

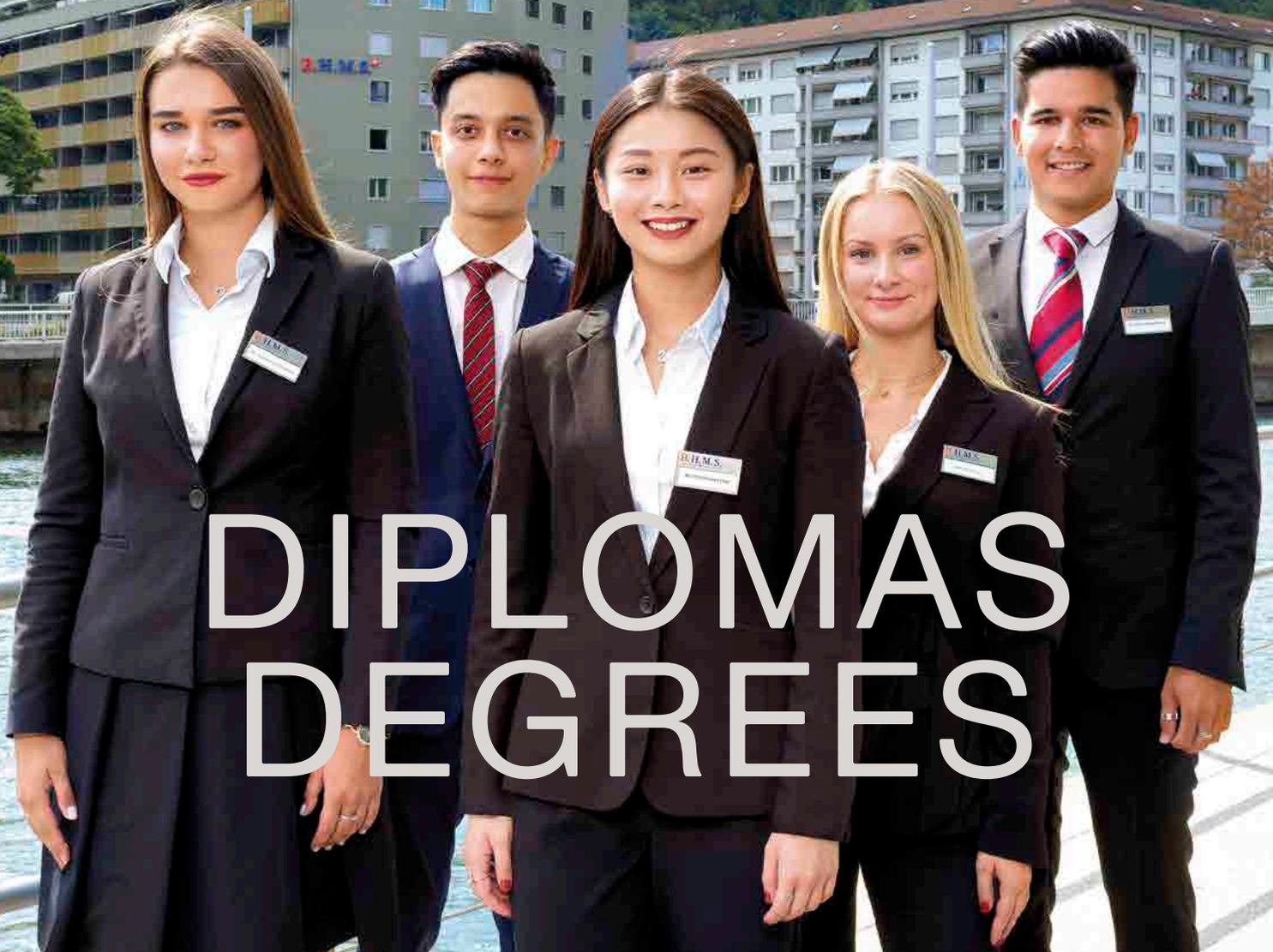
**B.H.M.S.** 

**Business & Hotel Management School**

Lucerne City, Switzerland

PREPARING GLOBAL LEADERS

[bhms.ch](http://bhms.ch)



DIPLOMAS  
DEGREES

A Member of the **Bénédict** Education Group Switzerland

02.20



*Beautiful.*

*Timeless.*



*Swiss.*

# A Career in Business & Hospitality Management

The global hospitality industry is experiencing an unprecedented level of growth and is one of the world's largest employers. The last decade has seen the development of exciting career opportunities in hotels, events, airlines, theme parks, cruise lines, recreation and leisure. Coupled with the growth of the broader service sector worldwide, there has also never been a greater need for multi-skilled managers who are business and customer-focused in areas related to luxury services, retail management, service marketing, branding and human resources management.

A hospitality business education provides a springboard to a career within the diverse tourism, hospitality and service sectors. These careers are for high-energy people who have developed the following skills:

- Ability to provide outstanding customer service
- Excellent written, verbal and media communication skills
- Ability to work cooperatively with a variety of personality types
- Effective time management and organization skills
- Strong work ethic, loyal, trustworthy and a team player

By choosing BHMS, you are choosing an education that combines academics with professional development and real-life work experience, thus gaining a solid foundation to achieve your individual career goals. You are choosing to join an academic institution that will listen and respond to your personal and professional needs, and an extensive network of students and alumni that stretches across the globe. You are choosing to join the next generation of global leaders.



**Heinrich Meister**  
President Benedict Education Group

*«It is my pleasure to welcome you to the BHMS Business & Hotel Management School. We will strive to provide you with a learning environment that is challenging, yet supportive of your personal interests and needs. We want you to succeed while you are here and, equally important, we want to prepare you for the challenges of a global career.»*



# Why Switzerland?



**Kirill Stepanov**  
Russia

*«Switzerland is truly rich in diversity and a place of national beauty. With a location in the heart of Europe, it is a very convenient starting point for visiting major European destinations. I am so fortunate to live and to study here.»*

With a long tradition in providing educational excellence, Switzerland proves a popular choice for international students. It is home to some of Europe's most renowned higher educational systems. Swiss education institutions offer innovative programs that are designed to meet the needs of students and to help them expand their boundaries while studying and beyond, in their subsequent careers.

At any time, more than 7,000 students from all over the world are studying at one of the numerous hotel management schools in Switzerland. The safety and quality of life in Switzerland, its cultural and linguistic diversity as well as its location in the centre of Europe have made the country attractive to those who are interested in launching a career in the global hotel and tourism industry.



