

Preparing Hospitality Leaders

bhms.ch



An aerial view of Lake Lucerne in Switzerland, showing the city of Lucerne and the surrounding mountains. The word "Beautiful." is written in a light blue, elegant serif font in the upper left corner. The sky is a clear, vibrant blue.

Beautiful.

An aerial view of Lake Lucerne in Switzerland, showing the city of Lucerne and the surrounding mountains. The word "Timeless." is written in a white, elegant serif font in the lower right corner, partially overlapping the mountain and the lake.

Timeless.

An aerial view of the city of Lucerne, Switzerland, showing the old town, the Lake Lucerne, and the Chapel Bridge. The word "Swiss." is written in a white, elegant serif font in the lower right corner, partially overlapping the city and the lake.

Swiss.

What is Your Career Plan?

Hotels, Resorts, Cruise Ships, Airlines, Clubs, Restaurants and many of the related service sector industries are looking for qualified, multi skilled future managers to grow their businesses. The tourism sector is projected to continue growing and as it expands, employers around the world increasingly demand qualified and highly skilled managers. You have a great opportunity to develop your career in this fast growing sector.

Hotel and Tourism careers are for young people with strong organizational and interpersonal skills. Some of the abilities necessary for a successful career include: people and communication skills, patience and tolerance, sales ability, be multi-lingual, and have a sincere desire to continue learning on-the-job. Hotel and Tourism careers are for those who enjoy the art of creating a pleasant and enjoyable environment for customers as well as for those who love the excitement of travel.



Heinrich Meister
President Benedict Education Group

«It is my pleasure to welcome you to the BHMS Business and Hotel Management School. We will strive to provide you with a learning environment that is challenging, yet supportive of your personal interests and needs. We want you to succeed while you are here, and equally important, we want to prepare you for the challenges of a global career.»



Why Switzerland?

At any time, more than 5'000 students from all over the world are studying at one of the numerous hotel management schools in Switzerland for successful careers in hospitality and its related fields. A large number of executives in the global hospitality industry are graduates of Swiss hotel schools.

For over a hundred years, Switzerland has been famous for excellence in hotel management education. A typical feature of Swiss hotel management schools is the combination of theory and practice, whereby the emphasis is placed on professionalism and transferable skills.

The safety and quality of life in Switzerland, its cultural and linguistic diversity as well as its location in the centre of Europe have made the country attractive to those interested in launching a career in the global hotel and tourism industry.



Enriching.



Lucerne Skyline in Summer

Why Lucerne?

Lucerne is a true international tourist destination and is the most visited city in Switzerland. It is situated on the shores of Lake Lucerne, right in the centre of Switzerland and at the scenic heart of the central Swiss Alps with its famous Pilatus mountain. The Lucerne region was voted the best quality of life region in Switzerland.

Lucerne is situated on the most important route between north and south Europe, and connected with the Swiss train network in six directions. It is strategically located for easy access via air, road and rail for travel to major European destinations just such as Milan, Frankfurt, Paris, or Vienna.



Nishta Singlaa
India

«Living and studying in the heart of Lucerne city is just wonderful. I enjoy the urban qualities but I also appreciate the charm and exclusivity of this unique city.»



Vibrant.

Lucerne.

Why BHMS?

Benedict Education Group:

BHMS Business & Hotel Management School is part of The Benedict Education Group, one of Switzerland's oldest and largest private educational institutions. The Benedict Education Group has 5 campuses in Switzerland and over 15'000 part-time and full-time students and professionals studying at its premises every year. Worldwide, over 50 schools are part of Benedict group.

Fast Track British BA Degree:

BHMS (together with The Robert Gordon University) has designed one of the fastest track BA Degrees in Switzerland without compromising quality. At BHMS, students can achieve a Bachelor of Arts Degree in Hotel and Hospitality Management or Global Business Management in 18 months study plus 18 months internship period. A similar education in another Swiss hotel management school would require 24 months study plus 12 months internship period. This gives BHMS graduates an advantage of 6 months less study while gaining 6 additional months of paid work experience in Switzerland.

Hands-on American MBA Degree:

BHMS (together with The City University of Seattle) has designed a unique MBA program with two specializations; Hospitality Management and Global Management. Both programs are based on two intensive study periods of 6 months followed by 6–12 months of paid industry training in Switzerland.

