

Bachelor of Arts (Honours) in International Hospitality Management or in International Hospitality and Events Management

Year 1 Food & Beverage Management

Semester 1: Academic 5 months at SHMS Caux

- Food & Beverage Production & Service Theory
- Food & Beverage Service Practice
- Food & Beverage Production Practice
- Food & Beverage Management
- Food & Beverage Cost Control
- Wine & Bar
- Hospitality Studies
- Accounting Principles
- Information Systems
- Personal Development and Communication
- French or German

Worldwide internship (local conditions apply) or paid internship in Switzerland* (4-6 months)

**Minimum gross monthly salary in Switzerland: CHF 2,179.-*

Year 2 Rooms Division Management

Semester 2: Academic 5 months at SHMS Caux

- Front Office & Rooms Division Management
- Front Office Operations (Opera)
- Housekeeping Management
- Housekeeping Operations
- Management Principles
- Introduction to Events
- Banqueting & Events
- Introduction to Travel and Tourism
- Marketing
- Financial Accounting
- Business Communication
- French, German or Spanish

Worldwide internship (local conditions apply) or paid internship in Switzerland* (4-6 months)

**Minimum gross monthly salary in Switzerland: CHF 2,179.-*

2 YEARS
Swiss Diploma





Year 3 - Option 1 International Hospitality Management

Semester 3: Academic 5 months at SHMS Leysin

- Strategies for Yield Management
- Human Resource Management
- Marketing Management for the Service Industry
- Independent Research Project
- Managerial Accounting
- MICE for Events & Logistics
- Management Projects
- Intercultural Communication
- Facilities Design & Management
- Hospitality Economics
- French, German, Mandarin or Spanish
- Professional Career Development

Year 3 - Option 2 International Hospitality & Events Management

Semester 3: Academic 5 months at SHMS Leysin

- Strategies for Yield Management
- Human Resource Management
- Marketing Management for the Service Industry
- Independent Research Project
- Managerial Accounting
- MICE & Logistics for Events
- Management Project for Events
- Event Project Planning
- Event Project Organisation
- Hospitality Economics
- French, German, Mandarin or Spanish
- Professional Career Development

2.5 YEARS Swiss Higher Diploma

Semester 4: Academic 5 months at SHMS Leysin

- Contemporary Trends
- Food & Beverage Development
- Strategic Management
- Human Resource Management & Business Strategy
- Leadership Across Cultures
- International Resort & Spa Management
- Independent Study / Integrated Business Project
- Digital Marketing

Semester 4: Academic 5 months at SHMS Leysin

- Contemporary Trends
- Sustainable Events Management
- Strategic Management
- Entrepreneurship in Hospitality & Events
- Leadership Across Cultures
- International Resort & Spa Management
- Independent Study / Integrated Business Project
- Digital Marketing

3 YEARS Bachelor of Arts (Honours) awarded by University of Derby, U.K.