

# POST GRADUATE DIPLOMA & MASTER DEGREE International Hospitality Business Management



[bhms.ch](http://bhms.ch)

## Program Overview

The BHMS Post Graduate Diploma & Master Degree in International Hospitality Business Management program is designed for graduates with post-secondary education who are prepared to accelerate their career development and are empowered to market themselves for higher paying jobs. The BHMS Master Degree offers opportunities to explore niche markets and industry trends through specialist seminars in one of the following areas:

### Sport, Event & Marketing Management

- Sport and event marketing, sponsorship and event management are current growth areas. There is huge demand for qualified marketing managers and event marketers who do not only deliver marketing strategies but also devise event concepts.

### Spa, Beauty & Healthcare Management

- Wellness is a trillion-dollar industry demanding the need for highly skilled professionals. This seminar introduces healthcare management, spa centres, pharmaceutical firms, health insurance companies, financial institutions as well as management consulting firms.

### Fashion, Design & Interior Decoration Management

- This seminar explores the exciting world of design and explores the professional profiles vital to the industry. These range from the purely creative to the strategic concepts; from organizational to the strategic concepts, and over marketing, image and communication management.

### Branding, Luxury Products & Service Management

- This seminar blends strategic thinking with corporate creativity to successfully understand the high-end market. It offers an introduction to those interested in acquiring expertise or entrepreneurial inspiration in the luxury business sector.

## Program Structure

### First Year (Core Subjects)

- The Global Hospitality Sector
- Events Operations & Management
- Hospitality Accounting
- Advanced Communications
- Sales & Marketing
- Academic English
- German or French Language
- Food Service Operations I & II

### First Year (Elective Subjects)

- Entrepreneurship
- Food & Beverage Management
- Certificate in Wines
- Introduction to Spirits & Other Alcoholic Beverages

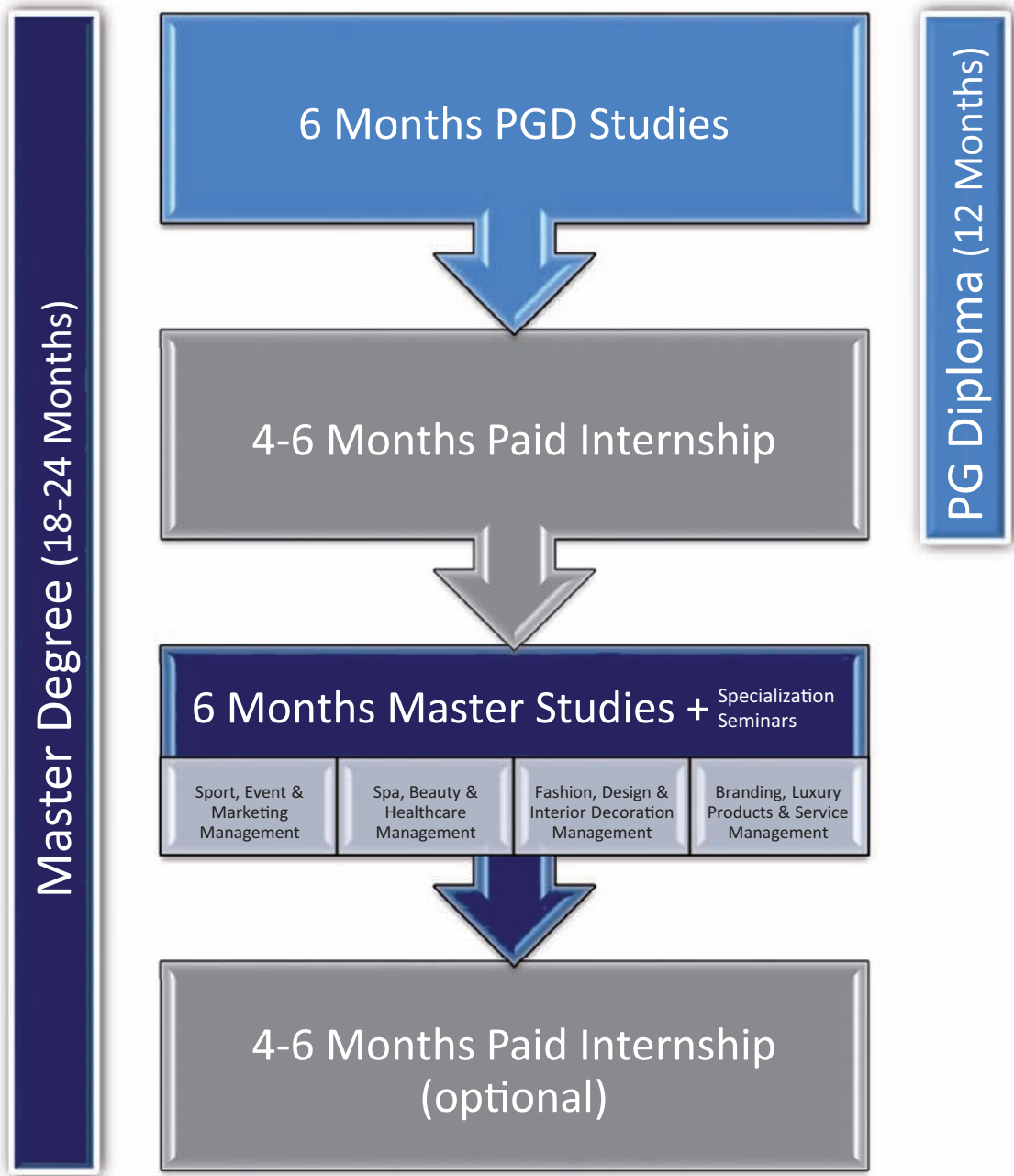
### Second Year (Core Subjects)