Unique 5-week term system:

At BHMS, we have implemented a unique system of education by dividing a 20-week semester into four mini-terms of 5 weeks each. This system enables students to focus on only 4 to 5 academic subjects at one time instead of the usual 8–10 subjects in other Swiss hotel schools. As a result, BHMS students are able to complete 16–17 academic subjects within 6 months period without overloading them.

In the Heart of Lucerne City:

BHMS has four facilities located in the heart of Lucerne city; two campus buildings and one student residence building. The campus is hosted in the Lakefront Centre and St.-Karli-Quai buildings. The Lakefront Centre is located next to Lucerne main railway station, which also hosts the Radisson BLU Hotel in Lucerne. The St. Karli-Quai building is situated right in the historical part of Lucerne city direct on the famous river Reuss. Student residence is hosted in a 3-star hotel establishment located few minutes walking distance away from both campus buildings.



Lakefront Center










Sentipark

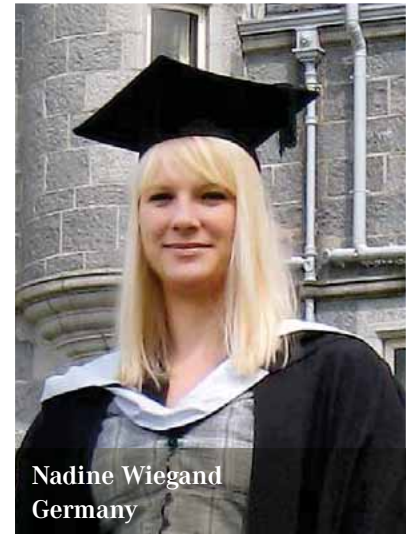
Who accredits BHMS?

BHMS is an eduQa-certified private college in the State of Lucerne, in compliance with Swiss federal and state law. EduQa is the Swiss Association for Quality & Management Systems (SQS) which certifies Swiss colleges and education institutions in Switzerland.

BHMS has a partnership agreement with The Robert Gordon University, Aberdeen in the UK for granting the Bachelor of Arts Degree in Hotel & Hospitality Management or Global Business Management in Switzerland. The Times Good University Guide 2013 named The Robert Gordon University as the **best modern university in the UK**.

The following is a list of BHMS's main partner education institutions, accrediting organizations and membership associations:

| | |
|--|---|
| Certified by |  |
| BA Degree Validated by |  |
| Higher Diploma & PG Diploma articulated by |  |
| Joint MBA Degree with |  |
| Culinary Program Accredited by |  |
| Full Member of |  |
| Member of |  |
| Member of |  |



Nadine Wiegand
Germany

«Completing my studies at BHMS Switzerland and being able to receive a top ranked British BA Degree was my building block and vital ticket to launch my career globally.»



St.-Karli-Quai



Classroom, St.-Karli-Quai



Student Residence, Baselstrasse

Undergraduate Program



Ernest Kang Chai Poh
Malaysia

«I am planning to launch my career back home, where hospitality industry is booming. I believe that after completing my BA Degree at BHMS next year and after working for 18 months during my studies in 3 different Swiss hospitality establishments, I will be ready for the challenge.»

Year One: Diploma Program in Hospitality Management (Bachelor of Arts Degree – Stage One)

This one-year program is the first 12-month intensive entry-level period of the Bachelor of Arts program, designed for those who have completed their secondary education and are looking for a career in the hospitality/tourism industry or the international business sector. The program has a dual focus on developing a broad understanding of the operational aspects of the international hotel industry and building knowledge of key business and management principles. It comprises one study term of 20 weeks plus one period of 4–6 months paid industry training in the hospitality sector in Switzerland.

Year Two: Higher Diploma Program in Hospitality Management (Bachelor of Arts Degree – Stage Two)

This second year provides the knowledge needed to further a career in the global tourism, hospitality and multi-national business sectors. Students advance their understanding and skills in business management subjects including accounting, sales and marketing as well as human resources management. For students looking for international placement, this second year program is a must. It comprises one study term of 20 weeks plus one period of 4–6 months paid industry training. This is required in order to proceed to the third study year when students can choose between two degree pathways. After completing two years program at BHMS, students need to decide either to complete BA in Hotel & Hospitality Management or BA in Global Management.

