

Bachelor of Business Administration in Hospitality Management (with Specialization)

Graduate with a Swiss Hotel Institute Montreux diploma and an American degree from Northwood University. Tailor your degree with a specialization endorsed by leading industry partners in Finance, Human Resource Management, or Luxury Marketing and Business Management.



YEAR 1

Food & Beverage and Rooms Division Management

- Develop an understanding of kitchen processes and gain hands-on experience in food and beverage service
- Acquire expertise in rooms division, consisting of front office operations and housekeeping
- Worldwide internship (local conditions apply) or paid in Switzerland* (4-6 months)

Swiss Diploma in Hotel Operations Management

YEAR 2

Management Application and Specialization

- Develop hospitality management skills, in preparation for an international career
- Specialize in Finance, Human Resources or Luxury Marketing & Business Management to gain in-depth knowledge of your sector of interest
- Worldwide internship (local conditions apply) or paid in Switzerland* (4-6 months)

Swiss Higher Diploma in International Hotel Management (with Specialization)

YEAR 3

Hospitality Management and International Business

- Build on your previous study and develop a strong understanding of international business in preparation for a career in the international world of hospitality business

American Northwood University Bachelor of Business Administration in Hospitality Management

AND

HIM Bachelor of Business Administration in Hospitality Management (with Specialization)

YEAR 1

Term 1 (11 weeks)

- Food & Beverage Service Theory & Practical
- Food Production Theory & Food Safety
- Introduction to the Hospitality Industry
- World Cultures & Customs
- Introduction to College Studies
- Language 1 (French, German or Spanish)

Term 2 (11 weeks)

- Food & Beverage Management
- Bar & Beverage Management
- Communications
- Computer Applications
- Principles of Microeconomics
- Accounting Principles
- Language 2 (French, German or Spanish)

Term 3 (11 weeks)

- Front Office Management & Operations
- Housekeeping Management
- Human Resource Management
- Principles of Macroeconomics
- Hospitality Sales & Marketing
- Language 3 (French, German or Spanish)

Worldwide internship (local conditions apply) or paid in Switzerland* (4-6 months)

*Minimum gross monthly salary in Switzerland: CHF 2,179.–

Swiss Diploma in Hotel Operations Management

YEAR 2

Term 4 (11 weeks)

- Principles of Management
- Resort Management
- Convention Management, Banqueting & Events
- Financial & Managerial Accounting
- Management of Information Technologies
- Optional Language 1 (French, German, Spanish or Mandarin)

Term 5 (11 weeks)

- Revenue Management
- Digital Marketing
- Financial Management
- Specialization
- Optional Language 2 (French, German, Spanish or Mandarin)

Worldwide internship (local conditions apply) or paid in Switzerland* (4-6 months)

*Minimum gross monthly salary in Switzerland: CHF 2,179.–

Swiss Higher Diploma in International Hotel Management with Specialization

YEAR 3

Term 6 (11 weeks)

- Organizational Behavior & Leadership
- Strategic Planning
- Introduction to Art
- Successful Business Models
- Statistics 1

Term 7 (11 weeks)

- International Trade
- Business Law
- International Management
- Introduction to European Literature
- Statistics 2
- Philosophy of Enterprise

Bachelor of Business Administration in Hospitality Management (with Specialization) awarded by Hotel Institute Montreux AND American Bachelor of Business Administration in Hospitality Management awarded by Northwood University

The Bachelor of Business (BBA) degree is awarded by Northwood University, which is accredited by the Higher Learning Commission of the North Central Association of Colleges and Schools, one of the regional accrediting agencies for higher education in the United States, recognized by the U.S. Department of Education. Hotel Institute Montreux awards its own separate degree confirming the successful completion of Northwood University's BBA program at its campus in Switzerland, and this degree is formal recognition by Hotel Institute Montreux of the tertiary standards achieved by BBA graduates.

SPECIALIZATION IN TERM 5

Finance: endorsed by Banque Privée Edmond de Rothschild

- Corporate Investment Decisions
- Portfolio Management
- Capital Markets & Analysis

Human Resources: endorsed by Four Seasons Hotels

- Mediation & Workplace Conflict
- Aligning Human Resource Strategy with Organizational Strategy
- Performance Management Systems

Luxury Marketing & Business Management: endorsed by Tag Heuer, John Paul and Montreux Jazz Festival

- Competitive Analysis for Luxury Business
- Luxury Marketing and Communication Strategies
- Organizational Behavior in the Luxury Business and Services Industry