

B.H.M.S.

Business & Hotel Management School

Lucerne City, Switzerland

Hospitality Management Programs



www.bhms.ch



ARE YOU PLANNING A CAREER IN THE WORLD'S LARGEST AND FASTEST GROWING INDUSTRY?

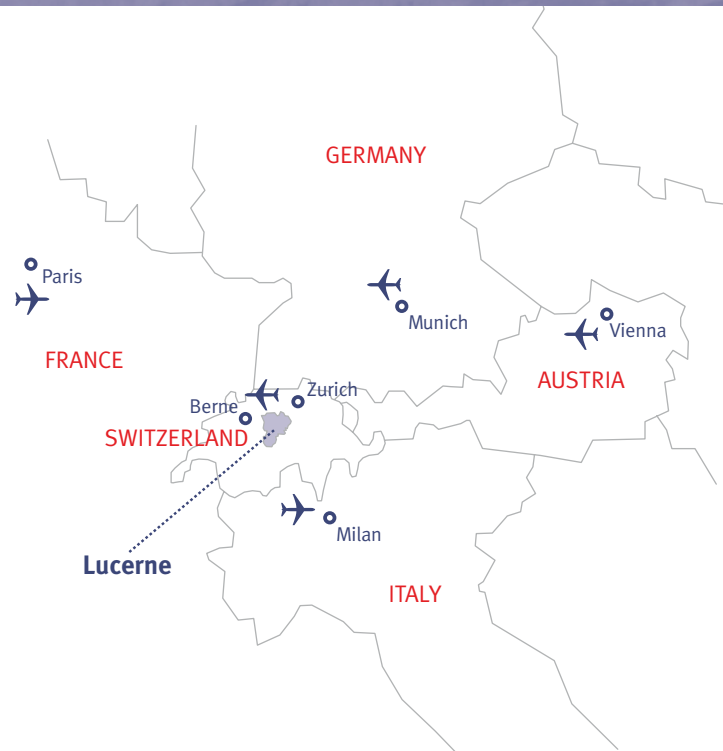
Travel & Tourism is the world's largest employer and will require an additional 24 MILLION trained workers and managers by 2010. Most jobs in the hospitality & tourism industry are constantly developing, exciting, and satisfying. Travel & hospitality careers are for individuals who enjoy working with people and welcome daily challenges. The industry is also an avenue for people who love the excitement of travel.

Some of the abilities and traits necessary for a successful career in the hospitality & tourism industry include general business skills and core competencies such as interpersonal skills, communication skills, sales and marketing techniques, being multi-lingual, computer literacy, office technology, and a sincere desire to continue learning after formal schooling.

Hospitality isn't limited to 5-star dining establishments and world-class hotels. It also includes luxury resorts, premiere casinos, exciting sports venues, fun theme parks, and much more. It's projected to continue growing and as it expands, employers around the world increasingly demand qualified and skilled managers who are able to meet the challenges and ever demanding travellers of today.

SWITZERLAND: A COUNTRY OF CHOICE FOR HOTEL MANAGEMENT EDUCATION

At any time, more than 5000 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. Today, 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 operational training with a varying degree of business administration subjects, and the emphasis placed on the development of the students' personality. The safety and quality of life which prevail in Switzerland, its cultural and linguistic diversity and its location at the crossroads of Europe have made the country extremely attractive to those willing to launch a career in the global hotel and tourism industry.



LUCERNE: THE CITY, THE LAKE & THE MOUNTAINS

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 and the famous Pilatus mountain. Lucerne is situated on the most important route between north and south, and connected with the Swiss train network in six directions. Lucerne region was voted the best quality of life region in Switzerland. It is strategically located for easy access via air, road and rail for travel to major European destinations such as Milan, Frankfurt, Paris, or Vienna.



WELCOME TO BHMS!

BHMS Business & Hotel Management School is part of Benedict Education Group, one of Switzerland's largest and oldest private education institutions with 4 campuses in Switzerland and over 15'000 part-time and full-time students and professionals studying at its premises every year.

BHMS strives to develop future managers and leaders for the hospitality and tourism industry by emphasizing on core competencies, operational training and the uniqueness of every individual. BHMS hosts no more than 400 students per year so attention is given to each individual skills and traits.

