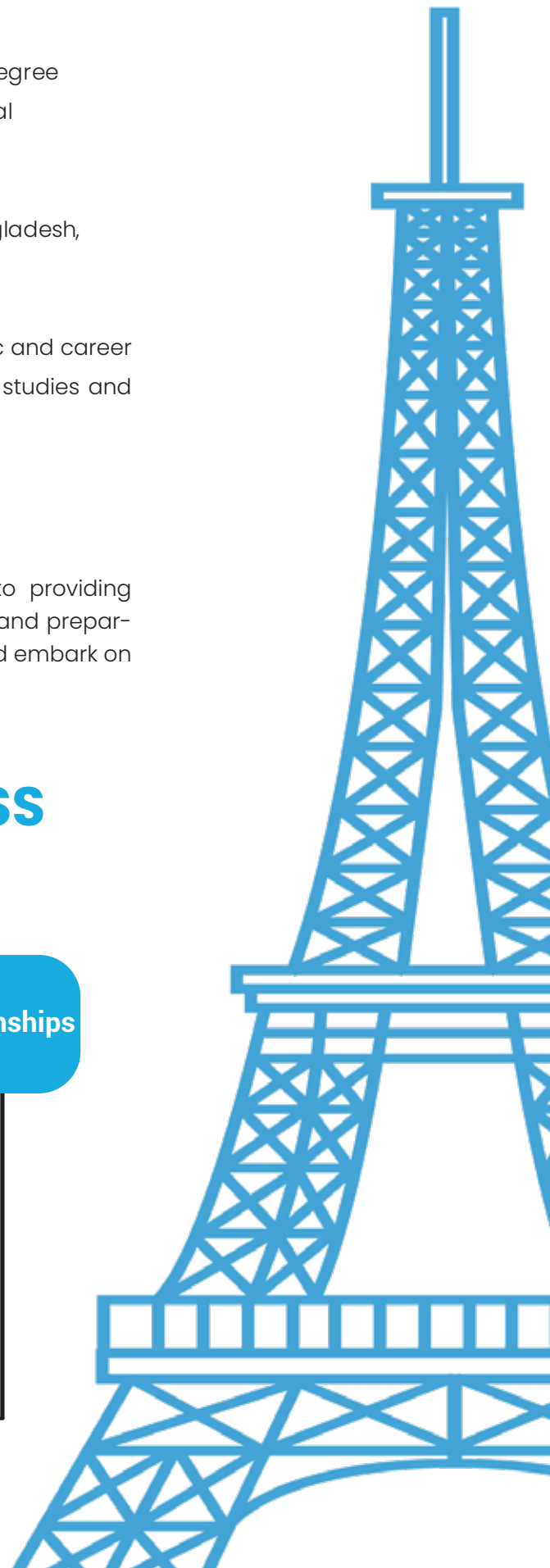
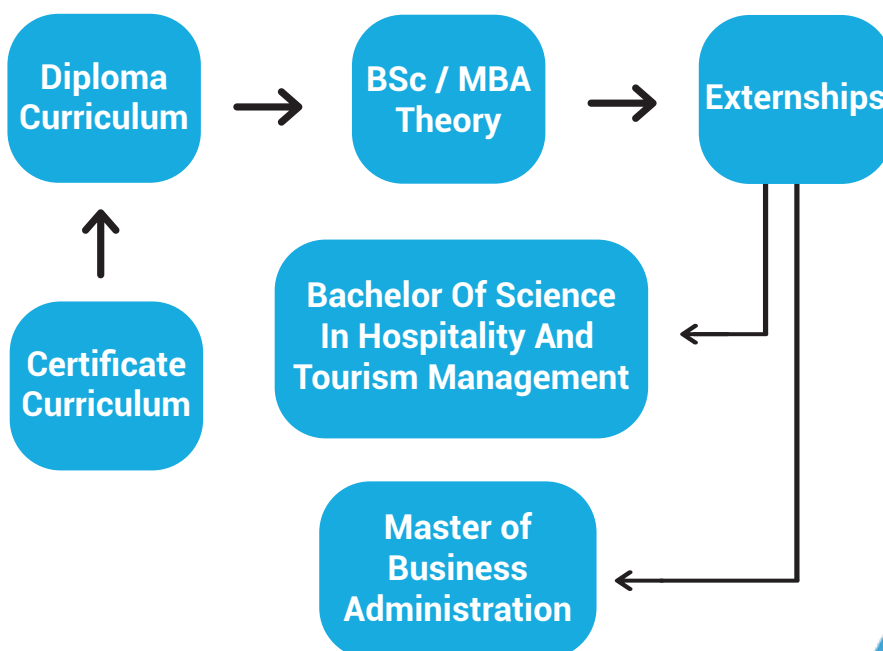
**Convenience and Affordability:** Study for your degree in Bangladesh, eliminating the need for expensive relocation and visas.

