



# Bachelor of Science in International Hospitality Management

ENGLISH

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SECTION ONE



# Intro- duction

# More than a hospitality degree

At EHL Hospitality Business School, our purpose is to prepare the next generation of executives to thrive in the world of business, equipping them with the skills, knowledge, and mindset needed to lead with confidence. Now, more than ever, in a world fueled by rapid technological advancements, changing societal norms, and an insatiable desire for convenience and personalization, customer-centricity is key. With a legacy spanning over 130 years, we combine academic excellence with real-world experiences to make a meaningful impact. Through strategic collaborations with industry leaders and hands-on training, you'll gain invaluable insights and forge connections that shape your future success.





**Shape your future success**

# About

## EHL Hospitality Business School



**#1 HOSPITALITY  
MANAGEMENT  
SCHOOL WORLDWIDE**  
QS University Rankings,  
Since 2019

Since 1893, EHL Hospitality Business School has been a pioneer in its field. Consistently recognized as the leading university for hospitality management studies and ranked among Switzerland's top five schools for business and management, our legacy of success spans over a century. EHL boasts award-winning hospitality training facilities, three campuses, world-class faculty, and an alumni network with over 35,000 members that spans over 150 countries.



**125+ NATIONALITIES**  
across the student community

Our faculty comprises leading professors from around the world, including business leaders and experienced executives from a range of industries.



**84% of students speak  
AT LEAST 3 LANGUAGES**

Accredited by AACSB, EHL benefits from a robust quality assurance framework and a network of prestigious business schools. Moreover, our Bachelor of Science in International Hospitality Management holds double accreditation, meeting rigorous standards in both Europe (HES-SO) and the US (Neche).



**3 campuses  
on 2 CONTINENTS**

**Hes·so**

**NECHE**  
National Council  
on Educational Accreditation

**AACSB**  
ACCREDITED

**edutrust**  
EFMD  
EQUIS ACCREDITED



Excellence

# A one-of-a-kind experience

EHL is unlike any other hospitality management school. Our deep passion for the industry shapes every aspect of our educational approach, blending cutting-edge teachings with hands-on experiences and real-world simulations to provide a truly comprehensive learning experience.



### Hands-on experience

Get an inside look at the inner workings of the hospitality industry. In your first year, you'll participate in 25 hands-on workshops, a comprehensive curriculum, and two internships – giving you the opportunity to apply your skills and demonstrate your business acumen in real-world settings and situations.



### Contextual learning

Learn to navigate today's business challenges and opportunities – from the tech revolution to global competition, emerging markets, big data and sustainability. Our case studies and assignments reflect real-world scenarios, providing an immersive and relevant learning experience.



### A global perspective

Be part of a global and culturally diverse experience. As the world's most international hospitality school, EHL welcomes over 4,000 students from 125 nationalities across its three campuses. Complete your internships anywhere in the world or spend a semester in Singapore to enrich your multicultural learning.



### Interpersonal skills

Build essential human and social skills for the professional world. Through events, presentations, individual assignments, and group projects, you'll develop and strengthen your ability to communicate, collaborate, and work independently, graduating with experience in public speaking, pitching, and networking.



### Extra-curricular programs

With a wide and enriching range of student committees and extra-curricular activities, students can develop and express their interests, put their knowledge into practice, and contribute to EHL's vibrant campus life, all while shaping their educational journey.

# Career Paths for EHL graduates

EHL's Bachelor of Science in International Hospitality Management, with its focus on operational excellence, service-centric skills, immersive learning and real-world experience, equips graduates with a passport to careers in dynamic and diverse industries spanning hospitality, consulting, finance, real estate, luxury goods, and entrepreneurship. 96% of EHL graduates secure employment within six months of being awarded their degree and are highly sought-after by global companies, including LVMH, L'Oréal, Procter & Gamble, and Nestlé.

Our renowned network is served by the Career Services Center, which hosts regular recruitment events such as workshops and the twice-yearly EHL Career Fair, facilitates student access to an impressive array of internship and full-time graduate opportunities.



Meet 180+  
**RECRUITERS** annually



55% in **SENIOR MANAGEMENT**  
**OR EXECUTIVE** roles



**12,000+** Companies hiring on  
**EHL'S JOB PLATFORM**



# Industries

where our graduates work



**11%**

Retail,  
Luxury Brand,  
Consumer Goods



**8%**

Technology,  
Multimedia, Marketing,  
Communication



**12%**

Bank, Finance, Real  
Estate



**15%**

International  
Chains



**9%**

Restaurants,  
Bars & Catering



**6%**

Travel,  
Tourism, Leisure  
& Entertainment



**7%**

Consulting, Audit,  
Accounting, Legal



**8%**

Independent Hotels



**8%**

Education,  
NGO, Public  
Administration



**16%**

Other

## Further studies after the Bachelor's Program

For those wishing to consolidate their expertise or enhance their career prospects, the EHL Bachelor of Science in International Hospitality Management serves as an excellent foundation for postgraduate studies. Graduates may choose to pursue a Master's degree at EHL or gain admission to top international universities, benefitting from the program's ECTS credits (Europe) and NECHE (USA) accreditation. Whether specializing in hospitality, business management, finance, or related fields, EHL alumni are well equipped to continue their studies in renowned programs at leading institutions. Our graduates have gone on to pursue postgraduate courses in Harvard, Wharton, HEC Paris, Tsinghua, etc.