BHMS Business & Hotel Management School is an EduQaa certified college in Switzerland offering fast-track undergraduate and postgraduate education in Hospitality, Tourism & Culinary Management. BHMS is partnering with top British as well as American Universities in granting undergraduate and postgraduate degrees at its Swiss campus in the beautiful city of Lucerne.

BHMS Campus is hosted in the *Lakefront Centre* next to Lucerne main railway station, which also hosts the new Radisson SAS Hotel in Lucerne. All classrooms are equipped with state-of-the-art projection and computing equipment as well as computer and language labs.



POSTGRADUATE PROGRAMS AT BHMS (IN AFFILIATION WITH CITY UNIVERSITY OF SEATTLE, USA)

The Postgraduate Program at BHMS is jointly offered with City University of Seattle; one of the largest private Universities in North West USA with over 40'000 graduates worldwide.

One-year Post Graduate Diploma Program in Hospitality Management (1st Year MBA in General Management): This one-year program is specifically designed for graduates holding a Bachelor Degree of hospitality or non-hospitality background from a recognized University and aiming to join the global hospitality industry or the service sector. It provides up to date hospitality operation core competencies as well as first rate academic qualifications. Courses are delivered jointly by BHMS and City University professors among one study term of 20 weeks plus one period of 4 – 6 months paid industry training in Switzerland.

Dual Degree Program: Advanced Post Graduate Diploma Program in Hospitality and Tourism Management (BHMS) & Master of Business Administration in General Management (CityU): This program is jointly managed by BHMS and City University of Seattle, USA. An MBA together with a hands-on postgraduate diploma carries considerable value and prestige with employers worldwide. It can benefit those who are already holding an executive position in management or those looking to enter into an executive management position in the global hospitality industry. It is also ideal for those who would like to keep their option open in case they decided to change their career path and join industry other than hospitality and tourism. It comprises of two study terms of 20 weeks each plus two periods of 4 – 6 months paid industry training in Switzerland.

UNDERGRADUATE PROGRAMS AT BHMS (IN AFFILIATION WITH THE ROBERT GORDON UNIVERSITY, ABERDEEN, UK)

The Undergraduate program at BHMS is jointly offered with The Robert Gordon University of Aberdeen, UK. The Robert Gordon University was voted Best Modern University in the UK by "The Times Good University Guide 2009".

One-year Diploma Program in Hotel and Hospitality Management (1st Year Bachelor of Arts Degree): This one-year program is the first 12-month intensive entry-level period of the Bachelor of Arts program, designed for those who completed their secondary education and are looking for a career in the hospitality or tourism industry. It aims to provide students with a broad understanding of the operational aspects of the international hotel industry and a knowledge of the underlying principles involved. It comprises of one study term of 20 weeks plus one period of 4 – 6 months paid industry training in Switzerland.

Two-years Higher Diploma Program in Hotel and Hospitality Management (2nd Year Bachelor of Arts Degree): This two-years program provides the knowledge needed to launch a career in the tourism and hospitality industry. It comprises of two study terms of 20 weeks plus two periods of 4 – 6 months paid industry training in Switzerland.

Three-years Bachelor of Arts Degree in Hotel and Hospitality Management (Final Year of BA Degree): Bachelor of Arts in Hotel & Hospitality Management provides students with the skills they need to compete in the rewarding field of international hotel & hospitality management. It comprises of three study terms of 20 weeks plus three periods of 4 – 6 months paid industry training in Switzerland.



LIFE AT BHMS LUCERNE

STUDENTS

The students come from all around the world and are of various ethnic and cultural backgrounds. They speak different languages and have different beliefs, yet they all have one thing in common: ambitious careers in a global industry. Because of this constant cultural exchange and engagement in a multicultural community, students absorb a quality that is important to future leaders within the global village: the ability to work and communicate with people of any origin.

FACULTY

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

PAID INDUSTRY TRAINING IN SWITZERLAND

Industry training is an integral part of the study program at BHMS. During every academic year, students may be 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 as well.

During the industry training in Switzerland, students will be under contractual obligation with their employers, which will entitle them to receive a trainee's gross monthly salary of CHF 2'115. While no tuition fees are due to BHMS during this period, employers may have deductions for room, board and taxes equivalent to ca. CHF 700 – 900 on a monthly basis.