1\_Lakefront Center



2\_Sentipark

# Why Lucerne?

Lucerne is a truly international tourist destination and is the most visited city in Switzerland. Thanks to its attractions, its souvenir and watch shops, the beautiful lakeside setting and the nearby excursion mountains of the famous Pilatus, the Rigi, and Stanserhorn, the town is a destination for travel groups and individuals from all over the world on their journey through central Switzerland.

Lucerne is situated on the most important route between northern and southern Europe and is connected with the Swiss railway network in six directions. It is strategically located for easy access via air, road and rail for travel to all major European destinations such as Milan, Frankfurt, Paris or Vienna.



**Karen Chan**  
United Kingdom

*«Living and studying in the heart of Lucerne is just wonderful. I enjoy the urban qualities but I also appreciate the charm and exclusivity of this unique city.»*



3\_City Campus



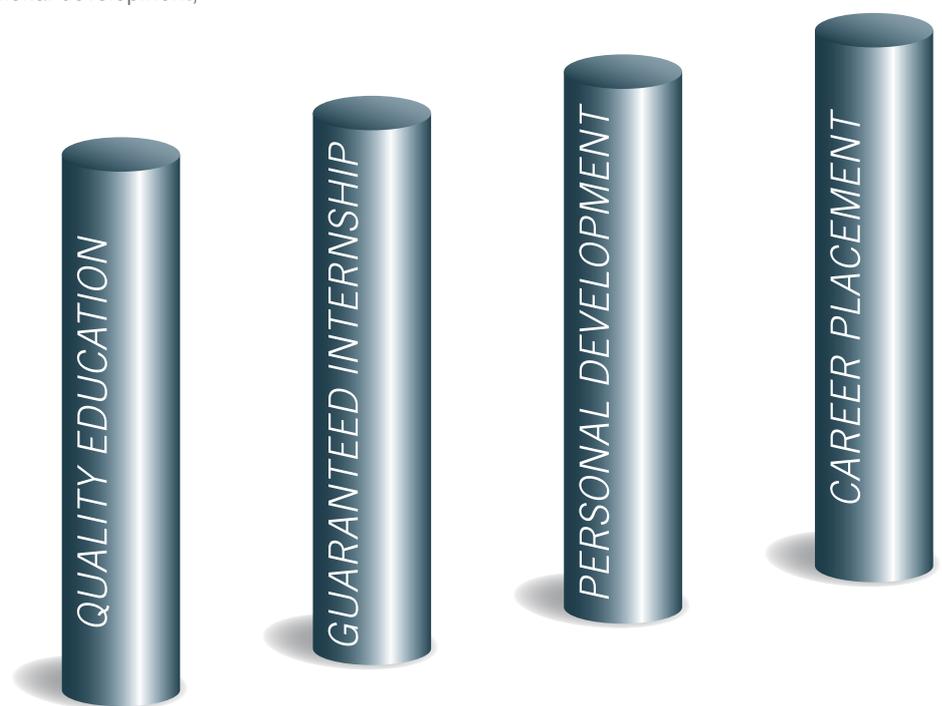
4\_Baselstrasse 57

# BHMS Swiss Education Concept

The four «pillars» at BHMS are quality education, guaranteed internship, personal development and international career placement. Each pillar plays a key role in our mission to provide the growing global hospitality and service management industry with quality employees, who are eager to demonstrate their management potential.

Quality academic education, as the first pillar, gives students the academic and theoretical knowledge. Guaranteed internship, as the second pillar, allows students to apply the knowledge into practice on the job. Personal and professional development,

the third and most important pillar, provides students with soft and social skills and discipline that motivates students, guides them, strengthens them and ultimately drives them to succeed. The successful outcome of all three pillars leads to the fourth pillar, a successful career placement. BHMS has its own placement company «Masterwork» which assists all graduates to gain their first international career position.



Wine Tasting Class, Sentipark

Classroom, St.-Karli-Quai

# What Makes Us Special?

## **The Benedict Education Group:**

The BHMS Business & Hotel Management School is part of the Benedict Education Group, one of Switzerland's oldest and largest Higher Education institutions. The Bénédict Education Group has 8 campuses in Switzerland and over 15,000 part-time and full-time students and professionals studying at its premises every year. Worldwide over 50 schools are part of the Benedict Group.

## **Transferable Skills:**

Transferable skills are abilities and talents that are relevant and useful across different areas of life: socially, professionally and at school. Teamwork, leadership, personal motivation, organization, time management, listening, multi-cultural empathy, communication and using information technology are all embedded in the DNA of the BHMS education system.

## **Unique 5-week term system:**

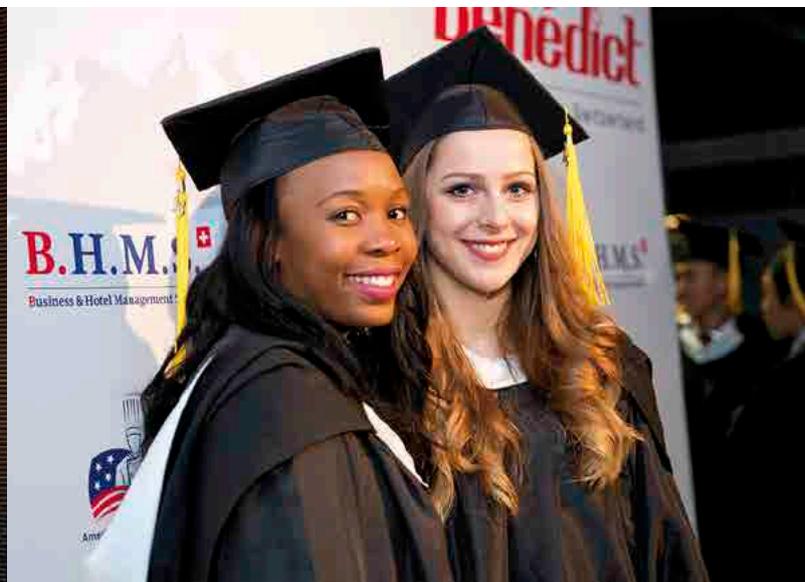
At the BHMS Business & Hotel Management School, we have implemented a unique system of education by dividing a 20-week semester into four mini-terms of 5 weeks each. This system enables students to focus on only 4 to 5 academic subjects at one time instead of the usual 8-10 subjects in other hotel schools.

