

Master in International Hospitality Business Management



Preparing Hospitality Leaders



Program Overview

The BHMS Postgraduate Diploma and Master Degree in International Hospitality Business Management programs are designed for higher education graduates who wish to either move into the tourism and hospitality sector or accelerate an existing career path. The Postgraduate Diploma provides a solid foundation for those new to the industry while the Master program develops core management knowledge, skills and competencies needed for a successful hospitality career. The Master program is complemented by a choice of seminar options which provide an inside look into contemporary niche sectors.

Faculty & Teaching

Both the Postgraduate and Masters taught semesters offer students an intensive academic curriculum with 20 taught hours on average per week on average. Naturally, a further commitment to independent research and study is required to build upon the taught sessions. The programs cover a range of operational and managerial hospitality concepts to develop managerial knowledge and competencies of students. The modules are delivered in a combination of lecture, workshop and tutorial styles to encourage maximum engagement and learning. Students are taught by an international Faculty with wide-ranging experience across the hospitality and service sectors in over 15 countries. Guest speakers offer an exciting specialist view into selected topic areas.

Fieldtrips & Company Visits

The seminar options offer an induction into the scope and growth of 4 diverse and dynamic niche markets. Real-life examples and experiences are integrated into the program through visits to local companies, adding an invaluable learning dimension to the curricula.

Business Project/Dissertation

Students are required to undertake a capstone business project or dissertation to complete their final Masters credits. This allows students to develop and present an in-depth, critical research on a hospitality topic of their choice. Students following the Postgraduate – Masters route may choose to complete the project or dissertation during their 3rd (taught) semester or during a second internship. Students entering the Masters year directly, will complete the project/dissertation during their internship.

Four Themed Seminars

Sport & Event Marketing

From concept to execution, students are introduced to the world of event management across a multitude of sectors from mega-sports events to diplomatic summits. Key concepts and applications in bidding, sponsorship, operations and post-event evaluation are examined to provide a comprehensive overview to this competitive sector.

Spa, Beauty & Wellness Management

As one of the fastest growing sectors in hospitality, spa and wellness operations are responding to increased awareness of lifestyle and health trends. Students explore the market trends and product developments shaping the industry and the variety of facilities, services and management strategies available to meet these needs.

Fashion, Interior Design & Decoration

Never has the need to create a high-impact first impression through the design and decoration of a hotel been more important. The latest trends, styles and innovations to meet the needs of different customer groups are reviewed together with case studies and design projects to outline the scope and opportunities in this fascinating business.

Branding, Luxury Products & Services Management

Luxury brands are prevalent in today's society. The symbolism, experiential and emotional identities of some of the world's most famous brands are investigated together with the consumer behaviour driving these products and the CRM skills needed to successfully nurture a sustainable client base.



Postgraduate Diploma (12 months)

Entry Requirements:

- Associate Degree or equivalent
- Two years of supervisory work experience
- IELTS 5.0 or equivalent



BHMS Postgraduate Diploma in International Hospitality Business Management (120 Credits – 60 ECTS)

¹ Students entering with IELTS 6.0 will be exempted and may select two hospitality elective courses from the undergraduate program.

² Students progressing from the Postgraduate Diploma are exempt.

³ To be undertaken during internship for direct entry students. Students progressing from the Postgraduate Diploma may choose to complete the Business Project/Dissertation during the taught semester or during an optional, second internship

Master Degree (12 months)

Entry Requirements:

- Bachelor Degree in any discipline, or
- BHMS Postgraduate Diploma in International Hospitality Management or equivalent
- IELTS 6.0 or equivalent



BHMS Master in International Hospitality Business Management (180 Credits – 90 ECTS)



Program Accreditation

The Accreditation Council for Business Schools and Programs (ACBSP) accredits business, accounting, and business-related programs at the associate, baccalaureate, masters, and doctoral degree levels worldwide. ACBSP accreditation process uniquely focuses on teaching excellence and student learning outcomes.



Start Dates PG Diploma (2015/2016)

- | | |
|------------------------------------|------------------------------------|
| • February 23 rd , 2015 | • February 29 th , 2016 |
| • May 18 th , 2015 | • May 20 th , 2016 |
| • August 17 th , 2015 | • August 20 th , 2016 |
| • November 9 th , 2015 | • November 14 th , 2016 |

Start Dates Master Degree (2015/2016)

- | | |
|------------------------------------|------------------------------------|
| • February 23 rd , 2015 | • February 29 th , 2016 |
| • August 17 th , 2015 | • August 20 th , 2016 |
| • November 9 th , 2015 | • November 14 th , 2016 |

Integral Paid Internships

One internship period of 4-6 months is an integral learning opportunity in both the Postgraduate and Master programs. During the Swiss internship, students receive a trainee's gross monthly salary of CHF2'168. Students' performance, behaviour and professional attitude is assessed by employers.

Fees 2015	Course Fee	Application Fee	Twin Standard Accommodation ¹	Meals Plan	Operating Account ²	Total Fee CHF
Postgraduate Diploma (12 months)	20'100	400	3'600	1'800	2'000	27'900
Master Degree (6-12 months) (for continuing students, incl. one themed seminar)	15'900		3'600	1'800	2'000	23'300
Master Degree (12 months) (for direct entry students, incl. one themed seminar)	20'100	400	3'600	1'800	2'000	27'900
One additional themed seminar	1'800					1'800
Two additional themed seminars	3'000					3'000
Three additional themed seminars	3'600					3'600

¹ CHF 3'600 surcharge for single standard accommodation. CHF 6'000 surcharge for single studio accommodation.

²Included in the Operating Account:

- Mandatory health & medical insurance for 12 months.
- Industry placement service.
- Airport pick-up (for new students only).
- Registration and enrolment fees.
- Visa, B-permit and local tax.
- Access to e-library and internet.
- Excursions and fieldtrips.