# Laurent Gagnebin

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**CEO of Rothschild Co Bank AG**

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**Rothschild & Co is one of the world’s largest and longest established independent financial services groups and we have been at the heart of the world’s financial markets and the benchmark for outstanding client service, for more than two centuries. Our heritage provides us with both a strong foundation, and a clear vision for the future.**

It is this understanding of client service, strong foundation and the clear vision for the future which makes EHL the perfect partner for Rothschild & Co. As a proud member of the EHL Alliance we have benefitted from many joint projects, successful events and were able to win some of the best talents for our organization. We are looking forward to many more years to come.

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# Be part of EHL





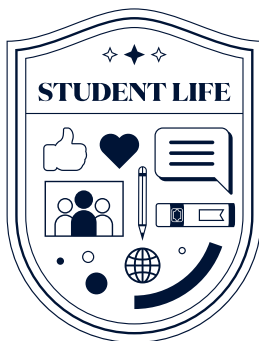
## Embark on a journey of self-discovery

From the moment you set foot on campus, a unique path unfolds – one that values personal growth as much as academic achievement. EHL is more than an education; it is about discovering your true self and aspirations. We skilfully blend professionalism with individuality, fostering an environment where authenticity thrives. Your voice matters in every interaction, regardless of hierarchy. By choosing EHL, you join a community that not only embraces diversity but also champions personal and professional growth.



## Build lifelong international connections

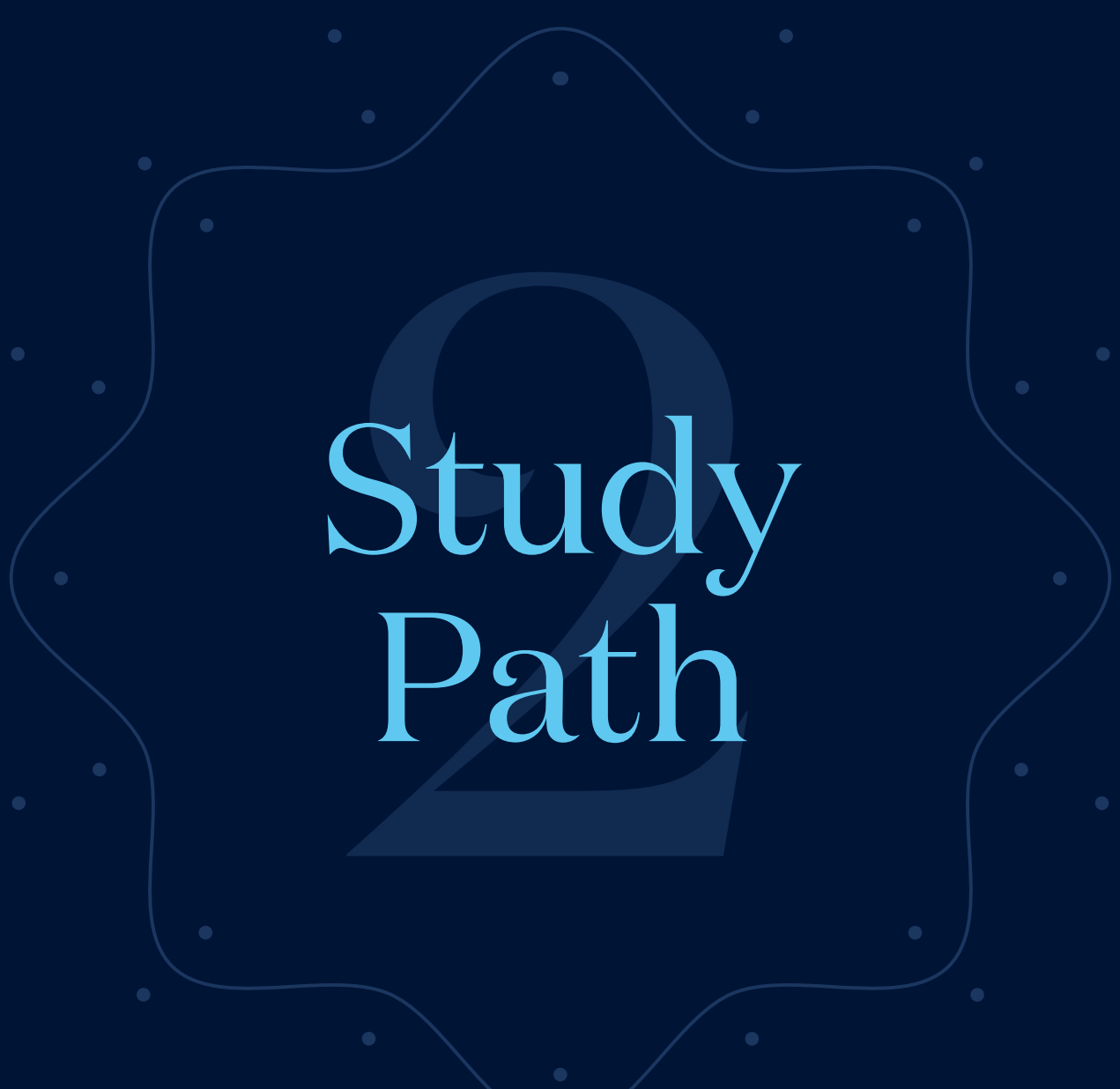
Our Bachelor of Science offers an international experience shared by a global community. Being part of a cohort of students from around the world fosters cultural awareness and everlasting bonds that last a lifetime. Through collaborative projects, weekly gatherings and guided mentorships, you will expand your network and your horizons within EHL – and beyond.



