



Fast Track with **5 Months** Academic Study + **5 Months** Internship

Master in International Business in Hotel Management programme which combines academic learning and practical training is designed to meet requirements of employers in hospitality industry. It is a rapid gateway to **complete this master programme in 10 months**. Bachelor degree holders in any disciplines are all welcomed to apply.

This programme will be able to accelerate students' business acumen by applying newly acquired skills to manage the highly growing business of hotel operations. The study journey will take them through learning theories and applying practical domains of the essential building blocks within the world of hotel management. From **Food & Beverage, Front Office, and Rooms Division to Events & Banqueting, Marketing and Revenue Management**, the multifaceted nature of the hospitality industry is covered. The capstone module directs students to draw on all their areas of study throughout the programme, as they bring together their newly acquired skills and competences when they present their final applied management project for launching their own new hotel.

Characteristics:

- Fast track to be a Professional Hotelier with work experience
- Combination of academic learning and hands-on practical training at campus
- Guaranteed worldwide job opportunities in Europe, Maldives, Dubai, Japan ... etc

Location:

SHMS Caux-Palace in Switzerland

Intake:

4 September 2017 | 6 November 2017 | 5 February 2018

Tuition Fee:

CHF 23,450 (~HK \$187,600)

Programme Structure:

5-month academic study + 5-month internship



| Master in International Business in Hotel Management | |
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| Semester One | Semester Two |
|  Academic Study in Switzerland |  Paid Internship in Switzerland or overseas |
| Hotel Operations Management • Finance • Leadership • Revenue Management • Marketing • Capstone Project | Switzerland • USA • UK • Spain • Portugal • Maldives • Dubai • Thailand • Japan • Korea...etc. |

Entry Requirements:

- Bachelor degree (any discipline)
- English language proficiency of TOEFL 550 or IELTS 6.0 or equivalent

Programme Details:

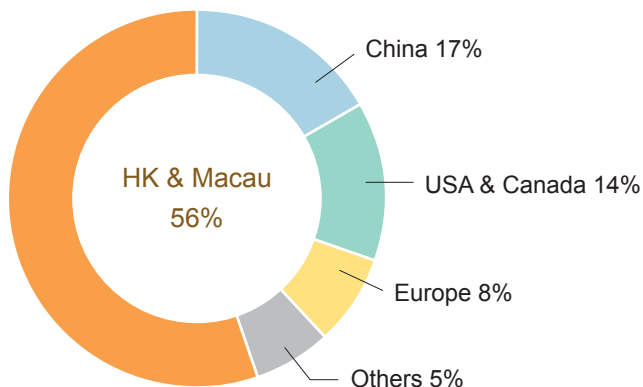
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| <ul style="list-style-type: none">• Food & Beverage Management and Applied Service Studies and Practice• Culinary Studies and Practice• Wine & Beverage Management• Marketing Management | <ul style="list-style-type: none">• Front Office & Rooms Division Operations Management• Events & Banqueting Management• Financial Management• Developing Business Leadership Skills | <ul style="list-style-type: none">• Strategic Revenue Management• Current Trends in Hospitality• Applied Management Project (Capstone Module)• Foreign Languages (French or German) |
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Career Horizons:

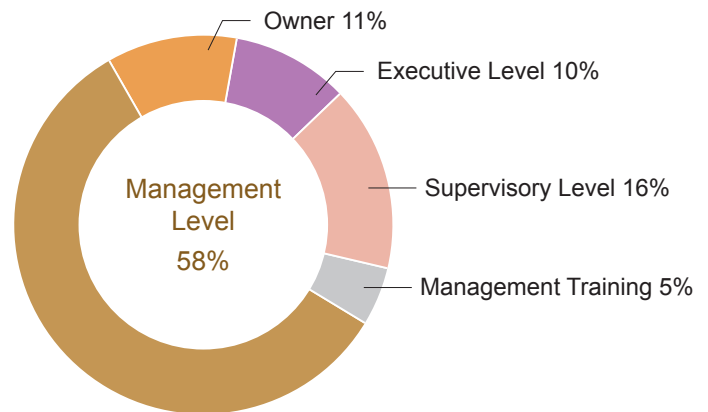
SEG organizes the International Recruitment Forum (IRF) twice a year. With over the participation of 100 international companies from hospitality industry (e.g. hotels & resorts, airlines, theme parks, conventions & exhibitions, cruises and travel corporations), the IRF provides the best employment opportunities for students by meeting with industry leaders from around the world, and this brings about a remarkable employment rate of our graduates.

- Open to career possibilities in hospitality and also a variety of other business fields
- Opportunities of working worldwide
- Be ready for a management position in the hotel industry
- 68% of our graduates are working at management and executive level

Geographical Locations in Workplace



Career Level of Graduates



Registration Procedures:

Please submit application documents including academic transcripts, certificate and application form to SEG Admissions Office (Hong Kong):

- In person: Unit 1005, 10/F, Tower 1, Silvercord, 30 Canton Road, Tsim Sha Tsui, Kowloon, Hong Kong; OR
- Online application: <http://www.swisseducation.com.hk/application>

Enquiry: +852 2545 0505 or info@shms.com.hk

The Swiss Hotel Management School, SHMS, is known as one of Switzerland's leading hotel management schools. It offers a wide range of renowned programmes. All programmes allow you to master the complexity of high-end hospitality environment and enhance your career opportunities.

SHMS is a member of Swiss Education Group (SEG) - the largest hospitality education organization. All programmes are lectured in English and combined with academic learning plus practical experience. Internship is an integral part of the academic programme giving students the opportunity to gain 'hands-on' experience in a real-life working environment.

