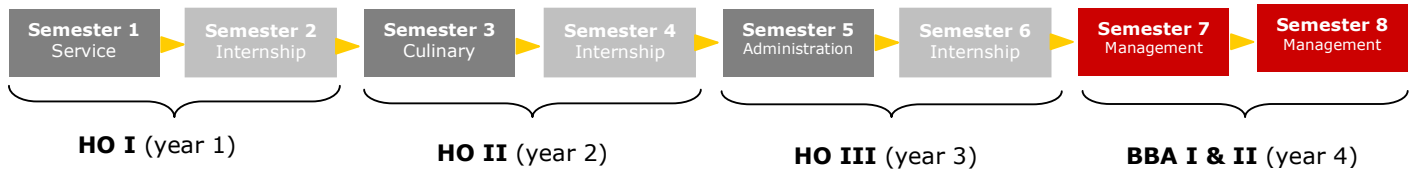


Bachelor of Business Administration In International Hotel Management with Finance

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 into semester 7 or 8: 550 points
Total Credits:	Between 124.5 and 130.5
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 of Computer Application 	<p style="color: red;">Choose 2 from the following as required:</p> <ul style="list-style-type: none"> • Effective Writing and Professional Writing Skills • Academic Writing Skills and Languages: Basic French, German or Spanish • Mathematics (as required)
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 • Advanced Computer Applications • Organizational Behavior 	<p style="color: red;">Choose 2 from the following as required:</p> <ul style="list-style-type: none"> • Advanced Writing Skills or Effective Communication • Basic French, German or Spanish • Pre-Intermediate French, German or 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: red;">Choose 1 from the following as required:</p> <ul style="list-style-type: none"> • Basic Spanish or Italian • Pre-intermediate French, German or Spanish • Intermediate French, German or Spanish
Semester 6 INTERNSHIP		
SHA DIPLOMA		

Semester 7 BBA I	<ul style="list-style-type: none"> • Modeling for Management • International Strategic Marketing • Quantitative Techniques • Financial Management and its environment • Performance Management 	<p style="color: red;">Choose 1 from the following as required:</p> <ul style="list-style-type: none"> • Art Appreciation • Environmental Studies • Research Methods • Principles of Sociology • Literature in English and Creative Writing
Semester 8 BBA II	<ul style="list-style-type: none"> • Leadership and Human Resource Management* • Yield and Revenue Management* • Financial Management for Decision Making • Tourism Studies (compulsory for ordinary degree) • Dissertation (compulsory for Honors Degree students) 	<p style="color: red;">Choose 2 from the following:</p> <ul style="list-style-type: none"> • Cultural Diversity • Extraordinary Chemistry of Ordinary Things • Politics and International Affairs • Comparative History • Advanced French and Literature • Philosophy – Critical Thinking • Drama and Theatre Studies • Modeling and Animation • Spaces, Symbols and Relationships
BBA in International Hotel Management with FINANCE		

* Optional for Honors degree students

Students on this program have the possibility to take external examinations (for an additional fee) and receive the following:

- **Advanced Certificate by the Chartered Institute of Marketing (UK)**

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.