

# Undergraduate ACADEMIC CATALOG

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## 2016



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

Business & Hotel Management School

# Introduction

This handbook has been designed to assist you, the prospective student, partner school or other stakeholder in understanding the range of hospitality and business management courses and programs you can study at BHMS.

Course details are accurate at the date of issue, and this handbook is revised in line with program amendments, to ensure you receive up to date information, as we keep our programs current with market needs.

Should you require further details of the courses and programs described herein, please do not hesitate to contact one of our Representatives, a list of whom can be found on the BHMS website [www.bhms.ch](http://www.bhms.ch).

We look forward to welcoming you to BHMS.

A handwritten signature in blue ink, appearing to read 'Robinson', is positioned above the printed name and title.

Heather Robinson  
Academic Dean

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Business & Hotel Management School (BHMS) is a Swiss Federal College of Higher Education in the Hotel, Restaurant and Tourism specializations. BHMS is a member at the conference of Swiss Colleges of Higher Education. BHMS is also an eduQua institute in the State of Lucerne.

BHMS has a partnership agreement with Robert Gordon University (UK) to offer bachelors degrees.

For more information on BHMS' accreditations & programs, visit [www.bhms.ch](http://www.bhms.ch).

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Joint MBA Degrees with 

Higher/Advanced Diplomas  
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# Academic Overview

All courses at Business & Hotel Management School in Lucerne, Switzerland, are taught in English. Each course comprises at least:

- ♦ 25 lecture hours
- ♦ 35 directed learning hours

## U.S. CREDIT EQUIVALENTS

U.S. credit equivalents have been given to the courses listed in the following pages. You may also see these courses described with BHMS or European Credit Transfer and Accumulation System (ECTS) credits. For example:

- ♦ a course of 6 BHMS credits = 3 ECTS or 1.5 U.S. credits; and
- ♦ a course of 15 BHMS credits = 7.5 ECTS or 3.75 U.S. credits.

## GRADING SYSTEM

The BHMS does not follow the same grading scale as the United States. Grades are awarded on a scale from 0 to 100 with 40 as the minimum passing grade for all programs.

<i>BHMS Grade</i>	<i>U.S. Equivalency</i>
70-100	A
60-69	B+
50-59	B
40-49	C

## ACADEMIC CALENDAR

Each academic year at BHMS comprises one semester of 20 weeks of study plus 4-6 months of industry training with programs starting January, February, April, May, July, August, October and November. Students may also choose to study at BHMS for only one semester; however, it is not possible to arrange industry training with programs shorter than one academic year. On the following pages, the three options for U.S. students are described.

# Study Options: One Semester

## 1) SHORT SEMESTER

U.S. students who choose to take courses from the Diploma (Year 1) or Higher Diploma (Year 2) in Hospitality Management may study at BHMS for one 10-week semester, consisting of two 5-week terms with a term break. During these terms, students may take up to 8 classes, earning up to 12 U.S. credits. Total fees for a short semester are approximately half of a full year.

This may be done during any of the following semesters:

- ♦ **Autumn Semester:** *late September – early December*
- ♦ **Spring Semester:** *late February – early May*
- ♦ **Summer Semester:** *late May – early August*

## 2) FULL SEMESTER (BACHELORS)

U.S. students who opt to take courses from the Bachelors Degree (Year 3) in Hotel & Hospitality Management or Global Business Management must study at BHMS for one full 20-week semester. During this semester, students may take up to 6 classes, administered by Robert Gordon University, earning up to 18.75 U.S. credits. Total fees for a full semester are identical to a full year.

This may be done during any of the following semesters:

- ♦ **Autumn/ Winter Semester:** *late August - late February*
- ♦ **Spring/ Summer Semester:** *late February - late August*

*Please note: It is not possible to arrange industry training with programs shorter than one year.*

# Study Options: One Academic Year (with Industry Training)

U.S. students who wish to take complete industry training through BHMS must enroll in one academic year. This consists of one semester of 20 weeks of study plus 4-6 months of industry training.

## 1) DIPLOMA OR HIGHER DIPLOMA

Students taking courses from the Diploma (Year 1) or Higher Diploma (Year 2) may take up to 16 classes, earning up to 24 U.S. credits. Immediately following, students will be placed in an industry training of 4-6 months. Course lists may be found on pages 7-8 for Hospitality Management and pages 11-12 for Culinary Arts.

Students may begin these programs in January, February, April, May, July, August, October or November.

## 2) BACHELORS

Students taking courses from the Bachelors Degree (Year 3) may take up to 6 classes, administered by Robert Gordon University, earning up to 18.75 U.S. credits. Immediately following, students will be placed in an industry training of 4-6 months. Course lists may be found on page 9 for Hospitality Management, page 10 for Global Business and page 13 for Culinary Arts.

Students may begin these programs in February, August or November (Hospitality Management and Global Business only).

# Diploma: Hospitality Management (Year 1)

This one-year program 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. The program 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.

This program is comprised of one semester of 20 weeks plus 4-6 months paid internship in Switzerland or overseas.