## Embrace the energy of student life

Located in vibrant cities, our Bachelor program campuses in Singapore and Switzerland are on the doorstep of myriad cultural, culinary, and sports experiences. At the same time, our close-knit community ensures a supportive environment, allowing you to explore with confidence, while active student committees organize regular events, fostering a shared sense of connection and belonging.

SECTION TWO



Study  
Path

BACHELOR OF SCIENCE  
IN INTERNATIONAL HOSPITALITY  
MANAGEMENT

# Academic Excellence

EHL's Bachelor program holds Swiss accreditation through HES-SO, allowing for ECTS credit transfers and global recognition. It is also accredited by NECHE, meeting rigorous US standards, and proudly holds AACSB accreditation – an achievement earned by only 6% of business schools worldwide. In Singapore, our high standards are recognized by EduTrust certification, underscoring our commitment to excellence in business education.



4 years full-time



2 six-month internships



Taught in English or French\*



Switzerland  
Singapore

Hes·so



EHL Campus (Singapore) is registered as a private education institution in Singapore under the Private Education Act, Enhanced Registration Framework (ERF), Registration No. 201731189N (valid from 14 June 2023 to 13 June 2027) and has received the EduTrust Certification Scheme. EduTrust Certification validity: 14 October 2023 to 13 October 2027 Certificate No EDU-2-2124.

\*some courses are only delivered in English.



# Program Structure

## PREPARATORY YEAR

### SEMESTER 1

#### Applied learning

Build essential personal skills through 25 workshops in real service environments.

📍 EHL CAMPUS LAUSANNE

### SEMESTER 2

#### Operational Internship

Develop your customer service expertise in a real-world professional setting.

📍 WORLDWIDE

## YEAR 1

### SEMESTER 1

#### Management theory classes

Develop a foundational understanding of essential business management concepts.

📍 EHL CAMPUS LAUSANNE

### SEMESTER 2

#### Management theory classes

Master data analysis and financial insights for smarter decisions.

📍 EHL CAMPUS LAUSANNE

## YEAR 2

### SEMESTER 3

#### Management theory classes

Strengthen your understanding of key business management topics.

📍 EHL CAMPUS LAUSANNE OR SINGAPORE

### SEMESTER 4

#### Management role internship

Apply your business knowledge and professional skills in a management role.

📍 WORLDWIDE

## YEAR 3

### SEMESTER 5

#### Strategic business classes

Explore complex business concepts while developing strategic skills.

📍 EHL CAMPUS LAUSANNE

### SEMESTER 6

#### Specialization tracks and applied project

Tailor your learning through electives and an applied project that showcases your expertise.

📍 EHL CAMPUS LAUSANNE

## GRADUATION

# Preparatory Year

## SEMESTER 1

THE ART AND SCIENCE OF HOSPITALITY IN SWITZERLAND

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The first semester immerses you in hospitality roles through workshops and training, both inside and outside the classroom. You'll develop a keen understanding of excellence in customer service while gaining vital experience in hotel and restaurant operations. The preparatory year also nurtures essential professional skills, such as teamwork, communication, time management, agility, and self-discipline, equipping you for your internship and laying the foundation for your business studies.