Year Three: Bachelor of Arts Degree in Hotel and Hospitality Management (Bachelor of Arts Degree – Stage Three)

The BA in Hotel and Hospitality Management program provides the student with an academic qualification that is attractive to potential employers; the skills and ability to enter the working world; and a «tool box» that can be applied to a range of careers in the hospitality industry. Graduates may become accomplished managers, capable of working across a range of public and private enterprises including leisure facilities, hotels, theme parks, conference, exhibition and even management.

Year Three: Bachelor of Arts Degree in Global Business Management (Bachelor of Arts Degree – Stage Three)

The BA in Global Management program provides the student with an academic qualification and skill set that is attractive to potential employers across a range of global business sectors in fields such as international sales and marketing; finance and controlling; banking; human resources; operations management, supply chain management and administrator positions in government and NGOs.

Both BA courses apply range of teaching methods to facilitate learning. Core knowledge is covered by lectures and tutorials, supported by guided reading and additional materials on The Virtual Campus «Moodle». Particular care is taken to use the most effective teaching and assessment method for each module. This final year comprises a study term of 20 weeks plus a of 4–6 months paid work placement in Switzerland or overseas.

UNDERGRADUATE STUDENTS ORIGINS // Azerbaijan, Belarus, Brazil, China, Egypt, Georgia, Germany, Greece, Holland, Hungary, India, Jordan, Kazakhstan, Kuwait, Lebanon, Malaysia, Mexico, Nepal, Philippines, Portugal, Romania, Russia, Singapore, South Africa, South Korea, Sri Lanka, Switzerland, Syria, Taiwan, Thailand, Tunisia, Turkey, UAE, USA, UK, Ukraine, Vietnam

BA Hotel & Hospitality Management

BA Global Business Management

12 months (120 SCQF Credit)

HMT 2000 // Paid Industry Training (4–6 months)

BS 3149 // Research Methods in a Hospitality Context
BS 3159 // Hospitality Retail Management
BS 3160 // Hospitality Property Services Management
BS 3190 // Strategic Planning & Change Management
BS 3161 // Workplace Internship
BS 3180 // Management in Practice
EGE 5855 // Assessment Planning & Development
EGE 5850 // Academic Writing & Composition

9 10 11 12

BS 3938 // Creativity in Business
BS 3937 // HRM for Global Business
BS 3939 // International Business Environment
BS 3940 // Project Management
BS 3161 // Workplace Internship
BS 3221 // Management in Practice
EGE 5855 // Assessment Planning & Development
EGE 5850 // Academic Writing & Composition

9 10 11 12

Direct Entry



Higher Diploma Hospitality Management

12 months (120 CATS Credit)

HMT 2000 // Paid Industry Training (4–6 months)

BBA 2300 // Hotel Marketing
BBA 2500 // Accounting II
BBA 2600 // Professional Development
BBA 2700 // Human Resource Mgmt
BBA 2800 // Business Communication II
HMT 2100 // Front Office Operation
HMT 2150 // Intro. to Housekeeping
HMT 2200 // Intro. to Food & Beverage Management
HMT 2700 // Study & Research Methodology II
HMT 2800 // Micros Fidelio Version 7.13 II
HMT 2000 // Paid Industry Training

5 6

BBA 2100 // Introduction to Management Theory & Practice¹
BBA 2900 // Business Ecology¹
BBA 3100 // Staff Training & Development¹
BBA 3200 // Organizational Innovation¹
BBA 3450 // Total Quality Management¹
BBA 3700 // Consumer Behaviour¹
BBA 4900 // eCommerce in Hospitality Industry¹
HMT 2900 // Convention Management¹
HMT 1350 // Foundation Certificate in Wines¹
HMT 4900 // Investment Management¹

7 8

Direct Entry



Diploma Hospitality Management

12 months (120 CATS Credit)

HMT 2000 // Paid Industry Training (4–6 months)

BBA 1300 // Sales & Marketing
BBA 1400 // Business Ethics
BBA 1500 // Accounting I
BBA 1700 // Introduction to Yield Management Concepts
BBA 1800 // Business Communication I
EGE 1900 // German Communication I, II & III
HMT 1100 // Introduction to Hospitality & Tourism
HMT 1200 // Food Service Operations

1 2

HMT 1250 // Food Service Theory
HMT 1320 // Introduction to Spirits & Other Alcoholic Beverages
HMT 1400 // Learning & Study Methodology I
HMT 1650 // Personal Development
HMT 1700 // Principles of Food Production
HMT 1800 // Micros Fidelio Version 7.13 I
HMT 1000 // Industry Training Preparation
HMT 2000 // Paid Industry Training

3 4

¹ Elective courses BA. A selection of other courses may substitute or amend the above courses.

