

MSc in International Hospitality Business Management

17.09

Program: MSc in International Hospitality Business Management

Duration: One year

Availability: This offer is available to all potential students meeting the entry criteria

Overview

The MSc in International Hospitality Business Management consists of an intensive, taught semester of 6 months at the BHMS campus in Lucerne, Switzerland, and a second semester during which time students will undertake their research project/dissertation. During this second semester, students may choose to complete an internship in Switzerland or abroad and add invaluable experience to their profile. The award is validated by the Robert Gordon University, UK. Students will thus learn within a Swiss environment, which maintains its world-class reputation in the hospitality industry, and receive a final award from one of the UK's top-rated Universities with whom BHMS has a long-standing relationship.

BHMS is a member of the Bénédict Education Group of schools, founded in 1928, whose mission is to provide adult education for people with a desire to succeed. Bénédict School is one of Switzerland's largest private education organizations and is teaching each year more than 15,000 full and part time students.

Students learn from a dedicated faculty, who in addition to their academic credentials, bring know-how and experience in the hospitality and business fields. This ensures that what is learnt in class is contemporary and can be applied in a daily business environment in real world situations.

Aim of the Program

The MSc in International Hospitality Business Management develops students' theoretical and operational knowledge of current themes and developments in the global hospitality sector. This will allow graduates to either initiate or enhance a career in the international hospitality industry. Through a variety of taught modules and internship placement students are educated to:

- use initiative and take responsibility
- solve problems in creative and innovative ways
- make decisions in challenging situations
- continue to learn independently and to develop professionally
- communicate effectively, with colleagues and a wider audience, in a variety of media.

The program offers students an academic education together with vocational core competency training. This carries considerable value and prestige with employers worldwide.

Students learn food service systems, an extensive range of hospitality business management applications, foreign languages and leadership skills to name a few of the academic disciplines. Throughout the program, Swiss virtues, such as discipline, punctuality, ethics and hygiene are encouraged as they are highly valued throughout the world and count as much as academic and practical skills in ensuring a successful career.

Paid Internship in Switzerland or Abroad

An internship is a valuable element of the study program at BHMS, particularly for those from a non-hospitality background. It provides an opportunity to gain paid work-experience during the early stages of a career or in support of a career change. This will prove invaluable when applying for a first supervisory or management position. Generally, the first internship position will be in a junior position, where students can practice the skills that they learned in their academic studies at BHMS. Students will complete their training in the service, housekeeping, or kitchen area, according to their interests and talent. Students with significant prior hospitality experience and language ability may be able to assume more responsibility and guest contact roles.

The internship salary in Switzerland, negotiated between the employers' association and the Employee Union, is presently set at minimum CHF 2'168 per month gross. From this salary, students have to pay for room, board, and taxes. The average net income per month varies from CHF 1'000 to 1'400. Salaries for internships completed overseas vary from country to country and the position available.

Entry Requirements

- 21 years of age
- BA degree in any discipline OR BHMS/RGU Graduate Certificate in International Hospitality Business Management
- English language skills at a minimum level equal to IELTS 6.0

Course Times

Academic courses are held:

Monday to Friday from 09:00 to 12:00 and/or from 14:00 to 17:00 or 19:00. Saturday courses may be offered in some terms from 11:00 to 17:00.

Vocational courses may be held at various times depending on the subject:

Monday to Friday from 06:30 to 08:00 or from 15:30-20:30.

Students should plan for up to 20 hours of homework and preparatory reading per week.

Holidays

Are scheduled according to the holiday plan of BHMS, and can be downloaded from the BHMS website under 'School Calendars'.

Intakes

February, August and November. Please contact the BHMS admission office for the next intake opportunity.

Course Content

SEMESTER 1 (6 months)			
	Modules	Credits	Contact Hrs
<i>HMT 1200/10/20²</i>	<i>Food Service Operations</i>		<i>60</i>
<i>EGE 1900²</i>	<i>German/ French</i>		<i>50</i>
BSM 776	Hospitality Analysis and Trends	15	30
BSM 777	Research Methods	15	30
BSM 778	Leadership and Management	15	30
BSM 779	Digital Marketing and eCommerce	15	30
BSM 780	Sustainable Development	15	30
BSM 781	Financial Performance and Revenue Mgmt	15	30
BSM 782	International Human Resource Management	15	30
BSM 783	Hospitality Business Strategy	15	30
	<i>Specialist Seminar</i>	NA	24
SEMESTER 2 (6 months)			
BSM 784	Research Project (Dissertation)	60	60*
HMT 2000	Internship	<i>Optional</i>	
Total		180	

*Tutorials.

²Support modules for students wishing to undertake an internship in Switzerland.

Specialist Seminars

As part of the MSc program, students have the opportunity to participate in a specialist seminar course.

One of the following options can be chosen:

- The Spa and Wellness Sector
- Luxury Brands and Services Management
- Sports and Events Marketing

Each specialist seminar course comprises 24 hours of guest speakers, industry excursions and practical applications. Certificates of completion are issued at the end of the academic semester.

Location

BHMS, Business and Hotel Management School, Luzern