## **Fast-track Swiss-British Dual Degrees:**

The BHMS Business & Hotel Management School, together with the Robert Gordon University (RGU) and the York St. John University (YSJ), has designed fast track BA, M.Sc. and MBA degrees in Switzerland without compromising quality. The BHMS-RGU Dual BA Degree (with three specialization pathways) may be completed within a 36-month period while the BHMS-RGU Dual M.Sc. Degree (with two specialization pathways) may be completed within a 12-month period. The BHMS-YSJ Dual MBA Degree may be completed within 6 months study followed by 4-6 months of Swiss internship or work experience.

## **In the Heart of Lucerne City:**

The BHMS Business & Hotel Management School campus has 5 buildings located in the heart of Lucerne city; City Campus, Gibraltarstrasse 34, Sentipark, St. Karliquai and Baselstrasse 57. The City Campus, the main student residence, is situated right beside the historical quarter of Lucerne, by the famous river Reuss with the four other campus buildings within a 4-minute walking distance.



BHMS graduation at the Lucerne Culture & Congress Centre

# BA Dual Degree

## DIPLOMA

### **Business & Hospitality Management** (Year One)

This one-year programme is designed for those who have completed their secondary education and are looking for a career in the hospitality/tourism industry or the international business sector. It has a dual focus on developing a broad understanding of the operational aspects of the international hotel industry and building knowledge of key business and management principles. It comprises of one semester of 20 weeks plus 4-6 months paid internship in Switzerland or overseas.

## HIGHER DIPLOMA

### **Business & Hospitality Management** (Year Two)

This second year provides the knowledge needed to further a career in hospitality and other multi-national business sectors. Students advance their understanding and skills in business management, accounting, sales and marketing as well as human resources management. It comprises one semester of 20 weeks plus 4-6 months paid internship. After completing the two year programme, students decide either to follow the BA in Hotel & Hospitality Management or the BA in Global Business Management final year pathway.

## BA DEGREE

### **Hotel & Hospitality Management** (Year Three)

The BA Degree in Hotel and Hospitality Management programme provides students with 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. Graduates may become accomplished managers, capable of working across a range of enterprises including leisure facilities, hotels, theme parks, conferences, exhibitions and event management.

## BA DEGREE

### **Global Business Management** (Year Three)

The BA Degree in Global Business Management programme provides the student with an academic qualification and skill set that is attractive to potential employers across a range of global business sectors in fields such as international sales and marketing, finance and controlling, banking, human resources, operations management, supply chain management and administrative positions in government and NGOs.

## YEAR ONE

### **Admission Requirements:**

- Completed secondary school diploma
- IELTS 5.0 level or equivalent
- 17 years of age

### **1<sup>st</sup> Semester** // 6 months // 4 terms

Consumer Marketing

Organisational Behaviour

Professional Development & Communications

Academic Writing & Study Skills

Academic English Communications I, II, III, IV

German Communication I, II, III, IV

Introduction to Hospitality & Tourism

Beverage Studies

Introduction to Dining Operations LAB

Food & Beverage Service Operations LAB

Kitchen Operations LAB

Economics for the Global Service Industry<sup>1</sup>

Restaurant Revenue Management<sup>1</sup>

Contemporary Food & Beverage<sup>1</sup>

Elective Language<sup>1</sup>

### **2<sup>nd</sup> Semester** // 4-6 months

Diploma Internship

**B.H.M.S.**<sup>+</sup>  
Business & Hotel Management School

**Diploma in Business & Hospitality Management**  
(120 Credits – 60 ECTS Equivalent)

**EDUQUA**

<sup>1</sup> Elective Modules.

**Disclaimer:** the above list of courses is indicative only and non-exhaustive. All modules are subject to variation and/or substitution without notice.

## YEAR TWO

### Admission Requirements:

- Completed secondary school diploma
- Completed BHMS Diploma or equivalent
- IELTS 5.5 level or equivalent

### 3<sup>rd</sup> Semester // 6 months // 4 terms

E-Commerce

Business Performance Analysis

Managing Hospitality Human Resources

Corporate Social Responsibility

Front Office Operations & Reservation Systems

Housekeeping Operations

Emotional Intelligence in the Workplace

Research Methods

Language Elective I, II

Small Business Management<sup>2</sup>

Hospitality Law<sup>2</sup>

Hotel Yield Management<sup>2</sup>

International Hospitality Cultures<sup>2</sup>

Hotel & Restaurant Design<sup>2</sup>

Advanced Food & Beverage Dining Services LAB<sup>2</sup>

Event Planning & Operations (Core for BA HHM)<sup>2</sup>

Global Business (Core for BA GBM)<sup>2</sup>

Current Issues in Hospitality & Tourism (Seminar Series)<sup>2</sup>

### 4<sup>th</sup> Semester // 4-6 months

Higher Diploma Internship

**B.H.M.S.**<sup>+</sup>  
Business & Hotel Management School

**Higher Diploma in Business & Hospitality Management**  
(120 Credits – 60 ECTS Equivalent)

**EDUQUA**

<sup>2</sup> Elective Modules.

## YEAR THREE

### Admission Requirements:

- Completed secondary school diploma
- Completed BHMS Higher Diploma or equivalent
- IELTS 6.0 level or equivalent

### 5<sup>th</sup> Semester // 6 months // 4 terms

Managing Events

Contemporary Hospitality Services Management

Hospitality Facilities: Development & Management

Strategic Management in the Hotel & Hospitality Industry

Financial Management in Hospitality

Academic Writing & Composition

### 6<sup>th</sup> Semester (4-6 months)

BA Internship

**RGU** ROBERT GORDON  
UNIVERSITY ABERDEEN

**B.H.M.S.**<sup>+</sup>  
Business & Hotel Management School

**BA Degree in Hotel & Hospitality Management**  
(120 Credits – 60 ECTS Equivalent)

## YEAR THREE

### 5<sup>th</sup> Semester // 6 months // 4 terms

Product and Service Innovation

Human Resources Management for Global Business

International Business Environment

Project Management

Digital Media

Academic Writing & Composition

### 6<sup>th</sup> Semester // 4-6 months

BA Internship

**RGU** ROBERT GORDON  
UNIVERSITY ABERDEEN

**B.H.M.S.**<sup>+</sup>  
Business & Hotel Management School

**BA Degree in Global Business Management**  
(120 Credits – 60 ECTS Equivalent)

# M.Sc. Dual Degree

## Programme Overview

The M.Sc. programmes are designed to enable graduates, or those wishing to develop their career path, the opportunity to enhance their hospitality knowledge and capabilities with a higher qualification which can accelerate career progression. Through their choice of pathway, students will be exposed to a variety of industry case studies and business concepts to develop the knowledge and competencies needed for a successful career in the hospitality, service and wider business sectors.

