

MBA in Hospitality Management

16.02

Program: MBA in Hospitality Management

Duration: One and a half years (2 years: with an optional second 6-month industry training period)

Availability: This offer is available to all potential students holding a recognised Bachelor's degree

Overview

The revised MBA program in Hospitality Management is a truly international program, managed by BHMS and awarded by City University (CityU) of Seattle, USA. Thus, the award is fully subject to CityU quality assurance procedures and policies.

The program comprises 3 stages: the first is an intensive study period of 6 months at the BHMS campus in Lucerne, Switzerland; this is followed by one period of 6 months spent in industry training during which time students should complete 2 project-based online courses. In the third and final stage, students return to the BHMS campus for a second 6-month study period and completion of all MBA courses. A second industry training period may be taken on completion of this third stage but is entirely optional.

Students learn from a dedicated faculty, who in addition to their academic credentials, bring along know-how and vast 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.

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.

Aim of the Program

An MBA degree combined with vocational skills carries considerable value and prestige with employers worldwide. It can benefit people who are already holding an executive position in management, or who as a next step in their careers, are looking to enter into an executive management position in the hospitality or related service industries. Further, it is an ideal education for degree holders with a non-hospitality background looking to change their careers, or for entrepreneurs looking to obtain the necessary specialized knowledge when contemplating opening their own business.

Students gain an insight into the facets of international hospitality management and food service operations alongside the introductory MBA courses in Global Business Communications and Business Management during the first 3 months of the program. During this time students are also supported in ensuring they meet the CityU English proficiency requirements. The proceeding 3 months of study then focus on the core business skills of marketing, management, project planning and systems to provide students with a balanced

managerial skill set, suited to both the hospitality and service sectors, before progressing to their first internship.

During the 2nd stage of the program (industry placement) students undertake two online courses which allow them to select and develop a topic of interest to them and research its applications in their placement workplace. These courses are fully supported with an online tutor. Students should align their project choice with their area of specialisation in Hospitality Management to reflect 6 credits of specialisation at this stage.

In the final, 3rd stage of the program students build on their core managerial knowledge and skill set developed over the last 12 months and focus on financial, human resource and strategic competencies as a capstone to the program. The final academic stage also concludes with 2 further specialisation courses in the hospitality management pathway.

Paid Industry Placement in Switzerland

Depending on students' prior experience, language skills and professionalism, a variety of placements across the core functional areas of the hospitality industry may be undertaken during stage 2 of the program. This will provide students with invaluable service industry experience and transferable skills, vital to so many industry sectors.

The industry training 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 1'200 to 1'400.

Entry Requirements

- An undergraduate degree from an accredited University (the final decision for admission will be made by CityU of Seattle)
- English language skills at a level equal to IELTS 6.0 for entry to the Language Assisted MBA **OR** IELTS 6.5 for exemption from support English classes and to meet CityU language proficiency requirements.

Course Times

Academic courses are held:

Monday to Friday from 09:00 to 12:00 and from 14:00 to 17:00, Saturday courses may be offered in some terms from 8:00 to 15:00.

Vocational courses are held:

Monday to Friday from 15:30 to 20:30.

Each student is assured a minimum of 3 days per week for self-study.

Course Content

Stage 1

Code	BHMS Pre-Internship Courses	Credits	Contact Hrs
EGE 1901-2	German Communication I - II	12	50
HMT 1200	Food Service Operations	6	30
HMT 1210	Food Service Operations II	6	30
ELP 081 & ELP 089	Language Structure and Academic Writing Academic Reading, Listening and Presentation Skills	course requirement*	120
MBA 500	Essentials of Business Management	3	30
MBA 501	Business Communication and Research Methods	3	30
MBA 511	Law for Global Business	3	30
MBA 515	Project Management and Prioritization	3	30
MBA 520	Managing with Technology	3	30
MBA 525	Applied Marketing	3	30

Stage 2: Industry Placement

Code	MBA Courses	Credits	Contact Hrs
MBA 561	Hospitality Management Practical Business Application I	3	Online
MBA 566	Hospitality Management Practical Business Application II	3	Online

Stage 3

Code	MBA Courses	Credits	Contact Hrs
MBA 531	Applied Managerial Economics	3	30
MBA 535	Managerial Accounting	3	30
MBA 540	Strategic Financial Management	3	30
MBA 545	People and Systems in Organizations	3	30
MBA 550	Business Operations	3	30
MBA 555	Business Strategy	3	30
MBA 605	Hospitality and Organizational Management	3	30
MBA 606	High Performance Hospitality Management	3	30
Total CityU Credits*		48	

* For the Language Assisted MBA program

Please note that CityU applies a different credit system than BHMS

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A selection of revised courses may substitute or amend the above courses. Please ask for the detailed course program at the time of application.

Location

BHMS, Business and Hotel Management School, Lucerne

Intakes

January, April, July and October. Please contact the BHMS Admissions Office for the next intake opportunity.

Holidays

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

CityUniversity
of Seattle