- Weekly workshops covering every aspect of food and beverage service, culinary arts, hotel operations, and guest experiences.
- Hands-on training delivered by renowned industry experts (award-winning professionals, Michelin-starred chefs, Royal Family staff)
- Diverse and varied settings, including EHL's Michelin-starred restaurant, Le Berceau des Sens
- Research & Development workshop for food concepts

## SEMESTER 2

OPERATIONAL INTERNSHIP

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Apply the skills and knowledge gained on campus in a fast-paced hospitality environment. This internship challenges you to make decisions and gain insights about what excellence means for today's customers.

-  Minimum 24 weeks
-  Any location
-  Hospitality positions, such as in kitchen, service, housekeeping, reception, and more.

# Year 1

## BUSINESS FOUNDATIONS

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The first semester starts with an exciting journey into the foundations of business and operations. You'll dive into the essential principles that shape service and management today, exploring how different functions work together to deliver seamless experiences. Along the way, you'll sharpen your adaptability and cultural fluency: beginners can boost their French skills through an intensive 30-hour course, while those already confident in the language will elevate their communication abilities with an Introduction to Business Communication.



The second semester takes you deeper into the world of data-driven decision-making. You'll uncover the stories hidden in numbers—learning to spot patterns, apply statistical tools, and interpret economic trends that influence businesses and consumers alike. At the same time, you'll gain hands-on experience in financial analysis, extracting and evaluating key data to assess company performance and make informed investment decisions.

# Year 2

## BUSINESS APPLICATION

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In the first semester of your Business Application year, you will reinforce key business skills through exploring additional management topics and industry-shaping developments. In the second semester, you will learn about the challenges navigated by today's business leaders.

### **Mobility Semester:**

You may choose to spend this semester at EHL's Singapore campus, deepening your cross-cultural awareness in one of the world's most dynamic regions.

During second semester, you will put your skills and knowledge into practice through an internship, choosing between two distinct internship options:

### **BUSINESS INTERNSHIP**

Undertake an administrative role to gain greater responsibilities and apply management theories to real-world situations, seeing first-hand your impact on a business. This internship can be completed in any industry, allowing you to explore sectors such as luxury, fast-moving consumer goods, technology, real estate and banking.

### **START-UP PROJECT**

Intern within your own start-up project. If your idea is selected, you will have the opportunity to develop your business with the support and guidance of faculty members.

# Year 3

## SKILLS FOR THE FUTURE

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In the final year, you will explore more complex business management topics, elevating your understanding and further developing and future-proofing your practical skills for the workplace.

### Options

With five specialization tracks to choose from, you can tailor your final year to align with your career goals. Deepen your knowledge in areas that interest you and select topics that will have the greatest impact of your future career.

### SPECIALIZATION TRACKS (CHOICE OF ONE):

- Leadership & Management
- Advanced Marketing & Luxury Management
- Finance & Real Estate
- Entrepreneurial Ventures & Corporate Innovation
- Interdisciplinary

### FINAL PROJECT

Choose from two projects to showcase your research and analytical skills:

#### → Student Business Project

Be part of a six-student team to tackle a real-world challenge for an industry partner.

#### → Thesis

Work on applied research on a topic of your choice, guided by a faculty member.

# Flexible learning approach: Asynchronous Learning

Approximately one-third of theoretical classes are delivered through Asynchronous Learning, allowing students to access course materials, engage with instructional content, and complete assignments on their own schedules and from any location. Unlike traditional synchronous learning, which requires real-time access and participation, this flexible approach empowers self-paced learning and accommodates diverse schedules, enabling students to customize their educational experience to align with individual needs and preferences.

At the heart of this approach lies the cultivation of essential life skills, such as effective time management, self-discipline, and intrinsic motivation. Students are responsible for structuring their study routines, setting ambitious goals, and staying committed to their coursework. This heightened level of autonomy empowers students to take control of their education while fostering a profound sense of ownership and accountability – qualities that can greatly enhance their academic success.



SECTION THREE



# Student Success

# Student Success

With EHL's Bachelor program, you're immersed in a diverse, close-knit community, where you can develop your talents, gain industry experience, and build a strong foundation for your future success.

Throughout your studies, you will be supported by a network of expert faculty, dedicated staff, accomplished alumni, and like-minded peers – all committed to helping you excel academically, professionally, and personally. Through tailored guidance, immersive learning, and unparalleled industry connections, you'll build the confidence, skills, and global perspective to excel in a range of dynamic industries.

During the program, you won't just study – you'll experience, ask questions, exchange ideas, forge connections, and set the stage for an extraordinary future.

Your journey  
begins **here,**  
with us.





# Industry Relations

Industry Relations is your bridge to a network of global professional opportunities, connecting you with industry leaders and partners, prestigious brands, and EHL alumni around the world, ensuring you gain invaluable real-world experience.

From mentoring programs and company visits to exclusive networking events, alumni services, and our curated job platform, Industry Relations connects you with top-tier professional opportunities, including the EHL Career Fair, held twice a year.