## Independent Research

Students are required to undertake a capstone research project in their second semester, alongside an optional internship to complete their final Master's credits. This allows students to develop and present an in-depth, critical research on a hospitality topic of their choice.

## International Hospitality Business Management

### Admission Requirements:

- Bachelor Degree in any discipline
- IELTS 6.0 level or equivalent

### 1<sup>st</sup> Semester // 6 months // 4 terms

Financial Performance in Hospitality Enterprises  
 Sustainable Development  
 Hospitality Analysis & Trends  
 Marketing & Branding in a Digital Society  
 Strategic Business Management  
 Leadership in Business  
 International Human Resources Management  
 Research Methods  
 Food Service Operations<sup>3</sup>  
 German or French Language Module<sup>3</sup>

### 2<sup>nd</sup> Semester // 4-6 months

Independent Research  
 Paid Internship



M.Sc. Degree



Master Degree

**International Hospitality Business Management**  
 (180 Credits - 90 ECTS Equivalent)

<sup>3</sup> Support modules for students wishing to undertake an internship in Switzerland.

**Disclaimer:** the above list of courses is indicative only and non-exhaustive. All modules are subject to variation and/or substitution without notice.

## Global Business Management

### Admission Requirements:

- Bachelor Degree in any discipline
- IELTS 6.0 level or equivalent

### 1<sup>st</sup> Semester // 6 months // 4 terms

Advanced Accounting for Decision Makers

Business Ethics for Global Enterprises

International Business Law

Marketing & Branding in a Digital Society

Strategic Business Management

Leadership in Business

International Human Resources Management

Research Methods

Food Service Operations<sup>3</sup>

German or French Language Module<sup>3</sup>

### 2<sup>nd</sup> Semester // 4-6 months

Independent Research

Paid Industry Training



M.Sc. Degree



Master Degree

**Global Business Management**

(180 Credits - 90 ECTS Equivalent)

<sup>3</sup> Support modules for students wishing to undertake an internship in Switzerland.

## Graduate Certificate

The Graduate Certificate offers candidates without a Bachelor, a progression route in the M.Sc. programmes. Students will study 4 core modules at advanced level over a 3 month period, and upon successful completion, will progress to the M.Sc. International Hospitality Business Management or M.Sc. Global Business Management.

### Admission Requirements:

- Associate Degree or equivalent
- Minimum two years of full-time work experience
- IELTS 6.0 level or equivalent

### Graduate Certificate // 3 months // 2 terms

Global Hospitality Sector

Event Operations & Management

Hospitality Marketing

Hospitality Accounting



**Graduate Certificate  
in Hospitality Business  
Management (60 Credits - 30 ECTS)**

# MBA Dual Degree

The BHMS Business & Hotel Management School, together with the York St. John University, offers an MBA Degree for young professionals to enhance their managerial knowledge and capabilities through applied learning using case studies, group work and real business examples.

Switzerland is world-famous for its high-quality service industries, hospitality and tourism sector and innovations in a number of fields. Students therefore have the opportunity to follow a contemporary curriculum to gain focused insight and skills in key business practices and explore a wide variety of multi-sector developments through case studies, data handling and projects to ensure that the learning is applied and of real career value.

The dual MBA program comprises one intensive study block of 6 months, full-time study which is followed by a Capstone Project, allowing students to pursue an in-depth study of an area relevant to their future. The research can be completed alongside an internship period of 6 months in Switzerland or overseas for students wishing to gain further work experience before proceeding on their career track. Alternatively, students may return to a full-time position during this phase of the program. This program is suited to candidates who possess a bachelor's degree or significant managerial experience and are looking to enter or gain promotion in a particular industry or sector.

## MBA Degree

### Admission Requirements:

- Bachelor Degree in any discipline
- Minimum two years of full-time work experience
- IELTS 6.0 level or equivalent

### 1<sup>st</sup> Semester // 6 months // 4 terms

- Global Business Strategy
- Marketing & Data Analytics
- Leading Innovation & Cultural Change
- Dynamic Perspectives on Sustainable Business
- Business Development & Value Creation
- Accounting & Finance for Decision Making
- Academic Writing & Research: MBA
- International Hospitality Management<sup>4</sup>
- Innovation & Entrepreneurship<sup>4</sup>
- Global Marketing<sup>4</sup>

### 2<sup>nd</sup> Semester // 4-6 months

- Capstone Project
- Paid Internship

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YORK  
ST JOHN  
UNIVERSITY

**B.H.M.S.**<sup>+</sup>  
Business & Hotel Management School

### MBA Degree

(180 Credits - 90 ECTS Equivalent)

<sup>4</sup> BHMS Specialization (1 of 3)

**Disclaimer:** the above list of courses is indicative only and non-exhaustive. All modules are subject to variation and/or substitution without notice.

## BHMS MBA Specializations

Alongside the core York St John MBA curriculum, students have the opportunity to take an additional, contemporary BHMS MBA module and base their Capstone Project around this subject area. This leads to their BHMS MBA award with specialization, adding a thematic emphasis to their study program.

### International Hospitality Management

The International Hospitality Management specialization provides a varied and stimulating programme of study that enables students to fully appreciate the diversity and complexity of global hospitality. It provides a structured examination of the international industry and the principal environments and host markets, in which business is developed and conducted. Moreover, it explores the characteristics of globalisation and global hospitality, political, economic, socio-cultural, technological, ecological and regulatory environments in which global hospitality management takes place.

### Innovation and Entrepreneurship

The Innovation and Entrepreneurship specialization is designed to equip students with the special skill-set required when creating a new business venture. It focuses especially on the areas that support the entire startup process, such as the development of new business ideas, models and processes, preparing and submitting a business plan, and the value creation process of innovation for the society.

### Global Marketing

In the Global Marketing specialization, students examine the opportunities offered by digital tools and key social media platforms including Facebook, Twitter, LinkedIn to enhance marketing campaigns. Cultural and geographic variations in SoMe usage and conventions and the business implications are also explored.

## MBA Top Up - M.Sc. Advanced Standing

Students who have successfully completed the full 180 M.Sc. credits at BHMS (International Hospitality Business Management or Global Business Management pathways) may gain advanced standing in the York St John MBA program by transferring 120 credits (including the independent research project) and completing 3 core MBA modules over a 3 month period.