## Course List

The following courses are offered under the Diploma in Hospitality Management.

- ♦ Sales & Marketing
- ♦ Business Ethics
- ♦ Accounting I
- ♦ Intro. to Yield Management Concepts
- ♦ Business Communication I
- ♦ German Communication I, II & III
- ♦ Intro. to Hospitality & Tourism
- ♦ Food Service Operations
- ♦ Food Service Theory
- ♦ Intro. to Spirits & Other Alcoholic Beverages
- ♦ Learning & Study Methodology I
- ♦ Personal Development
- ♦ Certificate in Wines
- ♦ Opera Reservation Systems
- ♦ Investment Management
- ♦ Industry Training Preparation

# Higher Diploma: Hospitality Management (Year 2)

The second year of this program provides the knowledge needed to further a career in global tourism, hospitality and other multi-national business sectors. Students advance their understanding and skills in business management with subjects that include accounting, sales and marketing as well as human resources management.

This program is comprised of one semester of 20 weeks plus 4-6 months paid internship in Switzerland or overseas. After completing this two-year program at BHMS, students decide either to follow the BA in Hotel & Hospitality Management or the BA in Global Business Management final year pathway.

## Course List

The following courses are offered under the Higher Diploma in Hospitality Management.

- ♦ Hotel Marketing
  - ♦ Accounting II
  - ♦ Professional Development
  - ♦ Human Resource Management
  - ♦ Business Communication II
  - ♦ Front Office Operation
  - ♦ Intro. to Housekeeping
  - ♦ Intro. To Food & Beverage Management
  - ♦ Study & Research Methodology II
  - ♦ Micros Fidelio Version 7.13 II
  - ♦ Hospitality Business Law\*
  - ♦ Menu Planning\*
  - ♦ Staff Training & Development\*
  - ♦ Organizational Innovation\*
  - ♦ Change Management\*
  - ♦ Service Quality Management\*
  - ♦ eCommerce in Hospitality Industry\*
  - ♦ Convention Management\*
  - ♦ Foundation Certificate in Wines\*
- \*Elective course*

# Bachelors: Hotel & Hospitality Management (Year 3)

The BA in Hotel and Hospitality Management program provides all students with an academic qualification that is attractive to potential employers: the skills and ability 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 public and private enterprises including leisure facilities, hotels, theme parks, conferences, exhibitions and event management.

This program is comprised of one semester of 20 weeks plus 4-6 months paid internship in Switzerland or overseas.

## Course List

The following courses are offered under the Bachelors of Arts in Hotel & Hospitality Management. This is a program of Robert Gordon University (UK) administered by BHMS.

- ♦ Research Methods in a Hospitality Context
- ♦ Hospitality Retail Management
- ♦ Hospitality Property Services Management
- ♦ Strategic Management for the Hospitality Industry
- ♦ Workplace Internship
- ♦ Hospitality Management in Practice

# Bachelors: Global Business Management (Year 3)

The BA in Global Business Management program 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.

This program is comprised of a semester of 20 weeks plus 4-6 months paid internship in Switzerland or overseas.

## Course List

The following courses are offered under the Bachelors of Arts in Global Business Management. This is a program of Robert Gordon University (UK) administered by BHMS.

- ♦ Creativity in Business
- ♦ Human Resources Management for Global Business
- ♦ International Business Environment
- ♦ Project Management
- ♦ Workplace Internship
- ♦ Management in Practice

# Diploma: Culinary Arts (Year 1)

The 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 specialized courses and industry essentials of food safety and nutrition are taught in preparation for the students' first industry training placement.

This program is comprised of one semester of 20 weeks plus 4-6 months paid internship.

## Course List

The following courses are offered under the Diploma in Culinary Arts.

- ♦ 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
- ♦ Certificate in Wines
- ♦ German or French Language
- ♦ Business Communication I
- ♦ Industry Training Preparation

# Advanced Diploma: Culinary Arts (Year 2)

The Advanced 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.

This program is comprised of one semester of 20 weeks plus 4-6 months paid internship.

## Course List

The following courses are offered under the Advanced Diploma in Culinary Arts.

- ♦ A la Carte Cuisine LAB
- ♦ International Cuisine LAB
- ♦ Contemporary Culinary Arts LAB
- ♦ Mediterranean Cuisine LAB
- ♦ Garde Manger II LAB
- ♦ Chocolate Creations
- ♦ Budgeting for Food & Beverage
- ♦ Menu Design
- ♦ Food Costing & Acquisition Management
- ♦ Hospitality Marketing
- ♦ Food Service Operations
- ♦ Culinary Business Analysis **OR**
- ♦ Food & Wine Pairing
- ♦ Language Electives

## Bachelors: Culinary Arts (Year 3)

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 program 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.

This program is comprised of one semester of 20 weeks plus 4-6 months paid internship.

## Course List

The following courses are offered under the Bachelors in Culinary Arts.

- ♦ Food Service Management
- ♦ Creativity & Entrepreneurship
- ♦ Managing Culinary Resources
- ♦ Contemporary Culinary Operations
- ♦ Culinary Arts Project