

# Master of Arts in Entrepreneurship for the Global Hospitality and Tourism Industry

The MA in Entrepreneurship for the Global Hospitality and Tourism Industry is an accelerated 22-week programme developed in partnership with the University of Derby, UK. The programme provides future hospitality managers getting ready to set up a new business with in-depth knowledge to explore innovative business opportunities and maintain a sustainable and profitable business. The degree is awarded upon submission of a business plan/ dissertation.



## YEAR 1

### Brig Campus

#### Term 1 (11 weeks)

- › **Business Research Methods**
- › **Hospitality Industry Operations and Trends**
- › **Corporate Finance and Financial Decision Making**
- › **Creativity and Innovation for Competitive Advantage**
- › **Corporate Entrepreneurship for Hospitality and Tourism**
- › **Language 1: French / German**

#### Term 2 (11 weeks)

- › **Advanced Marketing Strategy in Hospitality and Tourism**
- › **Risk, Crisis and Recovery in the Global Hospitality and Tourism Industry**
- › **Digital Marketing and e-Commerce in Hospitality and Tourism Industry**
- › **Leading Success through Human Capital**
- › **Business Sustainability in Hospitality and Tourism**
- › **Language 2: French / German**

*Worldwide internship (local conditions apply) or paid in Switzerland\* (4-6 months)*

\*Minimum gross monthly salary in Switzerland: CHF 2,179.-

[Postgraduate Diploma in Entrepreneurship for the Global Hospitality and Tourism Industry](#)

### Off Campus

*Independent Study: Consultancy Project – Formulation of Business Plan/ Dissertation*

[Master of Arts in Entrepreneurship for the Global Hospitality and Tourism Industry awarded by the University of Derby, U.K.](#)

[Master of International Business in Hotel and Tourism Management](#)