This offer is exclusive to graduates of the M.Sc. programs taught at BHMS.

**Top Up MBA** // 3 months // 2 terms

Dynamic Perspectives on Sustainable Business

Leading Innovation and Cultural Change

Business Development and Value Creation

Est.  
1841

**YORK  
ST JOHN  
UNIVERSITY**

**B.H.M.S.**   
Business & Hotel Management School

**MBA Degree**

(180 Credits - 90 ECTS Equivalent)

# BA Dual Degree - Culinary Arts

## DIPLOMA

### Culinary Arts

The BHMS Diploma in Culinary Arts introduces students to the world of food production through basic operational techniques and hands-on core competency training. Highlights of this first year include classic European cooking methods, cuts, stocks and sauces as a foundation stone. Patisserie skills are developed through two specialised courses and industry essentials of food safety and nutrition are taught in preparation for the students' first industry training placement.

## HIGHER DIPLOMA

### Culinary Arts

The BHMS Higher Diploma in Culinary Arts increases the students' fundamental understanding of international culinary principles gained at the Diploma level. Practical highlights of this second year include advanced cold kitchen techniques, advanced training in contemporary dish creation and presentation as well as a dedicated chocolatier course. Students start additionally to develop their managerial skills through core business subjects, preparing them for a broad range of culinary career opportunities.

## BA DEGREE

### Culinary Arts

The third and final year, leading to a Bachelor's Degree in Culinary Arts, builds on the students' existing culinary competencies and experiences to deepen and hone practical, leadership and business skills. Highlights of this third year programme include inter-disciplinary management of food service operations, including customer service, resource planning and management. New product development, molecular cuisine, technology applications and managing teams in the kitchen labs provide additional capstone learning in a variety of skill areas before students progress to their final industry training and job placement.

## YEAR ONE

### Admission Requirements:

- Completed secondary school diploma.
- IELTS 5.0 level or equivalent.
- 17 years of age.

### 1<sup>st</sup> Semester // 6 months

Essentials of Culinary Operations LAB

Food Preparation Techniques LAB

European Cuisine LAB

Garde Manger I LAB

Cakes & Creams LAB

Bakery & Breads LAB

Nutrition

Food Safety

Introduction to the Hospitality Industry

German or French Language

Academic Writing & Study Skills

### 2<sup>nd</sup> Semester // 4-6 months

Diploma Training

**B.H.M.S.**<sup>+</sup>  
Business & Hotel Management School

**Diploma  
in Culinary Arts**  
(120 Credits – 60 ECTS Equivalent)



**Disclaimer:** the above list of courses is indicative only and non-exhaustive. All modules are subject to variation and/or substitution without notice.

## YEAR TWO

### Admission Requirements:

- Completed secondary school diploma.
- BHMS Diploma or equivalent.
- IELTS 5.5 level or equivalent.

### 3<sup>rd</sup> Semester // 6 months

A la Carte Cuisine LAB  
 International Cuisine LAB  
 Contemporary Culinary Arts LAB  
 Mediterranean Cuisine LAB  
 Garde Manger II LAB  
 Chocolate Creations  
 Menu Design  
 Food Costing & Acquisition Management  
 Food & Beverage Service Operations LAB  
 Culinary Business Analysis **OR** Food & Wine Pairing  
 Language Elective **OR** Hotel & Restaurant Design

### 4<sup>th</sup> Semester // 4-6 months

Higher Diploma Internship



**Higher Diploma  
 in Culinary Arts**  
 (120 Credits – 60 ECTS Equivalent)



## YEAR THREE

### Admission Requirements:

- Completed secondary school diploma.
- BHMS Higher Diploma or equivalent.
- IELTS 6.0 level or equivalent.

### 5<sup>th</sup> Semester // 6 months

Culinary Themes & Research  
 Managing Culinary Resources  
 Contemporary Culinary Operation  
 Food Service Operations  
 Creativity & Entrepreneurship

### 6<sup>th</sup> Semester // 4-6 months

BA Internship  
 Culinary Arts Project



**BA Degree in Culinary Arts**  
 (120 Credits – 60 ECTS Equivalent)



# PGD Hospitality Management

## Programme Overview

The BHMS Postgraduate Diploma in Hospitality Management program is specifically designed for two target audience who are aspiring to a management career in hospitality industry: degree holders in other fields, with lower English ability, who wish to undertake a foundation program to prepare them for the M.Sc. in International Hospitality Business Management program or make a career move into the international hotel and hospitality industry, and; young adults holding associate degree qualifications and significant work experience who wish to update their qualifications.

## Integral Paid Industry Training

One internship period of 4-6 months is an integral learning opportunity in both the postgraduate and master's programmes. During the Swiss internship, students receive a trainee's gross monthly salary of **CHF2,212**. Students' performance, behaviour and professional attitude is assessed by employers.

## 7 Elective Modules

- Front Office Operations & Reservation Systems
- Housekeeping Operations
- Food & Wine Pairing
- Menu Design
- Business Analysis
- Hospitality Law
- Business Economics
- Event Planning & Operations
- Small Business Management
- Hotel & Restaurant Design
- German Communication I, II, III
- French Communication I, II
- Italian Communication I, II
- Mandarin Communication I, II

## Hospitality Management

### Admission Requirements:

- Associate Degree or equivalent
- Minimum two years of full-time work experience
- IELTS 5.0 or equivalent

### OR

- Bachelor degree in any discipline
- IELTS 5.0 level or equivalent

### 1<sup>st</sup> Semester // 6 months // 4 terms

Introduction to Hospitality & Tourism

Corporate Social Responsibility

Business Performance Analysis

Academic Writing & Study Skills

Human Resource Management

eCommerce

Introduction to Dining Operations LAB

Food & Beverage Service Operations LAB

7 Elective Modules<sup>7</sup>

### 2<sup>nd</sup> Semester // 4-6 months

Postgraduate Internship

**B.H.M.S.**<sup>+</sup>  
Business & Hotel Management School

**Postgraduate Diploma  
in Hospitality Management**  
(120 Credit - 60 ECTS Equivalent)

**Disclaimer:** the above list of courses is indicative only and non-exhaustive. All modules are subject to variation and/or substitution without notice.

# PGD Culinary Arts

## Programme Overview

The BHMS Postgraduate Diploma in Culinary Arts is designed for degree holders in other fields, wishing to re-align their career into the culinary sector. It combines a hands-on approach to culinary operations and elementary food preparation skills with more advanced techniques and creativity in the latter part of the programme. Managerial skills are enhanced through key, applied theory courses to ensure a balanced conversion award.

