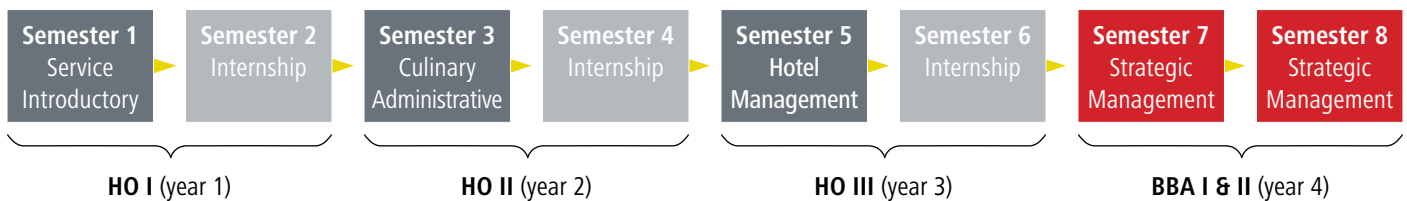


Bachelor of Business Administration in International Hotel Management with Finance

IDENTITY

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

PROGRAM OVERVIEW



COURSE OVERVIEW

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

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

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.