Disclaimer: the above list of courses is indicative only and non-exhaustive. All modules are subject to variation and/or substitution without notice.

MBA Program



Kirill Turin
Russia

«BHMS faculty members pay attention to every individual student and this learning environment is what I value and appreciate most.»

BHMS, together with the City University of Seattle, offers a Language-Assisted Master of Business Administration (MBA) program for students whose mother language is not English. In the process, students improve their academic, professional and communication skills, satisfy CityU's English proficiency requirements and prepare for a career in service and business management. The program is delivered entirely at BHMS premises in Lucerne city.

Two Emphasis Areas

The program offers two emphasis areas; Hospitality Management and Global Business Management. Both programs extend through 4 academic blocks of 3 months followed by two 6 months periods of paid industry training in Switzerland.

What do students learn during their MBA studies?

- Business plans: development, analysis and improvement.
- Business simulation: testing tactics, evaluating results and teambuilding.
- E-portfolio: collecting, assembling, managing and promoting.
- Personal development: identifying opportunities, building skills and raising self awareness.
- Hands-on training: Develop and implement a project with a local business, supervised by a faculty team.
- Swiss Industry training: Working in Swiss establishments assist students to build skills portfolios which are «door openers» for prospective global careers in service and business management.

About City University of Seattle

City University of Seattle, USA, is accredited by Northwest Commission on Colleges and Universities (NWCCU) and by the International Assembly for Collegiate Business Education (IACBE) for its business programs. It is one of the Northwest's largest, private universities with over 40'000 graduates and 50'000 alumni worldwide.

Year Two MBA

CityUniversity
of Seattle
MBA Hospitality Management

Paid Industry Training (4–6 months)

- MBA 561 // Practical Hospitality Application I²
- MBA 566 // Practical Hospitality Application II²
- MBA 605 // Hospitality & Organizational Management
- MBA 606 // High Performance Hospitality Management
- MBA 531 // Applied Managerial Economics
- MBA 535 // Managerial Accounting
- MBA 545 // People & Systems in Organizations
- MBA 540 // Strategic Financial Management
- MBA 550 // Business Operations
- MBA 555 // Business Strategy

3rd Block (3 Months) | 4th Block (3 Months)

CityUniversity
of Seattle
MBA Global Business Management

Paid Industry Training (4–6 months)

- MBA 560 // Practical Business Application I^{2/3}
- MBA 565 // Practical Business Application II^{2/3}
- MBA 531 // Applied Managerial Economics
- MBA 530 // Evaluating Financial Information
- MBA 545 // People & Systems in Organizations
- MBA 540 // Strategic Financial Management
- MBA 550 // Business Operations
- MBA 555 // Business Strategy
- MC 573 // International Business³
- MC 585 // International Human Resource Management³
- MAL 560 // Global Leadership³
- MBA 546 // European Union³

3rd Block (3 Months) | 4th Block (3 Months)



Year One MBA

Paid Industry Training (4–6 months)⁴

- ELP 081 // Language Structure & Academic Writing
- ELP 089 // Academic Listening, Speaking & Reading
- MBA 500 // Essentials of Business Management
- MBA 501 // Global Business Communications & Research
- HMT 1200 // Food Service Operations I
- HMT 1210 // Food Service Operations II
- MBA 511 // Law for Global Business
- MBA 515 // Project Management & Prioritization
- MBA 520 // Managing with Technology
- MBA 525 // Applied Marketing
- EGE 1901 // German Language I
- EGE 1902 // German Language II

1st Block (3 Months) | 2nd Block (3 Months)

²To be completed during industry training.

³Elective courses MBA

⁴Students exiting the MBA program after successfully completing the first MBA year will receive BHMS Post Graduate Diploma.