Highlights of the programme include classic European cooking methods, cuts, stocks and sauces as a foundation stone, before practicing these skills with international and contemporary menus in a working restaurant environment. The industry essentials of food safety and nutrition are also taught in preparation for the students' industry training placement.

## Integral Paid Industry Training

One internship period of 4- 6 months is an integral learning opportunity in both the postgraduate and master's programmes. During the Swiss internship, students receive a trainee's gross monthly salary of **CHF2,212**. Students' performance, behaviour and professional attitude is assessed by employers.

### <sup>6</sup>Elective Modules

- Culinary Business Analysis
- Hotel & Restaurant Design
- Chocolate Creations
- Cakes & Creams
- Small Business Management
- Human Resource Management
- Garde Manger I
- German Communication
- French Communication
- Mandarin Communication
- Spanish Communication

## Postgraduate Diploma

### Admission Requirements:

- Associate Degree or equivalent
- Minimum two years of full-time work experience
- IELTS 5.0 or equivalent

### OR

- Bachelor degree in any discipline
- IELTS 5.0 level or equivalent

### 1<sup>st</sup> Semester // 6 months

Essentials of Culinary Operations LAB

Food Preparation Techniques LAB

European Cuisine LAB

International Cuisine LAB <sup>5</sup>

Contemporary Culinary Arts LAB <sup>5</sup>

Mediterranean Cuisine LAB <sup>5</sup>

Menu Design

Nutrition

Food Safety

Beverage Studies **OR** Food & Wine Pairing

3 Elective Modules <sup>6</sup>

### 2<sup>nd</sup> Semester // 4-6 months

Postgraduate Diploma Internship

**B.H.M.S.** <sup>+</sup>  
Business & Hotel Management School

**Postgraduate Diploma  
in Culinary Arts**  
(120 Credits – 60 ECTS Equivalent)

<sup>5</sup> Students select two modules only

**Disclaimer:** the above list of courses is indicative only and non-exhaustive. All modules are subject to variation and/or substitution without notice.

# Foundation Programmes

## Preparatory English Programme

This 10-week Preparatory English Programme (PEP) is an intensive course designed for hospitality, global or culinary management students whose English does not yet meet the entry requirements of their chosen program. The program is offered at three different levels to ensure students maximise their development before starting a full academic program.

The Preparatory English Programme is a dynamic course involving active learning that promotes English listening, speaking, reading and writing skills. Key academic skills such as brainstorming (generating ideas), outlining, drafting and structuring will also be internalized by students through the activities undertaken throughout the 10 weeks.

Our Preparatory English Programme comprises of 15-20 hours of tutor contact per week from Monday to Friday. Small classes ensure that attention is given to each individual's unique ability in each of the four key language areas.

This programme can only be offered to certain nationalities who have no restriction in obtaining a Swiss study visa with an English level below the standard entry requirements.

## BA Degree Foundation

This 10-week intensive preparatory course is designed for students who have successfully completed hospitality, business or culinary management studies in other higher education institutions, but who do not meet the direct entry requirements to join the final BA year directly. Students will study 48 credits at Higher Diploma level, in accordance with the BA pathway to which they will progress.

This program is only offered in combination with the BA final year of studies.



Dinner Service, Bistro 57



Kitchen Lab

# BHMS Accreditation

BHMS Business & Hotel Management School is a Swiss College of Higher Education and is a member at the conference of Swiss Colleges of Higher Education.

BHMS is an eduQua certified institute in the State of Lucerne. eduQua is the Swiss Association for Quality & Management Systems (SQS), which certifies education institutions in Switzerland.

BHMS has a partnership agreement with Robert Gordon University, Aberdeen in the UK to offer the Bachelor of Arts Degree in Hotel & Hospitality Management, Global Business Management, Culinary Arts, the Graduate Certificate as well as M.Sc. Degrees in International Hospitality Business Management and in Global Business Management. Robert Gordon University is consistently ranked as the **Top Modern University** by leading University Guides – The Times, The Sunday Times, The Guardian and The Complete University Guide.

The MBA program is awarded by the York St. John University (YSJ), UK. In 2016, YSJ celebrated its 175th anniversary as one of the oldest institutions in the UK. YSJ received bronze in the Teaching Excellence Framework in 2017.

To the right is a list of the BHMS's main accrediting and membership organizations as well as partner education institutions:

les écoles **supérieures**  
le scuole specializzate **superiori**  
die **höheren** fachschulen

Certified by 

Member of 

Member of 

All culinary awards  
accredited by 

BA & M.Sc. Degrees  
awarded by 

MBA Degree awarded by 



City Campus Restaurant

# Industry Internships

Internship is an integral part of the study programme at BHMS. During every academic year, students have the opportunity to carry out a 4-6 months internship period in a hotel or a restaurant approved by BHMS. An Internship Placement Officer assists students with placements in hotels, restaurants and service sector companies in Switzerland and overseas. During internship, employers will assess students' performance,

behaviour and professional attitude. Furthermore, Diploma students are requested to write a report about their experience and the nature and management style of the property in which they undertook their internship. Students undertaking an internship in Switzerland will be under contractual obligation with their employers, which will entitle them to receive a trainee's gross monthly salary of **CHF2,212**.





**BÜRGENSTOCK**  
HOTELS & RESORT

Central Switzerland



**CANDRIAN**  
CATERING

Zurich, Basel & St. Gallen



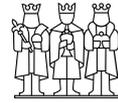
Zurich Airport



Interlaken



Zurich



**LES TROIS ROIS**

Basel

**THE CHEDI**

ANDERMATT, SWITZERLAND

**ASTORIA**

THE LEADING FIRST-CLASS HOTEL  
LUCERNE SWITZERLAND



**BAUR AU LAC**  
ZURICH SWITZERLAND

## International Internships



**THE RITZ-CARLTON**

USA, Japan, Thailand & Malaysia



**INTERCONTINENTAL.**  
HOTELS & RESORTS

USA, Germany & Romania



**NIKKI BEACH**  
RESORT & SPA  
Porto Heli, Greece



**RAMADA**  
INTERNATIONAL HOTELS & RESORTS

Belgium



**Hilton**

USA, UK & UAE



Worldwide



Malta



UAE



**MÖVENPICK**

Hotel & Resorts

Netherlands & UAE

# International Job Placement

**Masterwork**, a company owned by Benedict Education Group Switzerland, provides global career and placement opportunities for BHMS graduates after completing BA, PGD or MBA programmes. BHMS also works with numerous international placement agencies that specialize in placing graduated students in Europe, Asia and North America. This service includes preparing for telephone interviews and video resume, job prospecting, preparing extensive documentation for

## **MASTERWORK** PLACEMENT AND CAREER

employment as well as assistance with visa applications. BHMS also participates in numerous career fairs to expose its graduates to global career opportunities.



