

# Master of International Business in Hospitality Management (with Specialization)

*This professional, challenging Master program develops hospitality management skills together with business knowledge for students seeking executive level positions in the international world of hospitality and business. The business orientation of the program includes a specialization in Finance, Human Resources or Luxury Marketing and Business Management endorsed by leading companies, experts in their field.*

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## HOSPITALITY BUSINESS MANAGEMENT AND SPECIALIZATION

Term 1 (11 weeks)

- Managerial Accounting
- Yield & Revenue Management
- Tourism & Resort Management
- International Strategic Human Resource Management
- Business & Leadership Skills
- Digital Marketing
- Optional Language 1 (French, German, Spanish or Mandarin)

Term 2 (11 weeks)

- Business Economics
- Innovation, Creativity & Change
- Integrated Hotel Management Project
- 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.–

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## SPECIALIZATION IN TERM 2

### Finance: endorsed by Banque Privée Edmond de Rothschild

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

### Human Resources: endorsed by Four Seasons Hotels and Resorts

- 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