Disclaimer: the above list of courses is indicative only and non-exhaustive. All modules are subject to variation and/or substitution without notice.

Culinary Management



BHMS Culinary Management Programs develop students' contemporary skills in food preparation and presentation, a la carte cuisine, pastry and desserts and kitchen management through hands-on training and classroom learning. Over the course of three years, students acquire all the fundamental skills necessary to work in the world's fine dining establishments or work towards establishing their own culinary business in one of the fastest growing industries.

Diploma in Culinary Management:

This 12 months Diploma in Culinary Management program introduces students to the world of food production through basic operation techniques and hands-on core competency training. Students learn basic cooking methods, recipe costing and kitchen procedures. Students will also learn how to utilize kitchen equipments and utensils, how to prepare basic stocks, soups, sauces and salads. They also become familiar with kitchen terminology, nutrition and kitchen accounting principles. After successfully completing 6-months of diploma studies, students qualify for 4–6 months of paid Swiss Internship in one of many renowned Swiss dining establishments. BHMS Diploma in Culinary Management is accredited by the American Culinary Federation Foundation.

Advanced Diploma in Culinary Management:

This 12 months Advanced Diploma in Culinary Management program builds onto the student's fundamental understanding of international culinary principles gained at Diploma level. Students will explore European and ethnic cuisines by preparing a wide range of recipes including typical appetizers, fish, vegetarian, and main course dishes. After successfully completing 6-months of advanced diploma studies, students qualify for 4–6 months paid Swiss Internship in one of many renowned Swiss dining establishments. BHMS Advanced Diploma in Culinary Management is accredited by the American Culinary Federation Foundation.

Associate Degree in Culinary Entrepreneurship:

This 12 month program builds on students' existing culinary competencies and experience to deepen practical, leadership and business skills. Program content focuses on developing the entrepreneurial knowledge and ability required to start an independent culinary business. During the first stage of 6 months in BHMS, students will lead culinary teams in food production, allowing the perfection of communication, organisation and team-working skills. Further dedicated theoretical courses enable the application of creative and business expertise, vital to a new successful culinary venture. The second stage of the program comprises a 4–6 month paid culinary internship period in Switzerland or abroad. BHMS Associate Degree in Culinary Entrepreneurship is subject to accreditation by the American Culinary Federation Foundation.



12 months

Associate Degree Culinary Entrepreneurship **B.H.M.S.**
Business & Hotel Management School

HMT 2000 // Paid Industry Training (4–6 months)

| | | | |
|---|---|----|----|
| CLN 3001 // Food Production Management I | CLN 3400 // Event & Large Scale Catering Operations | | |
| CLN 3002 // Food Production Management II | HMT 3100 // Business Start-up | | |
| CLN 3003 // Food Production Management III | CLN 2900 // Facilities & Design | | |
| CLN 2500 // Culinary Business Analysis | CLN 2600 // Culinary Marketing | | |
| HMT 3300 // Food & Culture | EGE 1900 // Language Electives | | |
| HMT 3200 // Food Costing & Kitchen Accounting | | | |
| 9 | 10 | 11 | 12 |

Direct Entry →



12 months

Advanced Diploma Culinary Management **B.H.M.S.**
Business & Hotel Management School

HMT 2000 // Paid Industry Training (4–6 months)

| | | | |
|--|--|---|---|
| CLN 2001 // Food Production Lab: European Cuisine | CLN 2600 // Culinary Marketing ⁵ | | |
| CLN 2002 // Food Production Lab: International Cuisine | CLN 2100 // Concept Development ⁵ | | |
| CLN 2003 // Food Production Lab: A la Carte Cuisine | CLN 2500 // Culinary Business Analysis ⁵ | | |
| CLN 2204 // Food Production Lab: Garde Manger | EGE 1903 // German III ⁵ | | |
| CLN 2200 // Culinary Portfolio ⁵ | EGE 1950 // French I ⁵ | | |
| CLN 2400 // Menu Design ⁵ | HMT 1210 // Food Service Operations II ⁵ | | |
| CLN 2700 // Purchasing & Receiving ⁵ | HMT 2200 // Food & Beverage Management ⁵ | | |
| | HMT 2250 // Budgeting for Food & Beverage ⁵ | | |
| 5 | 6 | 7 | 8 |