Through the EHL Alliance, a dynamic talent management accelerator, students gain privileged access to top global brands across of a range of industries, engaging in innovation-driven collaborations, business development initiatives, networking events and career-defining opportunities.



# Louisa Birch

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## Head of Human Resources and Corporate Culture EMEA at Four Seasons Hotels

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**Through our collaboration with the EHL Alliance, we have had the privilege of engaging with outstanding talent in hospitality education.**

One of the most rewarding aspects of our partnership with the EHL Alliance is our access to the Brand Ambassador program. Through this program, we have had the pleasure of welcoming Brand Ambassadors who represent Four Seasons on campus. These incredible ambassadors have not only helped us develop meaningful relationships with them and the wider student body but have also provided invaluable insights into our employer brand perception. Their support, engagement, and curiosity have been instrumental in elevating our partnership with the EHL Alliance.

”



# Career Center

The Career Center is your guide in the search for those exciting first professional opportunities, whether they be internships or a job. From expert career advice and industry connections, to tailored CV guidance, interview prep, and professional headshots, you are supported as define and shape your unique personal and professional identity.

Assessments, workshops, mentoring, internships, and the EHL Career Fair, will help you gain valuable insights into your strengths, refine your interests, and make career decisions that align with your goals and aspirations.



# Student Experience



Student Experience at EHL is designed to help you make the most of your time on campus to gain new skills, expand your network, and design your own future.

From seamless onboarding, to enriching out-of-class experiences, tailored initiatives support the development of your skills, boost your employability, and prepare you for future success.

EHL students benefit from a unique platform that fosters both professional and personal growth within a supportive community. The student ambassador program, student committees, and certification opportunities are among the different initiatives led by this department.





# Academic Advisory

Academic Advisory services provide expert guidance as you navigate the academics of the Bachelor's program. With personalized support, you'll gain a clear understanding of program requirements, providing a smooth and rewarding learning experience.

These services cover key academic matters, including program rules and regulations, grades, exams, absences, educational travel and student pathways. Whether you need clarification on policies or guidance on your academic progression, Academic Advisory ensures you have the resources and information to succeed.

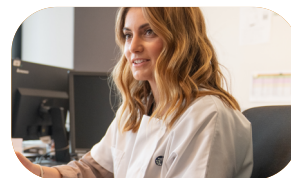
"At first, I felt a bit overwhelmed by all the academic choices – electives, internships, program rules – but the Academic Advisory team made everything so much clearer. They took the time to explain how each decision could shape my path and helped me plan a schedule that matched both my interests and goals. Thanks to their support, I always felt confident I was moving in the right direction. Whenever I had questions about exams or balancing my workload, they were quick to respond and genuinely cared about helping me succeed. It's comforting to know that you're never alone – there's always someone ready to guide you through each step of your academic journey."