To qualify for industry training in Switzerland, students are expected to meet specific academic, professional, and language skills standards set forth by BHMS.

During industry placement, students' performance, behaviour and professional attitude will be assessed by employers and students may be requested to write a report about the nature and management of the property they had their industry training in.

ACCOMMODATION, MEALS & INTERNET

Student residence is located in downtown Lucerne, only few minutes away from the main campus, and houses the student kitchen, student restaurant, student library and the computer lab. Each room is equipped with a private bathroom, individual kitchenette and cable TV.

The standard school fees for full-time students include three meals per day during the week, and brunch and dinner service during the week-



end. A fresh fruit basket is available for students daily. For vegetarians and those who do not eat pork or beef, BHMS campus provides special dishes at no extra charge.

The entire building is covered by a wireless network providing free internet access for students with their own laptop computers.

ATTITUDE AND DRESS

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 hospitality industry. During practical classes the students wear the professional uniforms provided by BHMS. Every student should bring along suitable clothes for formal occasions.

LANGUAGE

The language of instruction in all courses is English. However, students also learn German, as knowledge of several languages is an important asset in the hotel industry and is an extra "passport" for a global career. German lessons also help students to communicate with the local community and during their industry placement as these are mainly based in the German speaking part of Switzerland.

CAREER & PLACEMENT SERVICES

BHMS is affiliated with various multinationals and consultants to assist students to apply for the international job market. BHMS mediates the relation between various employment consultants and students to assist them with interview preparation, written and video resumes as well as employment documentations.



STUDY PROGRAM



*A minimum of 4 months industry training or 600 hours (whichever is longer) is required to fulfil requirement needed to attain Diplomas and Degrees.

ACCREDITATIONS, PARTNERS & MEMBERSHIPS

BHMS is accredited by eduQa Certification of Quality Education Institutions in Switzerland.

BHMS is partnering with The Robert Gordon University, Aberdeen, UK in granting Bachelor of Arts in Hotel & Hospitality Management.

BHMS is partnering with City University of Seattle in granting Master of Business Administration in General Management.

BHMS Higher Diploma Program is articulated with the University of Brighton, UK, for progression towards the University's BA (Hons) in Hospitality Management.

BHMS Post Graduate Diploma Program is articulated with the University of Brighton, UK, for progression towards the University's MA in Hospitality Management or MA in International Events Management.

BHMS is accredited by the Accrediting Commission of the American Culinary Federation Foundation.

BHMS is a member of the International Council on Hotel, Restaurant and Institutional Education (I-CHRIE).

BHMS is a member of the American Hotel & Lodging Association.

CityUniversity
of Seattle



Bénédict
International

ADMISSION REQUIREMENTS

Diploma Entry Requirements

- 18 years of age & successfully completed 12 years of schooling.
- English language skills at a level equal to IELTS 5.5 or equivalent.
- Hospitality oriented personality.

Bachelor Degree Entry Requirements

- Successfully completed Higher Diploma (or equivalent).
- English language skills at a level equal to IELTS 6.0 or equivalent.

PGD & MBA Entry Requirements

- Successfully completed an undergraduate degree from an accredited college or university.
- English language skills at a level equal to IELTS 6.0 or equivalent.

COURSE FEES

1st Year Diploma Course Fees ¹	CHF 17'100
2nd Year Higher Diploma Course Fees ²	CHF 14'400
3rd Year Bachelor Degree Course Fees ¹	CHF 18'100
1st Year PGD/MBA Course Fees ¹	CHF 18'100
2nd Year APGD/MBA Degree Course Fees ¹	CHF 18'100
Room & Board ³	CHF 4'500
Yearly Deposit ⁴	CHF 2'000
Application Fee	CHF 300

INTAKES

Intakes are on January, February, April, May, July, August, September and November of each Year.

BA Courses start only in February and August of each Year.

¹Yearly course fees include course material.

²Direct entry to the 2nd year course fees: CHF 15'700.

³Full board accommodation in shared twin rooms for 24 weeks.

⁴Yearly deposit include mandatory health and medical insurance coverage for 12 months, visa, B-permit, excursions, free access to Internet, airport pick-up and liability deposit.

FOR FURTHER DETAILS, PLEASE CONTACT: