

Course content

The following tables present an overview of the subjects within each year, their weighting and course workload.

Year 1

The first year of the course is characterised by introducing students to the world of hospitality and the essential components in delivering quality hospitality services to the discerning guest.

Semester 1 – on campus

Subject Code	Subjects	Timetable Hours	Personal Study Hours	Total Workload Hours	*ECTS Credits	**Credit Points
BBHM101	The Contemporary Hospitality and Tourism Industry	45	90	135	5.4	4.5
BBHM102	Food and Beverage Service Standards	45	90	135	5.4	4.5
BBHM103	Delivering Guest Services	60	75	135	5.4	4.5
BBHM104	Rooms Division Service Standards	45	90	135	5.4	4.5
BBHM105	Culinary Techniques and Standards	45	90	135	5.4	4.5
BBHM107	Introduction to Monitoring Financial Performance	45	90	135	5.4	4.5
BBHM108	Hospitality Business Software Applications	45	90	135	5.4	4.5
BBHM109	Applied Business Communication	45	90	135	5.4	4.5
TOTAL		375	705	1080	43.2	36.0

*ECTS are calculated on 25 workload hours per 1 ECTS

**Credit Points are calculated on 30 workload hours per 1 Credit Point

Semester 2 – in industry

Subject Code	Subjects	Timetable Hours	Personal Study Hours	Total Workload Hours	ECTS Credits	Credit Points
BBHM111	Industry Placement 1			Min: 500 Max: 700	20*	16.5*

* based on minimum

Year 2

The second year of the course builds on the understanding that students have achieved in year 1 and enhances that understanding through introducing the importance of the management skills in supervising hospitality operations whilst introducing some of the broader complexities in relationship to the overall management of hospitality operations.

Semester 1 – on campus

Subject Code	Subjects	Timetable Hours	Personal Study Hours	Total Workload Hours	ECTS Credits	Credit Points
CORE						
BBHM106	Marketing and Sales for Hospitality Businesses	45	90	135	5.4	4.5
BBHM203	Supervising Rooms Division Service Standards	45	90	135	5.4	4.5
BBHM205	Human Resource Development	45	90	135	5.4	4.5
BBHM206	Property, Safety and Security Management	45	90	135	5.4	4.5
BBHM209	Measuring Business Financial Performance	45	90	135	5.4	4.5
ELECTIVES	Choose 3					
BBHM201	Supervising Culinary Operations	45	90	135	5.4	4.5
BBHM202	Professional Wine Studies	45	90	135	5.4	4.5
BBHM204	Creating the Guest Experience	45	90	135	5.4	4.5
BBHM208	Hospitality Operational Planning and Control	45	90	135	5.4	4.5

Subject Code	Subjects	Timetable Hours	Personal Study Hours	Total Workload Hours	ECTS Credits	Credit Points
TOTAL		360	720	1080	43.2	36.0

Semester 2 – in industry

Subject Code	Subjects	Timetable Hours	Personal Study Hours	Total Workload Hours	ECTS Credits	Credit Points
BBHM211	Industry Placement 2			Min: 500 Max: 700	20*	16.5*

* based on minimum

Year 3

The third year of the course builds on the understanding the students have achieved in year two and enhances that understanding with a focus on the knowledge, skills and professional competencies required in efficiently and effectively managing operational functions.

Semester 1 – on campus

Subject Code	Subjects	Timetable Hours	Personal Study Hours	Total Workload Hours	ECTS Credits	Credit Points
CORE						
BBHM301	Managing Business Financial Performance	45	90	135	5.4	4.5
BBHM302	Managing Productivity Through People	45	90	135	5.4	4.5
BBHM306	Managing Food and Beverage Operations	45	90	135	5.4	4.5
BBHM307	Managing Rooms Division Operations	45	90	135	5.4	4.5
BBHM308	Sustainable Hospitality Environments	45	90	135	5.4	4.5
ELECTIVES	Choose 3					
BBHM303	Customer Relationship Management	45	90	135	5.4	4.5
BBHM304	The Changing Economic Environment	45	90	135	5.4	4.5
BBHM305	Managing Business Information	45	90	135	5.4	4.5
BBHM207	E- Marketing and Distribution	45	90	135	5.4	4.5
BBHM201	Supervising Culinary Operations	45	90	135	5.4	4.5

Subject Code	Subjects	Timetable Hours	Personal Study Hours	Total Workload Hours	ECTS Credits	Credit Points
BBHM202	Professional Wine Studies	45	90	135	5.4	4.5
BBHM204	Creating the Guest Experience	45	90	135	5.4	4.5
BBHM208	Hospitality Operational Planning and Control	45	90	135	5.4	4.5
BIHM406	International Wine	45	90	135	5.4	4.5
BIHM412	Management of Functions and Events	45	90	135	5.4	4.5
TOTAL		360	720	1080	43.2	36.0

Semester 2 – in industry

Subject Code	Subjects	Timetable Hours	Personal Study Hours	Total Workload Hours	ECTS Credits	Credit Points
BBHM311	Industry Placement 3			Min: 500 Max: 700	20*	16.5*

* based on minimum

Year 4

The fourth year of the course builds on the knowledge and professional skills the students have achieved in the previous three years and extends that understanding with a focus on the knowledge, skills and professional competencies required to manage in the context of international and corporate hotels.

Semester 1 – on campus

Subject Code	Core Subjects	Timetable Hours	Personal study Hours	Total Workload Hours	ECTS Credits	Credit Points
CORE						
BIHM401	International Hospitality Revenue Management	45	90	135	5.4	4.5
BIHM402	Managing International Guests Expectations	45	90	135	5.4	4.5
BIHM403	Corporate Social Responsibility and Community Engagement	45	90	135	5.4	4.5
BIHM404	Managing International Business Strategy	45	90	135	5.4	4.5
BIHM405	International Hotel Brand Management	45	90	135	5.4	4.5
ELECTIVES Choose 3						
BIHM406	International Wine	45	90	135	5.4	4.5
BIHM407	International Hotel Research Project	45	90	135	5.4	4.5
BIHM408	Research Methods for Managers	45	90	135	5.4	4.5
BBIHM409	Entrepreneurship	45	90	135	5.4	4.5
BIHM410	Gastronomy	45	90	135	5.4	4.5
BIHM412	Management of Functions and Events	45	90	135	5.4	4.5
BIHM413	Managing Hospitality Technology	45	90	135	5.4	4.5
BIHM414	Art, Design and Theatre in International Hotels	45	90	135	5.4	4.5

Subject Code	Core Subjects	Timetable Hours	Personal study Hours	Total Workload Hours	ECTS Credits	Credit Points
BIHM415	Hospitality and Tourism Industry International Development	45	90	135	5.4	4.5
BIHM416	International Human Resource Management	45	90	135	5.4	4.5
BBHM303	Customer Relationship Management	45	90	135	5.4	4.5
BBHM304	The Changing Economic Environment	45	90	135	5.4	4.5
BBHM305	Managing Business Information	45	90	135	5.4	4.5
BBHM207	E- Marketing and Distribution	45	90	135	5.4	4.5
TOTAL		368	720	1080	43.2	36

Semester 2 – in industry

Subject Code	Subjects	Timetable Hours	Personal Study Hours	Total Workload Hours	ECTS Credits	Credit Points
BBHM411	Industry Placement 4			Min: 500 Max: 700	20*	16.5*

* based on minimum

Total Program Workload

Associate Degree in Hospitality Management (ADHM)

Year	Semester	Timetable Hours	Personal Study Hours	Total Workload Hours	ECTS Credits	Credit Points**
Year 1	Semester 1	375	705	1080	43.2	36.0
	Semester 2	0	0	500*	20.0	16.5
	Total for year 1	375	705	1580	63.2	52.5
Year 2	Semester 1	360	720	1080	43.2	36.0
	Semester 2	0	0	500*	20.0	16.5
	Total for year 2	360	720	1580	63.2	52.5
Total		735	1425	3160	126.4	105.0

*Based on minimum

Bachelor of Business (Hospitality Management) (BBHM)

Year	Semester	Timetable Hours	Personal Study Hours	Total Workload Hours	ECTS Credits	Credit Points
Year 1	Semester 1	375	705	1080	43.2	36.0
	Semester 2	0	0	500*	20.0	16.5
	Total for year 1	375	705	1580	63.2	52.5
Year 2	Semester 1	360	720	1080	43.2	36.0
	Semester 2	0	0	500*	20.0	16.5
	Total for year 2	360	720	1580	63.2	52.5
Year 3	Semester 1	360	720	1080	43.2	36.0
	Semester 2	0	0	500*	20.0	16.5
	Total for year 3	360	720	1580	63.2	52.5
Total		1095	2145	4740	189.6	157.5

*Based on minimum

Bachelor of International Hotel Management (Swiss Hotels Association) (BIHM)

Year	Semester	Timetable Hours	Personal Study Hours	Total Workload Hours	ECTS Credits	Credit Points
Year 1	Semester 1	375	705	1080	43.2	36.0
	Semester 2	0	0	500	20.0	16.5
	Total for year 1	375	705	1580	63.2	52.5
Year 2	Semester 1	360	720	1080	43.2	36.0
	Semester 2	0	0	500	20.0	16.5
	Total for year 2	360	720	1580	63.2	52.5
Year 3	Semester 1	360	720	1080	43.2	36.0
	Semester 2	0	0	500	20.0	16.5
	Total for year 3	360	720	1580	63.2	52.5
Year 4	Semester 1	360	720	1080	43.2	36.0
	Semester 2	0	0	500	20.0	16.5
	Total for year 4	360	720	1580	63.2	52.5
Total		1455	2865	6410	252.8	210.0

*Based on minimum

ECTS are calculated on 25 workload hours per 1 EECTS

Credit Points are calculated on 30 workload hours per 1 Credit Point