**Ginebra RUBIO**  
Spain – Class of 2027

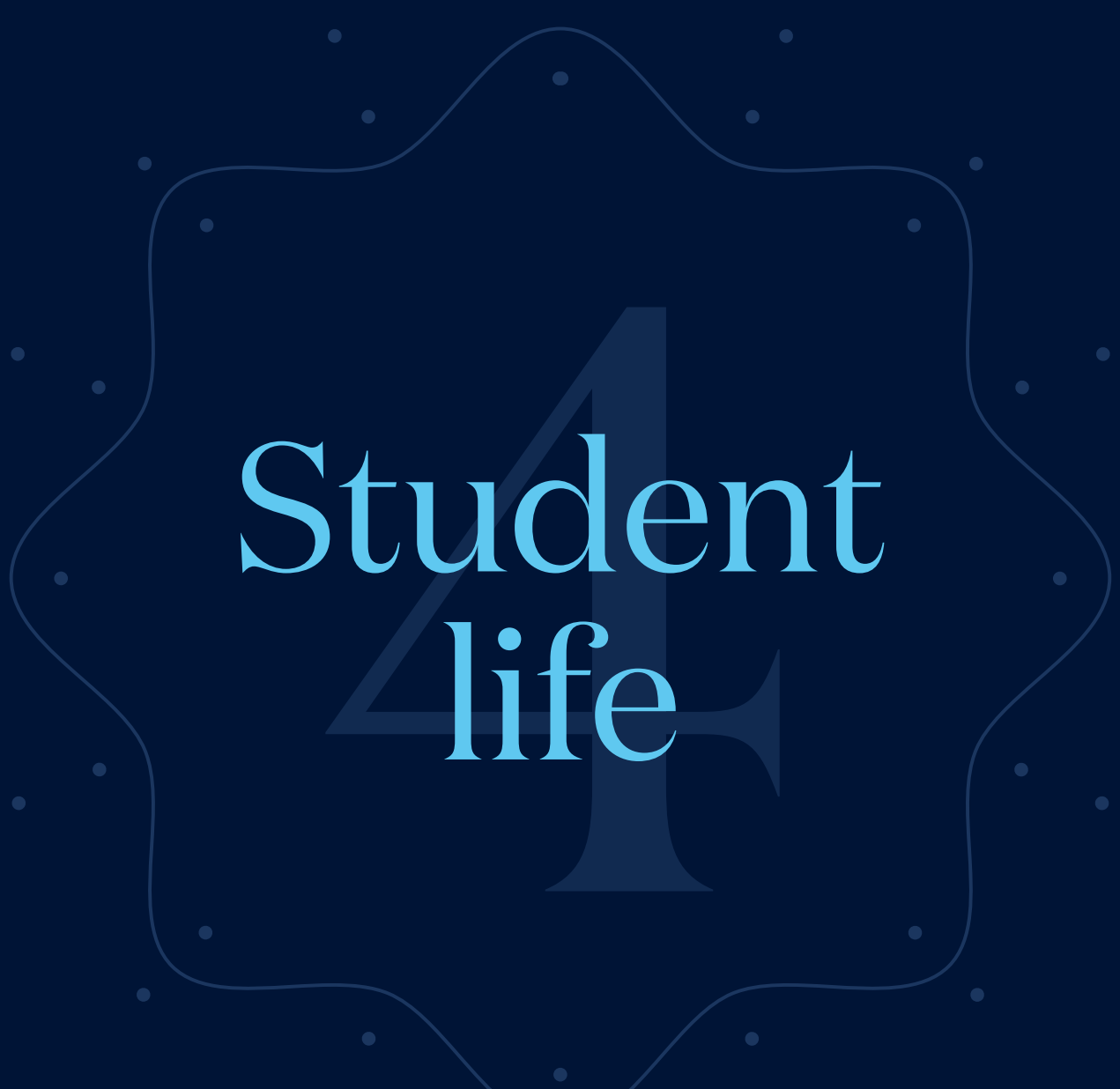
# Health, Well-Being & Services

EHL provides comprehensive well-being and support services to ensure you thrive in your studies. With access to medical care, mental health resources, and an active campus lifestyle, you'll find the support you need to maintain your health, balance, and overall well-being. Practical assistance is available through the Service Center to help you navigate life in Switzerland (visas, B permits and administrative matters) with ease.

On-campus nurses offer urgent care during school hours, with referrals to external medical professionals as needed, while preventative health programs and nutrition resources promote long-term well-being. Dedicated counsellors provide mental health support through individual guidance and awareness workshops, and spiritual counselling is also available. Lausanne's climate and EHL's facilities encourage an active lifestyle, with group fitness classes, competitive sports teams, and local sporting events such as the Lausanne Marathon.



SECTION FOUR



Student  
life



# Not your typical study day

**Whether immersed in your hands-on preparatory year or deepening your understand of theoretical concepts in subsequent semesters, your EHL journey will be far from ordinary, thanks to business excursions, insightful talks from industry experts and exclusive networking events.**

In the world of business, people come first. EHL is where hierarchies dissolve and robust support networks guide you toward success. Our Career Center provides personalized guidance and mentoring to help you unlock your full potential with confidence. Our Academic Advisory team hones your skills, preparing you to excel in a range of assignments. Meanwhile, our Student Affairs department organizes events that foster both personal and professional growth.

An EHL Bachelor's experience primes you to thrive in social spheres, connect with industry leaders and experts, and grow through sustained curiosity.

This is where business comes alive.

" EHL taught me the crucial balance of studying and building meaningful human interactions. We focus a lot on benevolence, authenticity, family, and respect, because being able to embody these qualities is a skill set for life. EHL is a place to truly grow as a person, not just study and leave. "

**Minhye CHO**  
Korean – Class of 2022



# Forge global connections

**Spanning our three campuses, EHL welcomes students from over 125 countries, creating a truly global learning environment.**

Your journey with us is a fully immersive international experience. Through regular events and a collaborative program, you will engage daily with individuals from all over the world. Our social approach to learning encourages you to develop a deep understanding of diverse cultures – an invaluable asset as you navigate your career in global organizations. With a close-knit community, EHL is a place to forge lasting connections that will support and sustain you throughout your life.

“At EHL, we’re fortunate to meet a lot of interesting people through conferences or networking events organized by our committees. Even during my internship, when I was attending a social event in New York or Hong Kong and mentioned that I was a student at EHL, people would often say ‘Oh, I know someone who went there too.’ Then, you get to meet other alumni from all over the world.”

**Lara JUKER**

Swiss – Class of 2019



#ehlsstudentlife

# Life outside the classroom

Our campuses are home to active student committees that organize a range of extra-curricular activities. Share interests and experiences with your fellow students, from art, music, and mixology, to physical activities such as rugby, ice hockey, and water sports. Beyond the fun, these committees create opportunities to apply your business skills, through leading teams, managing schedules, and orchestrating campus-wide events.

