

# Bachelor of International Business in Hotel and Tourism Management

## Year 1

### Term 1 (11 weeks)

- Introduction to Hospitality & Tourism Management
- Business Software Applications
- Communication
- Business English
- Language 1 (Eng/Fre/Ger/Spa)

### Term 2 (11 weeks)

- Food Service Studies & Operations
- Culinary Studies
- Beverage Studies
- Business Mathematics
- Language 2 (Eng/Fre/Ger/Spa)

### Term 3 (11 weeks)

- Rooms Division Operations
- Principles of Marketing
- Accounting
- Intercultural Studies
- Language 3 (Eng/Fre/Ger/Spa)

**6 months paid Internship in Switzerland**

Certificate  
in Hotel and Restaurant  
Operations

### Institut Hôtelier "César Ritz"

**Operating Account** (Swiss Francs)  
CHF 3,000.-

Books, uniforms, medical & accident insurance.

**Programme Costs** (Swiss Francs)  
CHF 13,500.- per Term (1 to 3)  
Tuition, accommodation in standard room, internet access, full board (Monday to Sunday), residence permit and residency taxes.

**Not included:** Laptop (optional; may be purchased on campus)

## Year 2

### Term 4 (11 weeks)

- Global Tourism
- Food & Beverage Management
- Communication & Composition
- Organisational Behaviour & Human Resources Management
- Intermediate Accounting

### Term 5 (11 weeks)

- Rooms Division Management
- Marketing Communication
- Law
- Leadership & Personal Effectiveness
- Elective

### Electives Years 2 & 3

- Gaming & Casino Management
- Convention & Event Management
- Information Technology and e-Commerce
- Wellness & Spa Management
- Crisis Management

**6 months paid Internship**

Electives may vary  
each term and are subject  
to availability.

### University Centre "César Ritz"

**Operating Account** (Swiss Francs)  
Re-stocking required

Books, uniforms, medical & accident insurance.

**Programme Costs** (Swiss Francs)  
CHF 13,900.- per Term (4 to 5)  
Tuition, accommodation in deluxe single room, internet access, lunch and dinner (Monday to Friday), residence permit and residency taxes.

**Not included:** Laptop (compulsory; may be purchased on campus)

## Year 3

### Term 6 (11 weeks)

- Tourism Trends
- Statistics
- Business Environment
- Management Information Systems
- Elective

### Term 7 (11 weeks)

- Revenue & Yield Management
- Business Research
- Strategic Marketing
- Finance
- Elective

### Term 8 (11 weeks)

- Strategic Management
- Negotiation, Mediation & Conflict Resolution
- Industry Project

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**Operating Account** (Swiss Francs)  
Re-stocking required

Books, uniforms, medical & accident insurance.

**Programme Costs** (Swiss Francs)  
CHF 13,900.- per Term (6 to 8)  
Tuition, accommodation in deluxe single room, internet access, lunch and dinner (Monday to Friday), residence permit and residency taxes.

**Not included:** Laptop (compulsory; may be purchased on campus)