

Full Time / International Students

**MBA/Advanced Postgraduate Diploma
in Hospitality and Tourism Management**

Second Year of MBA Degree

Course Program 2008

**Managed by
BHMS Switzerland
and
City University of Seattle USA***

***Accreditation**

City University of Seattle USA (CityU) is incorporated in the state of Washington and is accredited by the Northwest Commission on Colleges and Universities.

www.nwccu.org

The University's business programs are also accredited by the International Assembly for Collegiate Business Education (IACBE).

www.iacbe.org

BHMS is accredited by
Schweizerische Vereinigung für Qualitäts- und Management-Systeme



Schweizerisches Qualitätszertifikat für Weiterbildungsinstitutionen
Certificat suisse de qualité pour les institutions de formation continue

Overview

A one-year program, based on one intensive study period of 6 months at the BHMS campus in Lucerne or Zürich, Switzerland, and one paid internship period of 4-6 months in the Swiss Hospitality Industry. The program is managed by BHMS. The MBA Degree in General Management will be issued by the CityU of Seattle USA and the Advanced Postgraduate Diploma in Hospitality and Tourism Management (APGD) by BHMS Lucerne.

BHMS is a member of the Bénédict Switzerland group of schools, founded in 1972 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. At BHMS Lucerne campus, about 400 students per year have the opportunity to prepare themselves for their future management roles in the hotel and hospitality industry. BHMS in collaboration with Robert Gordon University of Aberdeen, UK and City University of Seattle, USA, offer a Bachelor of Arts, an MBA/PGD diploma and a MBA degree.

City University of Seattle USA accredited by Northwest Commission on Colleges and Universities (NWCCU) and by the International Assembly for Collegiate Business Education (IACBE) for its business programs, is one of the Northwest's largest, private universities with over 40,000 graduates worldwide. For over 30 years, they have helped change people's lives by providing quality education in the most convenient manner possible.

At Bénédict Zürich campus, about 8,000 students per year study languages, various ancillary health programs, information technology, security management, commerce apprenticeships and business management programs leading to Swiss Federal qualifications. We offer craft, technical and management-based diplomas, an undergraduate degree and an MBA program.

Our students learn from a dedicated faculty, who in addition to their academic credentials bring along expertise and experience in the business field. This ensures that what students learn in class is contemporary and can be applied in real world situations in a daily business environment.

Aim of Program

City University of Seattle USA and BHMS of Switzerland and have developed in collaboration with hospitality and tourism management professionals an MBA and post graduate program, we believe will meet the industry's need for managers with up to date Hospitality operation core competencies, and first-rate academic qualifications. Ambitious professionals with talent, self-discipline and tenacity who already hold a Bachelor Degree from a recognized University, will be prepared in an intensive program for a management career in the hospitality, service industry and in general management.

CityU MBA degree together with a BHMS advanced postgraduate diploma is a highly sought after postgraduate education and it carries considerable value and prestige with employers worldwide. This because potential employers know, that graduates from our program do not only bring with them theoretical and operational knowledge, but also had to prove themselves in junior positions during their internships in Switzerland. Our graduates will be prepared to hit the industry running and are not afraid to "lay-on hands" when needed.

It can also 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 this industry. Further, it is an ideal education for degree holders with a non-hospitality background looking to change their careers, or for people looking to obtain the necessary specialized knowledge to open their own business in this field.

Benefits of the Program

This education offers a range of benefits for the successful applicant, including:

- **Business knowledge:** you learn valuable knowledge about business and all its related aspects, like business strategies and concepts and core competencies in finance, human resources, business communications and management.
- **Leadership abilities:** an MBA degree involves rigorous training, presentations, reports, assignments, and group projects all of which give you the ability to handle real live business situations. This training helps to set you apart from those without such expertise and really help you to hone your skills to become a leader in your chosen field.

- **Transformation, Professional & Personal Development:** during undergraduate education years, students are exposed primarily to a theoretical curriculum, which in some instances can leave them with a developmental gap. The BHMS program is onerous and demanding in personal effort and participation; and is an ideal preparation for what is expected from graduates when they join the industry.
- **Core competencies in hospitality and tourism management:** you learn all about the main functions of the various the apartment in international hotel or tourism business, specifically finance, human resources, communications and operational departments like rooms division, food and beverage, maintenance and plant, events management, tourism development and management and health and wellness trends.
- **Networking:** the networking that you create and the alliances you form during your education, can be one of the most important and valuable aspects that an MBA education can give you. It will prove invaluable and it can be drawn upon time and time again during your career.