**Your downtime is the perfect chance to experience and embrace the unique environment and atmosphere of each campus.**



# Discover Singapore



Nestled in a quiet residential area near Orchard Road, this campus is the perfect base for exploring Singapore and the Asia-Pacific region. The close-knit international community, paired with modern living arrangements, creates a welcoming environment where students feel at home while discovering new experiences with like-minded friends.

- Newly renovated historical building
- High-end apartment living options
- Weekday food and beverage offerings
- Transportation to and from accommodation
- EHL-quality student services, faculty and staff



SECTION FIVE



# Admissions

# Admissions criteria



## AGE

Minimum 18 years of age at the program's start.



## ACADEMIC

Final secondary school certificate meeting Swiss/European university entry requirements.



## LANGUAGE

C1-level English in all skills (speaking, writing, reading, and listening).

## What we look for in EHL students

The EHL student community is united by the drive to succeed. Our students have a passion for excellence, a commitment to transform the business world, and leadership qualities that inspire others to follow.

Ready to take the next step? Start your application or request an eligibility assessment by visiting our website: [www.ehl.edu](http://www.ehl.edu)  
An admissions officer will guide you through the process.

# The admissions process

Scan me to start your application

→ [ehl.edu](http://ehl.edu)



There are four main steps to our admissions process for the BSc in International Hospitality Management:

- 1. Apply online**
- 2. Attend an interview and aptitude test**
- 3. Attend a motivation day**
- 4. Accept and confirm your enrollment**

SECTION SIX

Modules  
& course  
outline

# Preparatory Year

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## SEMESTER AP 1

🏠 20 US CREDITS

📍 CAMPUS LAUSANNE

### INTRODUCTION TO HOSPITALITY MANAGEMENT

Discover the hospitality industry and the core areas of hospitality management in hotels, food and beverage operations, rooms division operations, and sustainability. Beginners in French take a 30-hour intensive course, while others follow the Introduction to Business Communication course.

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### INTRODUCTION TO BUSINESS TOOLS

Reinforce your quantitative skills with a math review and hands-on Excel applications while honing the logical reasoning needed for success in the program. Through in-person classes, independent study, self-guided online work, and tutoring sessions, you will fine-tune your problem-solving abilities.

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### FOOD & BEVERAGE WORKSHOPS I AND II

Build the operational skills needed for food and beverage roles by gaining hands-on experience in a variety of service outlets. You will learn to apply hygiene and safety standards (HACCP), while digital lessons and class activities will introduce you to industry best practices and emerging trends.

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### WINE & MIXOLOGY

Develop your knowledge of Oenology (winemaking and wine characteristics) and Mixology (crafting alcoholic beverages) through digital lessons, in-class activities, tasting sessions, and interactive gamified experiences. Practice the fundamentals of bartending techniques at cocktail bars.

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### ROOMS

Gain in-depth knowledge of the rooms division in a variety of lodging establishments. With a strong focus on exceptional customer service, you will master the standards and operations of the front office, concierge, guest relations, and housekeeping departments.

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### FIELD TRIP

Acquire a firm understanding of fine dining service and culinary operations in a gastronomic restaurant while enjoying an immersive gourmet experience. Before the field trip, you will explore the establishment through online materials to enhance your appreciation of the visit.

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## SEMESTER AP 2

🏠 20 US CREDITS

📍 WORLDWIDE

### OPERATIONAL INTERNSHIP

Benefit from valuable hands-on hospitality experience and apply the skills learned on campus while working in a hotel or other establishment with a food and beverage offering. Upon completing the internship, you will be able to master practical skills in key areas, work independently, and collaborate effectively with other departments.



YEAR 1

# Business Foundation

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**SEMESTER BOSC 1**

🏠 20 US CREDITS

30 ECTS

📍 CAMPUS LAUSANNE

**BUSINESS TOOLS**

Explore the microenvironment of consumers, companies, market structures, and economic exchanges, and learn how to apply fundamental accounting principles in preparing financial statements and mathematical methods to develop business solutions.

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**FOUNDATIONS OF HOSPITALITY MANAGEMENT**

Apply hospitality-specific concepts such as marketing, food and beverage forecasting, and cost control to maximize operating profit. Explore psychological factors (cognition, motivation, emotion, and behavior) to enhance workplace performance.

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**COMMUNICATION & CULTURE**

Develop strong communication and collaboration skills for professional and multicultural environments, while enhancing your foreign language proficiency. Practice creating effective, well-structured business documents and delivering effective oral presentations targeted to your audience and purpose.

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**SEMESTER BOSC 2**

🏠 20 US CREDITS

30 ECTS

📍 CAMPUS LAUSANNE

**BUSINESS TOOLS II**

Learn to apply statistical tools, organize data, and conduct basic economic analysis. In addition, gain the skills to extract relevant financial data, evaluate a firm's performance, and make informed decisions about investment opportunities and business relationships.