Direct Entry →



12 months

Diploma Culinary Management **B.H.M.S.**
Business & Hotel Management School

HMT 2000 // Paid Industry Training (4–6 months)

| | | | |
|---|---|---|---|
| CLN 1101 // Essentials of Culinary Operations (Lab) | HMT 1200 // Food Service Operations | | |
| CLN 1102 // Food Preparation Techniques (Lab) | HMT 1650 // Personal Development | | |
| CLN 1003 // Food Preparation Lab III | BBA 1500 // Accounting I ⁶ | | |
| CLN 1004 // Food Preparation Lab IV | BBA 1800 // Business Communication I ⁶ | | |
| CLN 1601 // Nutrition and Food Safety | CLN 1800 // Food and Wine Pairing ⁶ | | |
| EGE 1901 // German I/German I/II | EGE 1903 // German III ⁶ | | |
| EGE 1902 // German II | EGE 1950 // French I ⁶ | | |
| HMT 1000 // Industry Training Preparation | HMT 1210 // Food Service Operations II ⁶ | | |
| 1 | 2 | 3 | 4 |

⁵ Elective courses CUL. A minimum of 7 courses must be selected.

⁶ Elective courses CUL. A minimum of 3 courses must be selected.

Disclaimer: the above list of courses is indicative only and non-exhaustive. All modules are subject to variation and/or substitution without notice.

Post Graduate Diploma Program

This one-year program is designed for degree holders in other fields wishing to re-engineer their career into the hospitality and service sector as well as higher diploma holders with significant work experience wishing to update their qualifications. It consists of one intensive study period of six months followed by one period of 4-6 months of paid industry training in the Swiss hospitality sector.

Course Objective

The BHMS PG Diploma in Hospitality Management offers students an

academic education combined with vocational core competency training. Students learn food service systems, business management applications, leadership and foreign languages to name a few of the academic disciplines. Through the program, Swiss virtues, such as discipline, punctuality, ethics and hygiene are enforced as they are highly valued throughout the world and count as much as academic and practical skills in ensuring a successful career.

| Post Graduate Diploma Hospitality Management | | B.H.M.S. Business & Hotel Management School | | | | | |
|--|--|--|---|---|--|---|--|
| HMT 2000 // Paid Industry Training (4–6 months) | | | | | | | |
| 12 months | Core Courses | | Elective Courses⁷ | | | | |
| | PGD 4101 // The Global Hospitality Sector | | HMT 1320 // Introduction to Spirits & Other Alcoholic Beverages | | | | |
| | PGD 4200 // Event Operations & Management | | HMT 1350 // Certificate in Wines | | | | |
| | PGD 4400 // Leadership & Management | | HMT 1800 // Micros Fidelio Version 7.13 I | | | | |
| | PGD 4600 // Advanced Communication | | HMT 2100 // Front Office Management | | | | |
| | PGD 4701 // HRM for the Hospitality Sector | | CLN 2100 // Concept Development | | | | |
| | PGD 4801 // Hospitality Business Strategy | | CLN 2400 // Menu Design | | | | |
| | PGD 4901 // Marketing & eCommerce for the Hospitality Sector | | CLN 2500 // Business Analysis | | | | |
| | PGD 5000 // Financial Performance & Revenue Management | | HMT 2900 // Facilities & Design | | | | |
| | HMT 1200 // Food Service Operations I & II | | HMT 3100 // Business Start-up | | | | |
| | | HMT 2150 // Housekeeping Management | | | | | |
| 1 | | 2 | | 3 | | 4 | |

⁷ Students select 36 credits (ca. 6 courses) from the electives. A selection of other courses may substitute or amend the above list of courses.



Student Lounge, St.-Karli-Quai



Classroom, Sentipark

English Foundation Program

The 10-week University English Foundation program is an intensive course designed for hospitality and culinary management students – undergraduate or postgraduate levels – whose English is not sufficient to study at a University level.

Course Objective

The University English Foundation program is a dynamic course involving active learning that promotes English listening, speaking, reading and writing skills. Students activate listening skills by hearing authentic material with the goals of extending their knowledge of phonology, grammar and dialogue, as well as making inferences based on what they hear.