Paid Internship in Switzerland (Optional)

Internship is an integral part of the study program at BHMS and provides an opportunity to gain work-experience during the early stages of the career. Generally, the first internship will be in a junior position, where you can practice the skills that they learned in the first year at BHMS. Most important - you will be able to relate the academic subjects to reality.

BHMS is dedicated to helping its students find the best learning opportunity possible during their Industry Training. The school employs a full-time Industry Training Coordinator for this purpose.

Industry training salaries in Switzerland negotiated between the employer and the Federal Employee Union is presently set at minimum CHF 2,115 per month gross. From this salary, students have to pay for their room provided by their employer and board and taxes. The average net income per month is CHF 1,200/1,400.

Entry Requirements

- Minimum entry age - 24 years
- An undergraduate degree from an accredited college or university
- Successful completion of the CityU/BHMS MBA/PGD Diploma in Hospitality Management
- English language skills equal to IELTS 6.5 or equivalent

Career Opportunities

As part of your program, you will build a skills portfolio about yourself, which on completion of your studies you can use to introduce yourself to prospective employers. Graduates from our PGD/MBA program are prepared for careers in virtually every sector of private and public employment, like the hospitality industry, government, industry, education, and not-for-profit organizations.

International Graduate Placement

Once a student has a proven track record working in a Swiss hospitality position, they are ready for the first career step. Should the individual possess the assertiveness and have that 'sparkle in the eye' for hospitality, BHMS is here to help. We prepare students for the industry by working together with reputable agencies that know the local market better than we do. Agency fees cover job prospecting and help prepare extensive documentation for employment as well as assistance with visa applications. BHMS will prepare you so that you can deal with these agencies. This will require you to prepare for telephone interviews, help you prepare a video resume and ensure that you are successful at securing an international internship that will lead to a meaningful career.

Location

BHMS Business and Hotel Management School Luzern
and
BHMS/Bénédict-School Zürich

Intakes

January, February, April, May, July, August, September and November. Please contact the BHMS admission office for the for next intake vacancy.

Holidays

According to the holiday plan of BHMS, please ask for one upon application.

Course Contents MBA Degree/APGD

Year 2	City University Courses
Course	Course Name
MBA 510	Law and Economics for Global Business
MBA 520	Managing with Technology
MBA 540	Strategic Financial Management
MBA 545	People and Systems in Organizations
MBA 550	Business Operations
MBA 555	Business Strategy
MK 526	Strategic Brand Creation and Management
MK 528	Channel Management
	BHMS Courses
Course	Course Name
HMT 1350	Foundation Certificate in Wines
HMT 2900	Convention and Events
HMT 2200	Introduction to Food & Beverage Management
BBA 1700	Introduction to Yield Management Concepts
HMT 1900	Geography of Tourism
PRO 4300	Hotel & Tourism Business Plan
HDT 2100	Tourism Destination Development
HDT 2200	Strategic Management in the Tourism Industry

*Students who want to perform their industry training in Switzerland will have to take some mandatory operational BHMS courses.

- Some courses may be substituted or amend.
- Please ask for the detailed course program at the time of application.

Course Times

Mondays thru Fridays from 09.00 to 12.00 and from 14.00 to 17.00, or as time tabled differently from time to time.

Twenty-four to thirty lessons per week over 20 weeks, please arrange for up to 15 hours of homework and preparatory reading per week.

Tuition Fees

- International Students, CHF 23,500
- Yearly course fee, include board and lodging, health insurance*, B-permit, airport pick-up, excursions, course material and internet. (*Conditions apply)

Application Fee

There is an application fee of CHF 300 payable within 10 days of receipt of the Letter of Offer. This application fee is part of the total course fee and it is forfeited if the student does not begin the program.

Terms and Condition

Please read the terms and conditions which are listed on the back of the application form.

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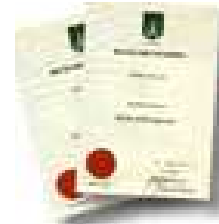
Programme Progression

**MBA in General Management
and
Advanced PGD in Hospitality and Tourism
Management**

16 Course Units

Entry Requirements:

Via successful completions of the Postgraduate and
Master Diploma of Hospitality Management



**Master & PGD Diploma in Hospitality
Management**

16 Course Units

Entry Requirements:

Minimum entry age - 23 years

- Undergraduate degree from an accredited college or university.
- Students whose mother tongue is other than English, must provide an IELTS 6.5 or equivalent certificate in order to receive a conditional offer by the university.