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**FOUNDATIONS OF HOSPITALITY MANAGEMENT II**

Understand and apply the hospitality marketing mix, assess the impact of service design on customer experience, and measure marketing performance in a competitive business environment. Explore hospitality economic concepts and operational challenges in both established and emerging markets.

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**COMMUNICATION & CULTURE II**

Continue broadening your communication, cultural, and foreign languages proficiency. You will further develop your writing, presentation and critical thinking skills through Academic Writing, gaining an understanding of legal risks in the hospitality environment.

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YEAR 2

# Business Application

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**SEMESTER BOSC 3**

🏠 20 US CREDITS

30 ECTS

📍 CAMPUS LAUSANNE  
OR  
CAMPUS SINGAPORE

**BUSINESS  
ANALYSIS**

Master the skill of creating economic value in hospitality through strategic marketing and human resource management. Learn to assess the financial impact of these functions on future revenue streams and measure value creation in food and beverage and hotel operations. Gain expertise in acquisition strategies, resource allocation, and financial analysis to drive business success.

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**APPLIED  
MANAGEMENT**

Learn how to enhance a firm's value by analyzing, managing, and improving service processes across the value chain. Use strategic decision-making tools in operations management to optimize key drivers and assess their impact on business.

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**COMMUNICATION  
& CULTURE III**

Further expand your communication, cultural, and foreign language skills while exploring the legal complexities of global hospitality. Gain insights into intellectual property rights, franchising, and international tax systems.

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**SEMESTER BOSC 4**

🏠 20 US CREDITS

30 ECTS

📍 WORLDWIDE

**ADMINISTRATIVE  
INTERNSHIP**

Hone your leadership and project management skills with 24 weeks of hands-on experience in key areas such as sales and marketing, revenue management, public relations, finance, human resources, and development. While hospitality companies are preferred, you may choose to intern in other service industries, including consumer goods, luxury brands, events, and advertising.

# Focus

YEAR 3

# Skills for the Future

**SEMESTER BOSC 5**

🏠 20 US CREDITS  
30 ECTS

📍 CAMPUS LAUSANNE

**INTEGRATED  
BUSINESS  
ANALYSIS**

Enhance value through strategic service process analysis, financial planning, and real estate asset evaluation while applying prior knowledge to optimize organizational strategies.

**INTEGRATED  
HOSPITALITY  
MANAGEMENT**

Master service process analysis and management to enhance value. Use your knowledge to optimize hospitality operations, design efficient strategies, and lead successfully, all while developing a strategic view of organizational processes.



YEAR 3

# Skills for the Future

**SEMESTER BOSC 6**

 20 US CREDITS

30 ECTS

 CAMPUS LAUSANNE

**ADVANCED  
MARKETING  
& LUXURY  
MANAGEMENT**

Benefit from valuable hands-on hospitality experience and apply the skills learned on campus while working in a hotel or other establishment with a food and beverage offering. Upon completing the internship, you will be able to master practical skills in key areas, work independently, and collaborate effectively with other departments.

**ENTREPRENEURIAL  
VENTURES  
& CORPORATE  
INNOVATION**

This program includes courses such as Developing Entrepreneurial Projects, Creating the Future of Food Service, Creating Social Impact through Entrepreneurship, Managing Corporate Innovation & Team Creativity, Prototyping Digital Solutions & Collaborating Effectively with Tech Teams, Sustainability Transitions & Innovation in Business.

**FINANCE  
& REAL ESTATE**

This program include courses such as Strategic Hotel Investments, Private Equity & Venture Capital, Hotel Real Estate Planning & Development, Investment Management, Mergers & Acquisitions, Risk Management & Alternative Investments.

**LEADERSHIP  
& MANAGEMENT**

This program include courses such as Influence & Leadership: Negotiation & Communication Tools, Crisis/Strategic Communication, Hospitality Technology Strategy, People Analytics: adding Value through People, and Unleashing Problem-solving Skills through Programming.

**STUDENT  
BUSINESS  
PROJECT (SBP)**

Collaborate in a team of six classmates on a junior consulting mandate for an established organization or entrepreneur. Guided by two faculty coaches and industry experts, your team will plan and execute a project based on a client brief. You will conduct market research and deliver a presentation with your recommendations. Typical projects include concept development, marketing and communication strategy, market analysis, and feasibility studies.

**BACHELOR  
THESIS**

Under faculty supervision, you will conduct independent scientific research project and produce a formal report addressing a hospitality-related issue. Your study will include a well-defined hypothesis, tested using appropriate statistical methods, and supported by a comprehensive literature review. Your dissertation must stand on its own merit and be defended before a faculty panel.



# Contact

Info

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