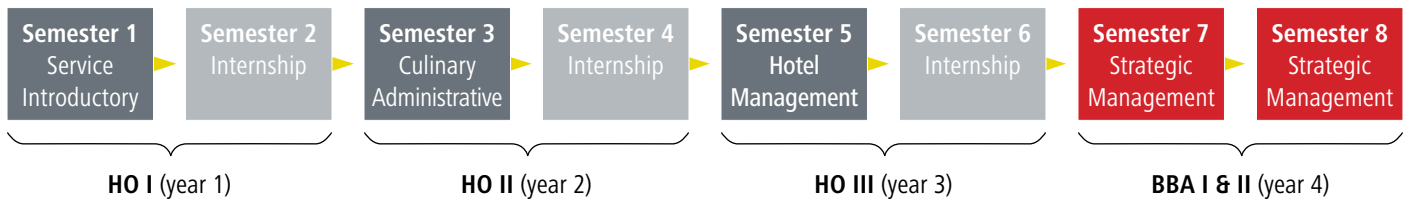


## Bachelor of Business Administration in International Hotel Management with Entrepreneurship

### IDENTITY

<b>Duration:</b>	4 years (8 semesters)
<b>Taught semesters:</b>	5
<b>Internships:</b>	3 (4 to 6 months)
<b>Intakes:</b>	January and July
<b>Age:</b>	18 minimum
<b>Qualification:</b>	High School Diploma or equivalent
<b>English level:</b>	TOEFL 500 or equivalent / Direct entry from semester 3 onwards: 550 points
<b>Total Credits:</b>	Between 125.5 and 128.5 for honors degree students
<b>Accreditation:</b>	New England Association of Schools & Colleges
<b>Recognition:</b>	Swiss Hotel Association – Swiss Cantonal Authorities

### PROGRAM OVERVIEW



### COURSE OVERVIEW

<b>Semester 1 HO I</b>	<ul style="list-style-type: none"> <li>Service Techniques – Craft-based Learning</li> <li>Principles of Cleaning Science and Food Hygiene</li> <li>Principles of Bar and Beverage Operations</li> <li>Service Concepts</li> <li>Rooms Division Operations</li> <li>Introduction to the World of Hospitality</li> <li>Principles Computer Application</li> <li>Effective Writing/Academic English</li> <li>Mathematics (as required)</li> </ul>	<p style="color: #c00000;"><b>Choose 1 from the following as required:</b></p> <ul style="list-style-type: none"> <li>Professional English</li> <li>Basic French</li> <li>Basic Spanish</li> <li>Basic German</li> <li>Pre-Intermediate French</li> <li>Pre-Intermediate Spanish</li> </ul>
<b>Semester 2</b>	INTERNSHIP	
<b>Semester 3 HO II</b>	<ul style="list-style-type: none"> <li>Culinary Arts – Craft-based Learning</li> <li>Pastry and Bakery Operations – Craft-based Learning</li> <li>Culinary Concepts</li> <li>Hospitality Financial Accounting and Control</li> <li>Rooms Division Administration</li> <li>Scientific Principles of Human Nutrition and Food</li> <li>Organizational Behavior</li> <li>Advanced Writing or Effective Communication</li> </ul>	<p style="color: #c00000;"><b>Choose 1 from the following as required:</b></p> <ul style="list-style-type: none"> <li>Basic French</li> <li>Basic Spanish</li> <li>Basic German</li> <li>Pre-Intermediate French</li> <li>Pre-Intermediate Spanish</li> <li>Pre-Intermediate German</li> <li>Intermediate French</li> <li>Intermediate Spanish</li> </ul>
<b>Semester 4</b>	INTERNSHIP	

<b>Semester 5 HO III</b>	<ul style="list-style-type: none"> <li>• Rooms Division Management</li> <li>• Food and Beverage Management</li> <li>• Facilities Management</li> <li>• Hospitality Managerial Accounting</li> <li>• Hospitality Human Resources</li> <li>• Hospitality Marketing</li> <li>• Economics</li> <li>• Psychology</li> </ul>	<p style="color: #c00000;">Choose 1 from the following as required:</p> <ul style="list-style-type: none"> <li>• Basic French</li> <li>• Basic Spanish</li> <li>• Basic Italian</li> <li>• Basic Mandarin</li> <li>• Pre-intermediate French</li> <li>• Pre-Intermediate Spanish</li> <li>• Pre-Intermediate German</li> <li>• Intermediate French</li> <li>• Intermediate Spanish</li> <li>• Intermediate German</li> <li>• Upper-intermediate French</li> </ul>
<b>Semester 6</b>	INTERNSHIP	
<b>SHA DIPLOMA</b>		
<b>Semester 7 BBA I</b>	<ul style="list-style-type: none"> <li>• Modeling for Management</li> <li>• International Strategic Marketing</li> <li>• Financial Management</li> <li>• Hotel Design</li> <li>• Quantitative Techniques</li> <li>• Research Methods</li> </ul>	<p style="color: #c00000;">Choose 1 from the following as required:</p> <ul style="list-style-type: none"> <li>• Principles of Sociology</li> <li>• Words and Images: making the words move</li> <li>• Principles of Philosophy: critical thinking</li> <li>• Advanced French and Literature</li> <li>• Aesthetic Expressions</li> <li>• Cultural Diversity</li> </ul>
<b>Semester 8 BBA II</b>	<ul style="list-style-type: none"> <li>• Revenue and Pricing Management</li> <li>• Tourism Studies</li> <li>• Leadership and Human Resource Management</li> <li>• Business Planning</li> <li>• Dissertation (compulsory for Honors Degree students)</li> </ul>	<p style="color: #c00000;">Choose 2 from the following as required (1 for honors students):</p> <ul style="list-style-type: none"> <li>• Politics and International Affairs</li> <li>• Contemporary History</li> <li>• Theatre Studies and Drama</li> <li>• Ethics and Morals in Society</li> <li>• Aesthetic Expressions</li> <li>• Anthropology of Tourism</li> <li>• Crisis and Disaster in the Contemporary World</li> <li>• Environmental Studies</li> </ul>
<b>BBA in International Hotel Management with ENTREPRENEURSHIP</b>		

### Honors Degree Students

Students who wish to graduate with an honors degree must have maintained at least a 75% average prior to entry into semester 7 and have maintained at least a 70% average in semester 7. They must also complete a dissertation of 10,000 words during semester 8.