Speaking exercises are both restricted and spontaneous within the context of tourism and leisure based activities. Reading skills include scanning and skimming for gist and detailed information. In writing, both the process and product approaches will be used to facilitate the teaching of grammar and structure within the context of business specific writing.

Procedures such as brainstorming (generating ideas), outlining, drafting, and structuring will be internalized by students. Self-evaluation, peer-evaluation, proofreading and editing also make up the writing criteria.

University English foundation program comprises 15–20 of tutor contact hours per week Monday to Friday. Small classes ensure that attention is given to each individual unique ability. In addition, students will be introduced to the western culture, verbal and non-verbal communication as well as food & personal hygiene. Professional excursions, fieldtrips and hands-on activities are integral parts of the University English Foundation program for students to gain comprehensive understanding of the Swiss hospitality sector.

Important: University English Foundation Program is only offered to certain nationalities who have no restriction in obtaining Swiss study visa with English level not sufficient to study at a University program.



Student Lounge, Sentipark



Production Kitchen, Baselstrasse

Assured Internships



Tsz Kwan Tang
Hong Kong

«I have chosen to study at BHMS as I discovered that I can earn a top ranked BA Degree in just 18 months study plus a complete 18 months of paid internship right here in Switzerland.»

Industry training is an integral part of the study program at BHMS. During every academic year, students are required to carry out 4–6 months industry training period in a hotel or a restaurant approved by BHMS. A Career and Placement Counsellor assists students with placements in hotels and restaurants in Switzerland and outside Switzerland.

During industry placement, employers will assess students' performance, behaviour and professional attitude. Furthermore, students are requested to write a report about their experience and the nature and management style of the property they had their industry training in. Students doing their internship in Switzerland will be under contractual obligation with their employers, which will entitle them to receive a trainee's gross monthly salary of CHF 2'168.

The following is a sample of Swiss and Non-Swiss employers who hired BHMS students for their industry training:

- Marriott Hotel, Zurich
- Mövenpick Hotel, Zurich Airport
- Crown Plaza Hotel, Zurich
- Savoy Hotel, Zurich
- Carlton Hotel, St. Moritz
- Hotel La R serve, Geneva
- Hotel Warwick, Geneva
- Grand Hotel Europe, Luzern
- Astoria Hotel, Luzern
- Continental Park Hotel, Lugano
- Marriott Opera Ambassador Hotel, Paris, France
- Hilton Hotel, Amsterdam, The Netherlands
- Ramada Brussels Woluwe, Brussels, Belgium
- Radisson BLU Resort, St. Julians, Malta



Computer Lab, Lakefront Center



Classroom, Sentipark

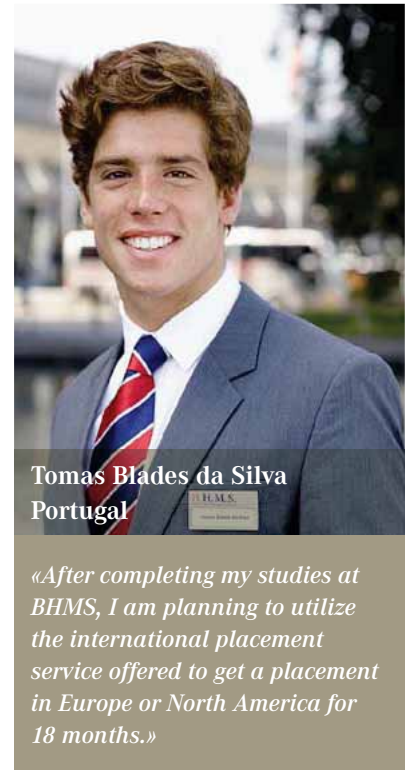
After Graduation!

Masterwork, a company owned by BHMS, provides global career and placement opportunities for BHMS graduates after completing BA, PGD, Culinary or MBA programs. BHMS also works with numerous international placement agencies that specialize in placing graduated students in Europe, Asia and North America. This service includes preparing for telephone interviews and video resume, job prospecting, preparing extensive documentation for employment as well as assistance with visa applications. BHMS also participates in numerous career fairs to expose its graduates to global career opportunities.

BHMS graduates work in top hotels and resorts all over the world.

