

## MBA in Global Marketing

18.10

**Program:** MBA in Global Marketing

**Duration:** One and a half years (18 months)

**Availability:** This offer is available to all potential students holding a recognised Bachelor's degree

### Overview

The MBA Program in Global Marketing is a truly international program, managed by BHMS and awarded by City University (CityU) of Seattle, USA. Thus, the award is fully subject to CityU quality assurance procedures and policies.

The program comprises 2 stages: the first is an intensive study period of 9 months at the BHMS campus in Lucerne, Switzerland; in the second stage students progress to the workplace, for either an internship or full-time position and complete the final 5 modules online.

Students learn from a dedicated faculty, who in addition to their academic credentials, bring practical know-how and vast experience in the business field. This ensures that what is learnt in class is contemporary and can be applied in a daily business environment in real world situations.

BHMS is a member of the *Bénédict* Switzerland group of schools, founded in 1928, whose mission is to provide adult education for people with a desire to succeed. *Bénédict* School is one of Switzerland's largest private education organizations and is teaching each year more than 15,000 full and part time students.

### Aim of the Program

An MBA degree combined with vocational skills carries considerable value and prestige with employers worldwide. It can benefit people who are already holding an executive position in management, or who as a next step in their careers, are looking to enter into an executive management position in the field of marketing. Further, it is an ideal education for degree holders with any background looking to change their careers, or for entrepreneurs looking to obtain the necessary specialized knowledge in global marketing when contemplating opening their own business.

Students gain an insight into the facets of international hospitality management and food service operations alongside the introductory MBA courses in Global Business Communications and Business Management during the first 3 months of the program. During this time students are also supported in ensuring they meet the CityU English proficiency requirements. The proceeding 6 months of study then focus on the core business skills of marketing, project planning, accounting, human resource and

strategic competencies as a capstone to the program to provide students with a balanced managerial skill set suited to any business sector before progressing to stage 2.

During the 2<sup>nd</sup> stage of the program (internship or employment) the modules are fully supported with an online tutor. Tutorials for the online modules are also held during Stage 1, to ensure students are fully equipped to successfully complete these final components.

### **Internships in Switzerland or Employment Overseas**

Depending on students' prior experience, language skills and professional goals, a variety of placements across the core functional areas of the hospitality industry may be undertaken during stage 2 of the program. This will provide students with invaluable service industry experience and transferable skills, vital to so many industry sectors.

The industry training salary in Switzerland, negotiated between the employers' association and the Employee Union, is presently set at minimum CHF 2'168 per month gross. From this salary, students have to pay for room, board, and taxes. The average net income per month varies from CHF 1'200 to 1'400.

A variety of placement opportunities also exist internationally, with contract periods and salaries subject to local/national work permit and other regulations.

Students with significant prior work experience may opt to return to full-time employment while completing their final MBA modules.

### **Entry Requirements**

- An undergraduate degree from an accredited University (the final decision for admission will be made by CityU of Seattle)
- English language skills at a level equal to IELTS 6.0 for entry to the Language Assisted MBA **OR** IELTS 6.5 for exemption from support English classes and to meet CityU language proficiency requirements.

### **Course Times**

#### *Academic courses are held:*

Monday to Friday from 09:00 to 12:00 and from 14:00 to 17:00, Saturday courses may be offered in some terms from 8:00 to 15:00.

#### *Vocational courses are held:*

Monday to Friday from 15:30 to 20:30.

Each student is assured a minimum of 3 days per week for self-study.

## Course Content

### Stage 1

Code	Modules	Credits	Contact Hrs
EGE 1901-2	German Communication I - II	12	50
HMT 1200	Food Service Operations	6	30
HMT 1210	Food Service Operations II	6	30
ELP 081 & ELP 089	Language Structure and Academic Writing Academic Reading, Listening and Presentation Skills	course requirement*	120
MBA 11**	Common Professional Components	3	Online
MBA 500	Essentials of Business Management	3	30
MBA 501	Business Communication and Research Methods	3	30
MBA 511	Law for Global Business	3	30
MBA 520	Managing with Technology	3	30
MBA 525	Applied Marketing	3	30
MBA 531	Applied Managerial Economics	3	30
MBA 535	Managerial Accounting	3	30
MBA 550	Business Operations	3	30
MBA 555	Business Strategy	3	30
MK 526	Strategic Brand Creation and Management	3	30
MK 528	Marketing Metrics	3	30

### Stage 2: Industry Placement

Code	Modules	Credits	Contact Hrs
MBA 560	Practical Business Application I	3	Online
MBA 565	Practical Business Application II	3	Online
MBA 515	Project Management and Prioritization	3	Online
MBA 540	Strategic Financial Management	3	Online
MBA 545	People and Systems in Organizations	3	Online

\* For the Language Assisted MBA program

\*\* For students with non-business academic background

Please note that CityU applies a different credit system than BHMS

A selection of revised courses may substitute or amend the above courses. Please ask for the detailed course program at the time of application.

## Location

BHMS, Business and Hotel Management School, Lucerne

## Intakes

April, and October. Please contact the BHMS Admissions Office for the next intake opportunity.

## Holidays

Are scheduled according to the holiday plan of BHMS, and can be downloaded from the BHMS website under 'School Calendars'.

**CityUniversity**  
of Seattle