

Master of Business Administration (MBA)

02.19

Program: Master of Business Administration (York St John University)
with BHMS specialization focus in: International Hospitality Management, Global Marketing or Innovation and Entrepreneurship

Duration: One year

Availability: This offer is available to all students meeting the specified entry criteria

Overview

An MBA degree combined with industry experience carries considerable value and prestige with employers worldwide. The York St John MBA Degree is designed to allow graduates to further enhance their managerial knowledge and capabilities through applied learning using case studies, group work and real businesses examples. Combining the management expertise of the York Business School and the strong reputation of BHMS in hospitality and business management, the MBA offers an opportunity to learn and develop students' management expertise in a truly global environment.

Switzerland is world-famous for its high-quality service industries, hospitality and finance sectors and innovations in a number of fields. Alongside the core MBA curriculum, students can choose a BHMS specialization through the study of an additional module and focus in their research project. Students therefore have the opportunity to follow a contemporary curriculum to gain focused insight and skills in key business practices in a specific field and explore a wide variety of multi-sector developments. Case studies, data handling and projects ensure that the learning is applied and of real career value.

Aim of the Program

The program aims to:

- Develop you as a potential manager and leader.
- Help you develop a sound understanding of the skills necessary to undertake a role in any organisation.
- Reflect the aspirations in the development of responsible and ethical managers.
- Support the development in the skills of leadership in order to operate effectively and competently in an international context.

The program comprises one intensive study block of 6 months full-time study, which is followed by an independent Research Investigation, allowing students to pursue an in-depth study of an area relevant to their future. The research can be completed alongside a

paid internship period of 6 months in Switzerland or overseas for students wishing to gain further work experience before proceeding on their career track. Alternatively, students may return to a full-time position during this phase of the program. This program is suited to candidates who possess a bachelor's degree, have gained at least 2-3 years work experience and are looking to enter or gain promotion in a particular industry or sector. Candidates with extensive managerial experience, who do not possess a Bachelor degree, will be evaluated on an individual basis.

Paid Industry Training in Switzerland

Industry training is an integral part of the study philosophy at BHMS and provides an opportunity to gain paid work-experience in a different cultural setting as part of career development. 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 semester 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 2'212 per month gross. From this salary, students have to pay for room, board, and taxes. The average net income per month varies from CHF 1'20 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 Research Investigation module.

Entry Requirements

- Bachelor Degree in any discipline
- IELTS 6.0 level or equivalent
- 2-3 years work experience

Location

BHMS, Business and Hotel Management School, Luzern

Intakes

April and October each year.

Holidays

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

Course Content

SEMESTER 1 (6 months)		
Modules	Credits	Contact Hrs
Introduction to Research in Contemporary Business Issues	15	30
Business and Sustainability	15	30
Applied Research in Contemporary Business Issues	15	30
Managing Business Finance	15	30
People Management	15	30
Planning and Organizing the Business Project	15	30
International Business Strategy	15	30
Strategic Marketing Planning	15	30
Leading and Managing the Business Project	15	30
Plus one specialization module from the following:		
International Hospitality Management	15	30
Innovation and Entrepreneurship	15	30
Global Marketing	15	30
SEMESTER 2 (6 months)		
Research Investigation	45	
Workplace Internship	-	NA
Total		180

Students must pass the prescribed 180 academic credits for their York St John award, plus the additional 15 specialization credits for the BHMS MBA with specialization certificate. The specialization area chosen should also form the focus of the Research Investigation, allowing students to develop a comprehensive critical understanding of their chosen area.

*A selection of other courses may substitute or amend the above courses. Please ask for the detailed course program at the time of application. Credits in **blue** are BHMS credits only.*

Course Times

Academic courses are held:

Monday to Friday from 08:00 to 12:00 and /or from 13:00 to 17:00. Saturday courses may be offered in some terms from 11:00 to 17:00.

With an average of 22 lessons per week, each student is assured two free days per week.

Students should plan for up to 25 hours of homework and preparatory reading per week.