

BA Hotel and Hospitality Management

Program: Year 3 of the BA Hotel & Hospitality Management

Duration: One year

Availability: This offer is available to all potential students

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 4 to 6 months of work place experience in a Swiss hospitality enterprise. BHMS is managing the program with RGU, who will also award the bachelor degree for students who successfully complete the third year.

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 400 students per year have the opportunity to prepare themselves for their future management roles in the hotel and hospitality industry.

You and your peers 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 you learn in class is contemporary and can be applied in real world situations in a daily business environment.

Aim of the Program

Highly vocational, the BA Hotel and Hospitality Management course 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.

The course uses a range of teaching methods to facilitate learning such as pair and group projects, individual research and design 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

Course	Course Name	Credits	Hours
EGE 5800	Academic English		Individual
EGE 5850	Academic Writing and Composition		Individual
BS 3149	Research Methods in a Hospitality Context	15	150
BS 3159	Licensed Beverage Management	15	150
BS 3160,	Hospitality Property Services & Management	15	150
BS 3161	Workplace Internship	45	
BS 3190	Strategic Planning & Change Mgt in the Hotel & Hospitality Industry	15	150
BS 3221	Management in Practice	15	90
Total		120	480

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

International Graduate Placement

Graduates who have managed during their study period to build up a proven track record in the hospitality industry, are ready for the next international career step. We prepare students for the industry by working together with reputable agencies that know their 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 might lead to meaningful career ladder training.

Location

BHMS Business and Hotel Management School Luzern

Intakes

February and August. 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 Times

Academic courses are held:

Monday to Friday from 09:00 to 12:00 and from 14:00 to 17:00, Saturdays from 11:00 to 17:00.

Vocational courses are held:

Monday to Friday from 06:00 to 12:00 and from 14:00 to 20:00 as well as Saturday and Sunday from 13:00 to 20:00.

With twenty-four lessons per week, each student is assured to free days per week. Each academic module consists of 60 lessons of teaching or tutoring over a 10 week period plus 30 hours of directed study plus 60 hours of self study.

Tuition Fee

Tuition fee:	CHF	18'500
Accommodation:	CHF	2'500
Board:	CHF	2'500
Deposit incl. Health Insurance: (for 12 months, non refundable)	CHF	2'000

Annual tuition fee includes course materials, internet, and excursions.

Payment Procedures

⇒ The entire amount is due before course start.

Application Fee

There is a non refundable application fee of CHF 400 payable within 10 days after the receipt of the Offer Letter. This application fee is part of the total course fee.

Terms and Conditions

Please read the terms and conditions which are listed on the back of the first page of the application form or under <http://www.bhms.ch/bhms.asp?Rubr=12&Navi=78&SubC=0>.

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