

# BACHELOR OF ARTS IN HOSPITALITY BUSINESS MANAGEMENT / BACHELOR OF INTERNATIONAL BUSINESS IN HOTEL AND TOURISM MANAGEMENT

Whether you are looking to take your first steps in the world of hotel and tourism management or expand your existing knowledge of the hospitality industry, our programmes prepare you to pursue your entrepreneurial goals. The three-year programme culminates with the development of a personalised business plan.

This programme is designed for students seeking a career in international hospitality, tourism, and any other industry where close attention to the customer and stakeholder experience is a key formula to success. Offered in partnership with Washington State University, this programme allows students to graduate with both a César Ritz Colleges Switzerland Bachelor's degree in Hotel and Tourism Management (recognised by the Canton of Valais) and a Washington State University Bachelor's degree in Hospitality Business Management.

Please note, students may choose to undertake their studies in a different order to the one displayed, on the condition that all credits and internship requirements are fulfilled before graduation. Students may contact their local representative to enquire about their specific case.

## YEAR 1

### *Le Bouveret or Lucerne campus*

#### **Food and Beverage Management**

##### TERM 1 (11 WEEKS)

- › Introduction to Hospitality and Tourism Management
- › Management Information Systems
- › Nutrition, Health, and Special Diets
- › Personal Development and Life Skills
- › Introduction to Industry Experience
- › Introduction to Food Service
- › Language (French or German)

##### TERM 2 (11 WEEKS)

- › Fine Dining Operations and Management
- › Business Writing
- › Wine and Beverage Management
- › Mathematics for Hospitality Business
- › Language (French or German)

**4-6 month internship worldwide or in Switzerland** (minimum gross monthly salary in Switzerland: CHF 2,212.-)



STUDENT AWARDED  
WITH A CÉSAR RITZ  
COLLEGES SWITZERLAND  
CERTIFICATE IN HOTEL AND  
RESTAURANT OPERATIONS

*“César Ritz Colleges Switzerland prepared me to believe in myself and to use my personality, experiences, and strengths to succeed! I learned about the luxury hotel industry, service standards, and the need for self-engagement in order to meet the guests’ needs and exceed their expectations.”*

**Franziska Lein (Germany)**

*Director of Leisure Sales, Hotel Café Royal, London*

## YEAR 2

### *Le Bouveret or Lucerne campus*

#### **Rooms Division and Tourism/Hospitality Business**

##### TERM 3 (11 WEEKS)

- › Rooms Division Operations
- › Current Global and Social Issues
- › Business Statistics
- › Microeconomics for Hospitality Managers
- › Financial Accounting

##### TERM 4 (11 WEEKS)

- › Hospitality Business Ethics
- › Hotel and Restaurant Design
- › Macroeconomics for the Tourism Industry
- › Managerial Accounting
- › Cultural Diversity in Organisations

##### TERM 5 (11 WEEKS)

- › Hospitality and Tourism Law
- › International Politics
- › Food, Beverage, and Events Management
- › Decision Analysis for Entrepreneurs
- › Science for Sustainable Hospitality and Tourism

*4-6 month internship worldwide or in Switzerland* (minimum gross monthly salary in Switzerland: CHF 2,212.-)

##### TERM 7 (11 WEEKS)

- › Hospitality Marketing for Entrepreneurs
- › Hospitality Operational Analysis
- › Service Operations Management
- › International Business and Entrepreneurship
- › Business Start-up 2

##### TERM 8 (11 WEEKS)

- › Human Resource Management
- › Economics for International Business and Entrepreneurship
- › Social Psychology of Hospitality
- › Hospitality Leadership and Organisational Behaviour
- › Strategic Hotel Management
- › Elective (Electives may vary each term and are subject to availability) :

##### **International Business**

- › Global E-Commerce
- › Revenue Management
- › Marketing Strategy and Development
- › Destination Marketing

##### **Business Start-up**

- › Entrepreneurship: Starting your own Business
- › The Art of Business Negotiation

##### **Culinary Trends in partnership with Culinary Arts Academy Switzerland**

- › Food Media
- › Culinary Trends and Gastronomy
- › Advanced Wine and Beverage Management

##### **Tourism and Sustainability Management**

- › Contemporary Issues in International Tourism
- › Sustainable Tourism Ventures
- › Strategic Tourism Management

## YEAR 3

### *Brig campus*

#### **International Business and Entrepreneurship**

##### TERM 6 (11 WEEKS)

- › Innovation: From Creativity to Entrepreneurship
- › Financial Management
- › International Tourism
- › Business Start-up 1
- › Career Management
- › Quantitative Methods for Business



STUDENT AWARDED WITH A SWISS HIGHER DIPLOMA IN HOTEL AND TOURISM MANAGEMENT



STUDENT AWARDED WITH A BACHELOR OF ARTS IN HOSPITALITY BUSINESS MANAGEMENT FROM WASHINGTON STATE UNIVERSITY\* AND A BACHELOR OF INTERNATIONAL BUSINESS IN HOTEL AND TOURISM MANAGEMENT FROM CÉSAR RITZ COLLEGES SWITZERLAND

\*Awarded if student satisfies specific WSU academic requirements.

WASHINGTON STATE  
UNIVERSITY