International Career Days



THE RITZ-CARLTON  
DOVE MOUNTAIN



FRENCHMAN'S  
CREEK  
BEACH & COUNTRY CLUB



GAYLORD OPRYLAND™  
RESORT & CONVENTION CENTER  
*Nashville*



THE ARTS CLUB



RELAIS &  
CHATEAUX



JW MARRIOTT.  
HOTELS & RESORTS



Service Sector Job Placement



Fashion & Luxury Goods



International Health Insurance



Banking



Exclusive Watches & Jewellery



IT Industry



Conferences & Marketing Events

# My Career After Graduation



**Apekshit Shah** completed the BHMS/CityU MBA Degree in 2014 and presently works as a **Restaurant Manager** at the Emirates Palace, Abu Dhabi.

*«My previous experience across Europe, Asia, and North America is accelerating my career development in the Middle East», says Apekshit. «This is combined with the right education at BHMS, self-motivation, passion and hard work.»*



**Anastasia Demchuk** completed BHMS/CityU MBA Degree in 2013 and presently works as an **Administration Manager** at Chopard, London, UK.

*«My range of responsibilities are focused on customer service, CRM management as well as analysis and implementation of sales strategies», says Anastasia. «Though it is not directly related to hospitality management, it does expose me to the main concepts of customer service, relationship marketing and sales strategies which was comprehensively covered during my MBA studies at BHMS.»*



**Elyas Genno** completed the BHMS/CityU MBA Degree in 2014 after completing the BHMS/RGU Bachelor program in 2012. He presently works as a **Senior Sales Executive** at The Marcus Evans Group in Prague, Czech Republic. Marcus Evans Group is a global, multi-faceted media, corporate marketing and information company, employing 3000 professionals in 59 worldwide locations.

*«My job at Marcus Evans is to build relationships with existing clients while identifying new business opportunities in the oil and energy sector», says Elias. «Thanks to my BA and MBA studies at BHMS, I was able to advance fast during the first few years of my career and I look forward to my next career move.»*

**Hamad Mustafa** completed the BHMS/RGU Bachelor Degree at BHMS in 2012 and presently works as a **Head of Conference & Events** at the Rotana Hotel, Bahrain. Prior to his new assignment he worked as a Senior Catering and Conference Service Manager at the Ritz Carlton Hotel in Saudi Arabia.

*«I am so proud to be a graduate of BHMS», says Hamad. «I learned dedication, hard work and commitment-to-results during my studies in Switzerland. Now I am climbing my career ladder applying the same work ethos everywhere I go.»*



**Marina Brodova** completed the BHMS/RGU Bachelor Degree at BHMS in 2015 and just launched her career as a **Cabin Crew** at Etihad Airways, United Arab Emirates. During her Bachelor Degree studies she completed various industry training assignments from the Splendide Royal hotel in Lugano, Switzerland to the Radisson Blu Ambassador in Paris, France and finally to the Marriott Ambassador Paris Opera.

*«Working in the airline industry was my childhood dream», says Marina. «Now I have this opportunity and I am planning to continue growing in this fascinating and fast growing industry.»*



**Wong Tsz Ho Jun** completed the BHMS/RGU Bachelor Degree in 2015. He presently works as a **Learning & Development Supervisor** at Hotel W Hong Kong.

*«As a learning & development supervisor, I am in charge of a full range of administrative activities to ensure the smooth operation of our training department», says Jun. «My studies and internships at BHMS and Switzerland were crucial to enhancing my hotel operation skills and in boosting my self-confidence to pursue a career in training and talent acquisition.»*



# My Career After Graduation



**Vladyslav Mozharov** completed the BHMS/CityU MBA Degree in 2014 and presently he is the **Owner & Managing Director** of CharterClick based in Dubai. CharterClick is a B2B online platform for vessel booking.

*«I knew a while ago that I wanted to start my own business», says Vlad. «But finding a genuine business idea was not too easy. My MBA studies at BHMS as well as my internships in Switzerland and Dubai gave me a sense of the real world and the risk and rewards involved in launching my own business.»*



**Bernice Voo** completed the BHMS/CityU MBA Degree in 2013 and presently works as a **Project Manager** at SWISSCARE, Bern, Switzerland. SWISSCARE is a global insurance solutions for expatriates, travelers and students.

*«My study years at BHMS has been unique and full of exposure», says Bernice. «Being part of multi-cultural student body, I had to learn and adapt to different traits and habits. And this I think is my surviving secret in a Swiss multinational company like SWISSCARE.»*



**Junxin Huang** completed his BHMS/RGU BA Degree in 2012 and presently works as a **Project Manager** at Walvax Biotechnology, Yunnan Province, China. Walvax is a modern biological pharmaceutical enterprise engaged in R&D, production and sales of bio-medicine products.

*«As a project manager in a pharmaceutical company, I work with a team of clinical researchers in China and around the world to develop and distribute pharmaceuticals. Though it is not a hospitality-related job, it is very much related to skills and abilities we intensively learned at BHMS, such as people skills, problem-solving abilities as well as the willingness to work together toward a common goal.»*

**Nguyen Dac Cuong** completed the BHMS/RGU Bachelor Degree in 2014 and presently works as a **Franchise Manager** at the Cuon N Roll Chain Restaurants in Hanoi, Vietnam.

*«My job as a Franchise Manager is to help our franchisees optimise the sales and profit from their respective franchises. I am the main communication link between Cuon N Roll Chain and the franchisees, so my role is really varied. I do consider myself very lucky to have studied at BHMS and to have a great start to my career.»*



**Zhupar Teleubayeva** completed her BHMS/RGU Bachelor Degree in 2012 and presently works as **Industrial Relations Supervisor** at Tengizchevroil (TCO) Oil & Energy. TCO is Kazakhstan's largest producer and marketer of oil and gas.