**SHINEE's Support:** Benefit from SHINEE's exceptional academic and career support services, empowering you to excel throughout your studies and beyond.

## OBJECTIVES

This program signifies SHINEE's unwavering commitment to providing Bangladeshi students with access to world-class education and preparing them for a brighter future in the global market. Join us and embark on your journey to academic and professional excellence!

## ADVANCE YOUR BUSINESS CAREER WITH (PAIU)



# MASTER OF BUSINESS ADMINISTRATION (MBA) PROGRAM



**24 MONTHS PROGRAM  
DURATION : 18 MONTHS**

- Legal Environment of Business
- Corporate Finance
- Human Capital Management
- Managerial Accounting
- Managerial Economics
- Internship

# BACHELOR OF SCIENCE IN HOSPITALITY AND TOURISM MANAGEMENT

**48 MONTHS PROGRAM  
DURATION : 36 MONTHS**

## PAIU PROGRAM

### SEMESTER 1

- Foundation of Tourism
- Introduction to Hospitality Management
- Management Concepts and Organisational Behaviour

### SEMESTER 2

- Front Office Operations
- Food and Beverage Management

### SEMESTER 3

- Hotel Operations Management
- Hospitality and Tourism Marketing
- Event Management
- Human Resource Management
- Housekeeping Management

### SEMESTER 4

- Hospitality Law and Ethics
- Application of Information and Communication Technology (ICT)

### SEMESTER 5

- Strategic Management in Hospitality and Tourism Industry
- Entrepreneurship in Tourism and Hospitality
- Retail Management
- Customer Relationship Management
- Sales and Negotiation in Hospitality

## SHINEE CERTIFICATES

- **CERTIFICATE 01:** Certificate in Culinary Arts
- **CERTIFICATE 02:** Certificate in Commercial Cookery
- **CERTIFICATE 03:** Certificate in Kitchen Management
- **CERTIFICATE 04:** Certificate in Advanced Culinary Techniques
- **CERTIFICATE 05:** Certificate in Hospitality & Restaurant Operations
- **CERTIFICATE 06:** Certificate in Advanced International Cuisine
- **EXTERNSHIP 1 :** Culinary Dpt.
- **EXTERNSHIP 2 :** Culinary / Non Culinary Dpt.



# DIPLOMA PROGRAM

**DURATION : 15 MONTHS**



Welcome to an extraordinary journey into the world of hospitality! We are thrilled to introduce you to our Diploma Programs, proudly in collaboration with the renowned institution.

### AHA International Hotel Management Schools

At SHINEE, we believe in providing our students with the best education and opportunities. That's why we've partnered with the American Hospitality Academy, a global leader in hospitality education. This collaboration brings together our commitment to excellence with AHA's unparalleled expertise in the field.

### Why Choose Our Diploma Programs?

- **Global Recognition:** Our programs come with the prestige and global recognition of AHA, opening doors to international opportunities in the thriving hospitality industry.
- **Industry:** Aligned Curriculum: Benefit from a curriculum meticulously crafted to meet industry demands, ensuring you're ready for success from day one.
- **Diverse Career Paths:** Whether you dream of managing luxury hotels, planning events, or leading culinary adventures, our programs pave the way for diverse and exciting careers.

COURSE NAME	SEMESTER 1	SEMESTER 2	SEMESTER 3	SEMESTER 4
<b>DIPLOMA IN CULINARY ARTS</b> (DURATION - 15 MONTHS)	<ul style="list-style-type: none"> <li>• A Solid Base for Professional Chefs</li> <li>• Knife Skills, Cutting Technique &amp; Identification of Ingredients</li> <li>• Cooking Techniques</li> <li>• Vegetables and Potatoes</li> <li>• Stock and Basic Sauces</li> <li>• Basic Soups</li> <li>• Eggs</li> <li>• Grains and Pasta</li> <li>• Pastry Dessert</li> </ul>	<ul style="list-style-type: none"> <li>• Culinary Fundamentals</li> <li>• Complex Sauces</li> <li>• Fish and Shell Fish</li> <li>• Beef &amp; Poultry</li> <li>• Game &amp; Lamb</li> <li>• Forcemeat &amp; Processed Products, Sausages</li> <li>• Food Preservation and Vinaigrettes</li> <li>• Buffet &amp; Staff Meal</li> <li>• Cakes &amp; Puff Pastry</li> </ul>	<ul style="list-style-type: none"> <li>• Nutrition &amp; Food Safety</li> <li>• Chinese Cuisine</li> <li>• Swedish Cuisine</li> <li>• Mexican Cuisine</li> <li>• Indian Cuisine</li> <li>• Thai Cuisine</li> <li>• Desserts in Restaurant</li> <li>• Plating Techniques</li> </ul>	<ul style="list-style-type: none"> <li>• EXTERNSHIP</li> </ul>
<b>DIPLOMA IN BAKERY OPERATIONS</b> (DURATION - 15 MONTHS)	<ul style="list-style-type: none"> <li>• Food Safety and Hygiene</li> <li>• Bread (theory)</li> <li>• Introduction to Baking</li> <li>• Breads</li> <li>• Puff Pastry</li> <li>• Croissant</li> <li>• Entremets</li> </ul>	<ul style="list-style-type: none"> <li>• Bread</li> <li>• Processing</li> <li>• Cookies</li> <li>• Doughnut</li> <li>• Dry Cakes</li> <li>• Cake Sponge</li> <li>• Muffin &amp; Cup Cakes</li> <li>• Tarts &amp; Pies</li> <li>• French Pastry</li> </ul>	<ul style="list-style-type: none"> <li>• Maintenance</li> <li>• Dessert</li> <li>• Sauces</li> <li>• Cake</li> <li>• Rum Ball</li> <li>• Wedding Cake</li> </ul>	<ul style="list-style-type: none"> <li>• EXTERNSHIP</li> </ul>





