

BA Hotel and Hospitality Management

16.02

Program: Year 3 of the BA Hotel & Hospitality Management

Duration: One year

Availability: This offer is available to all potential students who hold the BHMS Higher Diploma or equivalent

Overview

The third year of the 3-year Bachelor of Arts program, the BA Hotel and Hospitality, is based on an intensive study period over 20 weeks at the BHMS campus in Lucerne, Switzerland plus 3 to 6 months of workplace experience in a Swiss or international hospitality enterprise. BHMS manages the program with RGU, who awards the bachelor degree to students who successfully complete the third year and pass all modules.

BHMS is a member of the Bénédict Switzerland 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.

The Robert Gordon University founded in 1881 in Aberdeen UK as a college, became today's dynamic modern University in 1992 and has now an international reputation for providing high quality education to more than 13,000 students from Undergraduate to PhD level.

At BHMS Lucerne campus, about 850 students per year have the opportunity to prepare themselves for their future management roles in the hotel and hospitality industry.

Students learn from a dedicated faculty, who in addition to their academic credentials bring along know-how and experience in the business field. 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 BA Hotel and Hospitality Management program provides the student with an academic qualification that is attractive to potential employers; the skills and abilities to enter the working world; and a "tool box" that can be applied to a range of careers in the hospitality industry and service sector.

The course uses a range of teaching methods to facilitate learning such as pair and group projects, individual research and reports as well as study trips to industry facilities. Core knowledge is covered by lectures and tutorials, supported by guided reading and additional materials on the University virtual campus.

Bachelor Degree Entry Requirements (Third year)

- 20 years of age
- Successful completion of the BHMS Higher Diploma Hotel and Hospitality Management or equivalent
- English language skills at a level equal to IELTS 6.0

Course Content

SEMESTER 1 (6 months)			
	Modules	Credits	Contact Hrs
EGE 5855	Assessment Planning and Development	Course Requirement	60
EGE 5850	Academic Writing and Composition	Course Requirement	60
BS 3149	Research Methods in a Hospitality Context	15	60
BS 3159	Hospitality Retail Management	15	60
BS 3160,	Hospitality Property Services & Management	15	60
BS 3190	Strategic Management in the Hospitality Industry	15	60
SEMESTER 2 (6 months)			
Industry Training			
BS 3161	Workplace Internship	45	NA
BS 3180	Hospitality Management in Practice	15	NA
Total		120	

Students who have not previously studied German, and who wish to undertake a work placement in Switzerland will be required to take German classes in addition to the above program of study.

International Graduate Placement

Graduates who have managed during their study period to build a proven track record in the hospitality industry, are ready for the next international career step. Students can prepare for the industry by working together with reputable agencies that have expertise in their local markets . Agency fees cover job prospecting and help prepare extensive documentation for employment as well as assistance with visa applications. BHMS prepares and supports students in their dealings with these agencies, including preparing for telephone interviews, production of professional résumés and promoting the skills needed to successfully secure an international internship that might lead to meaningful career progression

Location

BHMS Business and Hotel Management School Luzern

Intakes

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

Holidays

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

Course Times

Academic courses are held:

Monday to Friday from 09:00 to 12:00 and from 14:00 to 17:00.

Vocational courses are held:

Monday to Friday from 16:00 to 20:30.

Each student is assured a minimum of 2 free days per week for self-study.

Each academic module consists of 60 lessons of lecturing and tutoring over a 20 week period plus 30 hours of directed study plus 60 hours of self study.

