

# MASTER OF ARTS IN HOSPITALITY AND TOURISM ENTREPRENEURSHIP / MASTER OF INTERNATIONAL BUSINESS IN ENTREPRENEURSHIP

The Master of Arts in Entrepreneurship for the Global Hospitality and Tourism Industry is a comprehensive programme developed in partnership with the University of Derby, UK. The programme provides future hospitality

managers with in-depth knowledge to explore innovative business opportunities and maintain a sustainable and profitable business. The degree is awarded upon submission of an independent business project.

## YEAR 1

### Brig campus

#### TERM 1 (11 WEEKS)

- › Creativity and Innovation for Competitive Advantage
- › Hospitality Industry Operations and Trends
- › Decision Making in Entrepreneurial Finance
- › Corporate Entrepreneurship for Hospitality and Tourism
- › Business Research Methods
- › Language (French or German)

#### TERM 2 (11 WEEKS)

- › Strategic Marketing for Entrepreneurs
- › Risk, Crisis, and Recovery in the Global Hospitality and Tourism Industry
- › Digital Marketing and e-Commerce in the Hospitality and Tourism Industry
- › Leading Success through Human Capital
- › Business Sustainability in Hospitality and Tourism
- › 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 POSTGRADUATE DIPLOMA IN ENTREPRENEURSHIP FOR THE GLOBAL HOSPITALITY AND TOURISM INDUSTRY

### INTEGRATED BUSINESS PROJECT:

- › Can be done on campus, during internship, or from home



STUDENT AWARDED WITH A MASTER OF INTERNATIONAL BUSINESS AWARDED BY THE UNIVERSITY OF DERBY\* AND A MASTER OF ARTS IN ENTREPRENEURSHIP AWARDED BY CÉSAR RITZ COLLEGES SWITZERLAND,

\*Pending approval



*“The theoretical and practical knowledge I received during my postgraduate studies at César Ritz Colleges Switzerland was immense, and being immersed in an international environment has been a tremendous asset in my life. I gained skills and built networks that have been extremely helpful. When I am facing issues and cannot find a proper solution, I simply contact fellow alumni worldwide or professors on campus and it is all sorted out much faster. This huge network of alumni and staff from all Swiss Education Group schools has made a difference in my career.”*

#### Tine Brodnjak (Slovenia)

*Former Resident Manager Falkensteiner Hotel & Spa in Iadera, Croatia*