## EXTERNSHIP OPPORTUNITY :

As a part of a curriculum, students need to go through externships to get more exposure with real first hand work place experience and learning. We are working very closely with some of the top star Hotels and Restaurants of the country.



## JOB ASSISTANCE :

Our commitment extends beyond financial aid. We offer career support to help you find jobs during your studies and after graduation. Our job placement assistance connects you with internships, part-time work, or even full-time positions that align with your goals. This experience not only eases financial pressure but equips you with valuable skills and knowledge. Combining academic knowledge with practical application fosters faster professional growth, making you a more competitive candidate and propelling you towards achieving your career goals sooner. SHINEE scholarships and career support empower you to excel academically and thrive professionally.

## ADMISSION :

Our applicants must meet the following requirements to get acceptance to our programs:

<ul style="list-style-type: none"><li>• Copy of high school diploma</li><li>• Updated resume/CV</li></ul>	<ul style="list-style-type: none"><li>• Original transcript of high school diploma and last received degree</li><li>• Current photo identification - ID or passport</li></ul>
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## SCHOLARSHIP OPPORTUNITY :

The scholarship program aims to empower students by alleviating financial barriers to education. Scholarships are awarded based on academic merit, as measured by CGPA or GPA (specific requirements will be outlined on the ([shinee.com.bd](http://shinee.com.bd))). This focus on academic achievement ensures that SHINEE invests in students who are highly motivated and have a strong foundation for success. By fostering the next generation of Bangladeshi leaders, SHINEE contributes to the nation's progress. Scholarships can cover up to 50% of your tuition fees, making quality education more accessible for deserving students.

# SOME OF OUR (PAIU) PARTNERING UNIVERSITIES



# SOME OF OUR (AHA) PARTNERING UNIVERSITIES



U.S.A



Australia



France



Italy



U.S.A



Turkey



Malaysia



Australia



Australia



London, Uk



Italy



Italy



Cyprus



U.S.A

# WHAT INDUSTRY STALWARTS SAY



**Mr. Ashwani Nayar**  
Area General Manager, IHG, South West Asia  
General Manager, InterContinental Dhaka

“

The future of hospitality lies in innovation and customer experience. Trained professionals have incredible potential in this evolving, tech-enhanced landscape.

”

“

From luxury hotels to event management, hospitality offers diverse pathways. The industry's growth makes it a prime choice for ambitious, creative individuals.

”



**Md. Shakawath Hossain**  
Chief Executive Officer - UHRL  
(The owning company of The Westin Dhaka,  
Sheraton Dhaka & Hansa -  
A Premium Residence)



**Navid A Chowdhury**  
General Manager  
Best Western Plus Runway  
Dhaka, Bangladesh

“

The hospitality industry is expanding rapidly, offering endless opportunities. Graduates today can look forward to exciting careers in hotels, resorts, and global tourism.

”

“

A career in hospitality opens doors to global experiences and diverse cultures. This industry is ideal for anyone looking for dynamic, versatile career options.


”




**Md. Al Amin**  
Hotel Manager,  
Leading Five Star Hotel in Dhaka  
Bangladesh


# CHANGING LIVES, CREATING FUTURES



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Progati Sharani, **Dhaka**

Khan Bhaban 3rd floor, Holding No. 206,  
Beside Swoccho Tower, Sagorpara (Hall er Mor),  
Ghoramara, Boalia, **Rajshahi**