Some of the venues are listed below:

- Soho Grand Hotel, New York, USA
- Bacara Resort & Spa, Santa Barbara, California, USA
- Marriott Harbor Beach, Fort Lauderdale, Florida, USA
- The Peabody, Memphis, USA
- Royal Caribbean International, Miami, USA
- The Waldorf Hilton, London, UK
- Hilton London Olympia Hotel, London, UK
- The Fairmont Royal York, Ontario, Canada
- Metro Toronto Convention Centre, Ontario, Canada
- Shangri-La Hotel, Dubai, UAE
- Four Seasons Hotel, Istanbul, Turkey
- Hilton Iru Fushi Resort & Spa, Noonu Atoll, Maldives
- Mövenpick Hotel, Karon Beach, Phuket, Thailand
- Hyatt Regency Resort & Spa, Danang, Vietnam
- Intercontinental Hotel, Hong Kong, PR China
- Kempinski Grand Hotel, Gelendzhik, Russia
- Hyatt Hotel, Kiev, Ukraine
- Fairmont Hotel, Singapore



Classroom, St.-Karli-Quai



Dinning Room, Baselstrasse

What is life like at BHMS & Lucerne?

Students

Students come from 65 nations with various ethnic and cultural backgrounds. They speak different languages and have different beliefs, yet they all have one thing in common: the goal to achieve ambitious career in a global hospitality industry. Because of this constant cultural exchange and engagement in a multicultural community, students absorb an experience that is crucial to future leaders within the global village: the ability to work and communicate with people of different origins.

Accommodation & Meals

BHMS Student Residence offers accommodation with kitchen, restaurant, library, computer lab and student lounge. Students are hosted in modern rooms equipped with bathroom, kitchenette, WLAN as well as basic furniture and fittings. Single rooms and studios are available upon request at an additional charge. Students with food and beverage plan are entitled to three meals a day during weekdays and brunch and dinner service during weekends and holidays. For vegetarians and those who do not eat pork or beef, special dishes are provided at no extra charge.

Extra-Curricular Activities

Getting involved in extra-curricular activities whilst at BHMS assists students to develop and demonstrate various skills and interests. A regular program of sport events, sightseeing, entertainment and cultural trips are designed to expose students to Swiss and European life style. These out-of-the-classroom experiences add a rich layer to a student's time at BHMS.

Internet

Residence and campus buildings are LAN and WLAN equipped. For students without laptops, BHMS provides computer facilities to enable students to complete their study assignments as well as to stay connected with their families and friends.

Dress Code

BHMS mirrors a professional business environment where staff and students observe the rules of good manners and appropriate behaviour. All students adhere to the business dress code that is common in the hospitality industry. During practical classes, students wear professional uniforms partially provided by BHMS.

Language

The language of instruction in all courses is English. However, students also learn German and/or French. Other language options including Spanish, Italian and Mandarin are available upon demand. Good knowledge of the German language will also help students to communicate with the local community and guarantee them a suitable industry placement in the German part of Switzerland.

Faculty

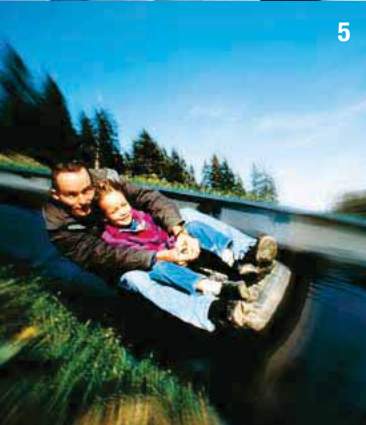
The quality of faculty is decisive for the quality of any education institution. At BHMS, all academic staff hold recognized university degrees and/or have a recognized professional title and many years of professional experience in the industry. BHMS invites industry guest speakers from Switzerland and outside Switzerland to add enrichment to its quality education.



Student Accommodation, Sentipark

Student Accommodation, Baselstrasse

Lucerne offers countless possibilities for leisure activities:



1 Lucerne Culture & Convention Center | 2 Boat Trip on Lake Lucerne | 3 Cable Car Mt. Titlis | 4 Chapel Bridge Lucerne | 5 Rollersledding at Mt. Pilatus
6 Restaurants in the Old Town of Lucerne | 7 «Ice Flyer» Chairlift at Titlis Glacier Park | 8 Lucerne City by night

Full Speed Education.

In the Heart of Lucerne City.



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