- Research Methods
- Business Strategy
- Financial Performance & Revenue Management
- International Human Resources Management
- Leadership & Management
- Business Project / Dissertation

### Second Year (Specialization Seminars)

- Sport, Event & Marketing Management
- Spa, Beauty & Healthcare Management
- Fashion, Design & Interior Decoration Management
- Branding, Luxury Products & Service Management





## Integral Paid Internships

1 to 2 internships of 4–6 months are an integral part of BHMS Master program. During the Swiss internship, students receive a trainee's gross monthly salary of **CHF2'168**. Students' performance, behaviour and professional attitude is assessed by employers.

## Intake Dates PG Diploma (2014/15)

- May 19<sup>th</sup>, 2014
- June 30<sup>th</sup>, 2014
- August 18<sup>th</sup>, 2014
- September 29<sup>th</sup>, 2014
- November 10<sup>th</sup>, 2014
- January 6<sup>th</sup>, 2015
- February 23<sup>rd</sup>, 2015
- April 7<sup>th</sup>, 2015
- May 18<sup>th</sup>, 2015
- June 29<sup>th</sup>, 2015
- August 17<sup>th</sup>, 2015
- September 28<sup>th</sup>, 2015
- November 9<sup>th</sup>, 2015

## Intake Dates Master Degree (2014/15)

- May 19<sup>th</sup>, 2014
- November 10<sup>th</sup>, 2014
- May 18<sup>th</sup>, 2015
- November 9<sup>th</sup>, 2015



## Admission Requirements

- For PG Diploma (first year):
  - ✓ Completed an undergraduate degree or two years of post-secondary education
  - ✓ 2 years of supervisory work experience
  - ✓ English level 5.0 IELTS or equivalent.
  - ✓ 21 years of age.
- For Master Degree (second year):
  - ✓ Completed BHMS PG Diploma or 3-4 years BA Degree
  - ✓ 1-2 years of work experience
  - ✓ English level 6.0 IELTS or equivalent.
  - ✓ 21 years of age.

## Program Accreditation

The Accreditation Council for Business Schools and Programs (ACBSP) accredits business, accounting, and business-related programs at the associate, baccalaureate, masters, and doctoral degree levels worldwide. ACBSP accreditation process uniquely focuses on teaching excellence and student learning outcomes.



### BHMS Master Fees 2014

	Course Fee	Application Fee	Twin Standard Accomm.	Meals Plan	Operating Account <sup>2</sup>	Total Fee CHF
1 <sup>st</sup> Year BHMS PG Diploma	19,100	400	3,600	1,800	2,000	26,900
2 <sup>nd</sup> Year BHMS Master Degree <sup>3</sup>	14,900	–	3,600	1,800	2,000	22,300

<sup>1</sup>CHF3'600 surcharge for single standard accommodation. CHF6'000 surcharge for single studio accommodation.

<sup>2</sup>Operating Account includes course materials, mandatory health & medical insurance, industry placement service, visa, B-permit, local tax, airport pick-up, excursions and access to library and internet.

<sup>3</sup>Total Fee for direct entry students Master Degree (second year) is CHF26'900.