*«My studies at BHMS were not simply related to hospitality, it was a multi-discipline, skills-based education that can be related to many industries. As much I learned from books, I also learned from the experienced faculty, the diverse student body and the European way of life. I am lucky to apply all such knowledge and experience in an oil and gas enterprise.»*



**Mohamed Ilham Leusin** completed the BHMS Postgraduate Diploma in 2015 and presently works as a **Managing Director** of LeUi Brothers Tours & Travel in Basel, Switzerland.

*«My 10 years plus of travel and hospitality experience has been supplemented by the BHMS fast-track Postgraduate Diploma that gave me the assurance and confidence that I can launch my own business immediately upon graduation. This confidence resulted in earning Disneyland Resort Paris, Disney Cruise Line, Swiss Travel System and Retail Europe Best Partner Award.»*



# What is life like at BHMS?



Anastasiia Balanutsa  
Ukraine

«Studying at BHMS with this mix of nationalities allows me to open up and enhance my social skills.»

## Students

BHMS students come from over 90 nations with various ethnic and cultural backgrounds. They speak different languages and have different beliefs, yet they all have one thing in common: the ambition to pursue a successful career in the global hospitality and service industry. Through this constant cultural exchange and engagement in a multicultural community, students absorb an experience that is crucial to future leaders within the global village: the ability to work and communicate with people of different origins.

## Accommodation & Meals

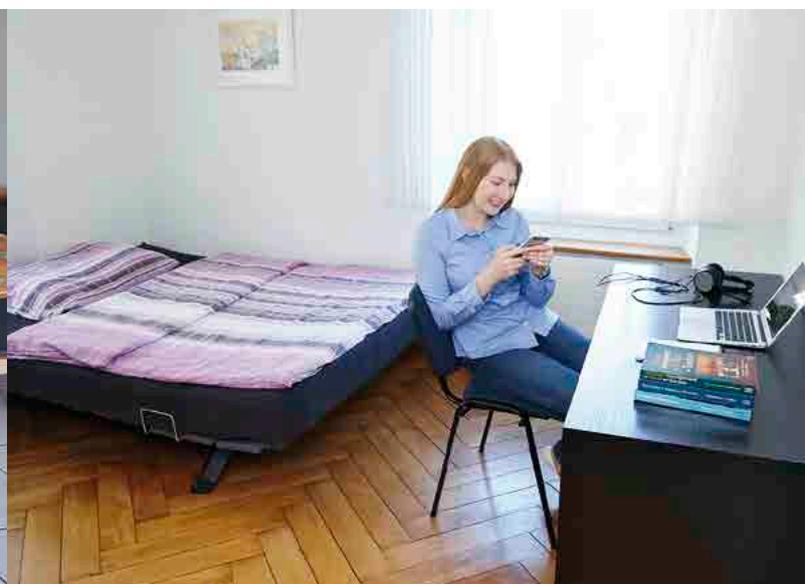
BHMS's main student residence (City Campus) offers accommodation with a 24 hour reception service, a restaurant and a lounge. Students are hosted in modern rooms equipped with a bathroom, a kitchenette and WLAN. Premium and studio accommodations are available upon request at an additional charge. Students with a food and beverage plan are entitled to three meals a day during weekdays and a brunch and dinner service during the weekends and holidays. For vegetarians and those who do not eat pork or beef, special dishes are provided at no extra charge.

## Internet & Language Lab

Residence and campus buildings are equipped with WLAN. For students without laptops, BHMS provides computer facilities to enable students to complete their study assignments as well as to stay in contact with their families and friends. Additionally, students have free access to the Benedict language lab facilities located at the Lakefront Centre.



Sample Single Studio Accommodation



Sample Shared Premium Accommodation

### Dress Code

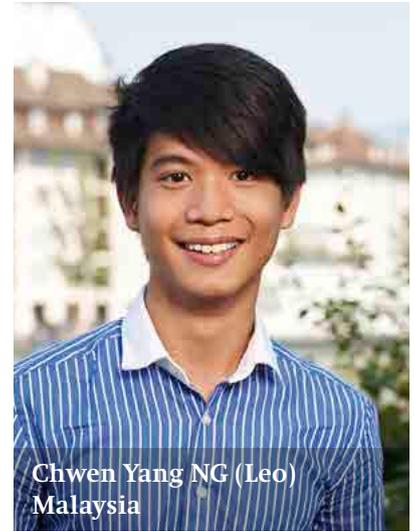
The BHMS Business & Hotel Management School mirrors a professional business environment where staff and students observe the rules of good manners and appropriate behaviour. All students adhere to the business dress code that is a professional norm in the hospitality industry. Culinary students are provided with full Chef uniforms to undertake their practical labs.

### Language

The language of instruction in all courses is English. However students also learn German and/or French. Other language options including Spanish, Italian and Mandarin are available upon demand. Good knowledge of the German language will also help students to communicate with the local community and guarantee them a suitable industry placement in the German-speaking part of Switzerland.

### Faculty

The quality of faculty is decisive for the quality of any education institution. At the BHMS Business & Hotel Management School, all academic staff hold recognized university degrees and/or have a recognized professional title and many years of managerial experience in relevant industry sectors. The BHMS Business & Hotel Management School invites industry guest speakers from Switzerland and abroad to enrich its quality education.



**Chwen Yang NG (Leo)**  
Malaysia

*«At BHMS we are challenged to learn 2-3 languages and I know now how crucial this is for my future career.»*



Sample Shared Standard Accommodation

# Extra-Curricular Activities

Getting involved in extra-curricular activities whilst at the BHMS Business & Hotel Management School assists students to develop and demonstrate various skills and interests. A regular programme of sport events, sightseeing, entertainment and cultural trips are designed to expose students to Swiss and European lifestyles. These out-of-the-classroom experiences add a rich layer to a student's time at the BHMS Business & Hotel Management School.

- 01** A field excursion at Eichhof Brewery in Lucerne
- 02** A visit at Hergiswil glass factory
- 03** A yoga class at BHMS campus facilities
- 04** A visit at the Technopark Zurich
- 05** A trip at Jungfrauoch (3,454 meters above sea level)
- 06** A tour at a horse farm in central Switzerland
- 07** A thrilling rope park excursion at Lucerne's very own mountain: Pilatus
- 08** An indoor climbing trip (bouldering) at City Boulder Park
- 09** A full-day excursion at Alpamare, Europe's largest water park
- 10** BHMS students crossing the finish line at Lucerne's Marathon



01



02



03



04



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IN THE HEART OF LUCERNE CITY



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**Business & Hotel Management School**

**BHMS Business & Hotel Management School**

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