



4 STARS INSTITUTION



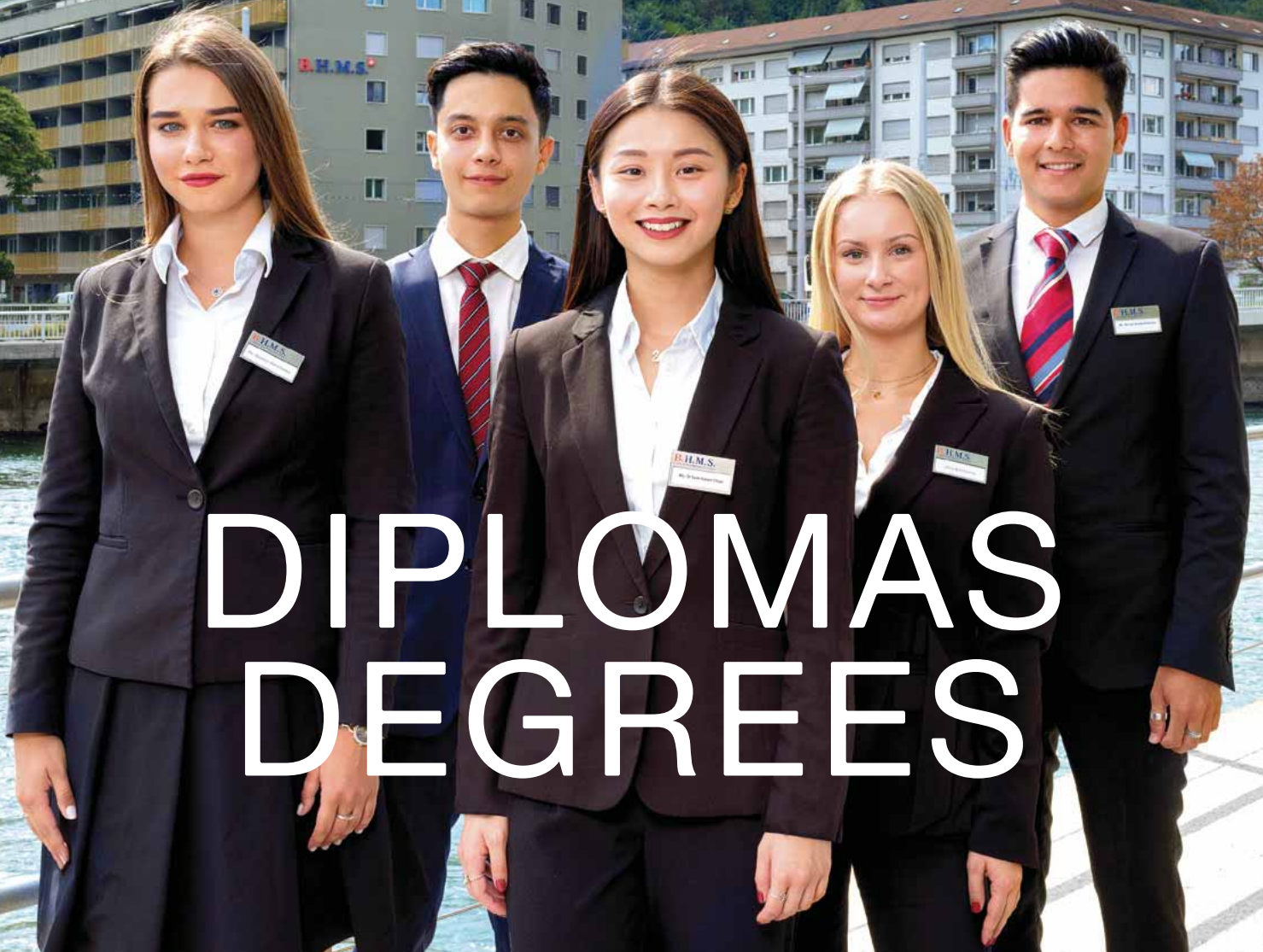
B.H.M.S. 

Business & Hotel Management School

Lucerne City, Switzerland

PREPARING GLOBAL LEADERS

bhms.ch



A Member of the **Bénédict** Education Group Switzerland

01.23



Beautiful.

Timeless.



Swiss.

Business Education for Future Leaders

The growth of the broader service sector worldwide is linked to the increasing need for multi-skilled managers who are business and customer-oriented in areas related to luxury services, retail management, service marketing, branding and human resources management.

A broad business education provides a springboard to a career within the diverse tourism, hospitality, events, airlines, theme parks, cruise lines, recreation and leisure. These careers are for high-energy people who have developed the following skills:

- Ability to provide outstanding customer service
- Excellent written, verbal and media communication skills
- Ability to work cooperatively with a variety of personality traits
- Effective time management and organization skills
- Strong work ethic, loyalty, trustworthy and teamwork skills
- Entrepreneurship and business start-ups

By choosing BHMS, you are choosing an education that combines academics with professional development and real-life work experience, thus gaining a solid foundation to achieve your individual career goals. You are choosing to join an academic institution that will listen and respond to your personal and professional needs, and an extensive network of students and alumni that stretches across the globe. You are choosing to join the next generation of global leaders.



Heinrich Meister
President Benedict Education Group

«It is my pleasure to welcome you to the BHMS Business & Hotel Management School. We will strive to provide you with a learning environment that is challenging, yet supportive of your personal interests and needs. We want you to succeed while you are here and, equally important, we want to prepare you for the challenges of a global career.»



Why Switzerland?



Kirill Stepanov
Russia

«Switzerland is truly rich in diversity and a place of national beauty. With a location in the heart of Europe, it is a very convenient starting point for visiting major European destinations. I am so fortunate to live and to study here.»

With a long tradition in providing educational excellence, Switzerland proves a popular choice for international students. It is home to some of Europe's most renowned higher educational systems. Swiss education institutions offer innovative programs that are designed to meet the needs of students and to help them expand their boundaries while studying and beyond, in their subsequent careers.

At any time, more than 7,000 students from all over the world are studying at one of the numerous hotel management schools in Switzerland. The safety and quality of life in Switzerland, its cultural and linguistic diversity as well as its location in the centre of Europe have made the country attractive to those who are interested in launching a career in the global hotel and tourism industry.



Enriching.



Why Lucerne?

Lucerne is a truly international tourist destination and is the most visited city in Switzerland. Thanks to its attractions, its souvenir and watch shops, the beautiful lakeside setting and the nearby excursion mountains of the famous Pilatus, the Rigi, and Stanserhorn, the town is a destination for travel groups and individuals from all over the world on their journey through central Switzerland.

Lucerne is situated on the most important route between northern and southern Europe and is connected with the Swiss railway network in six directions. It is strategically located for easy access via air, road and rail for travel to all major European destinations.

Here are the average journey times by train from Lucerne to major Swiss and European cities:

- **Zurich** 45 min. (42 daily trains)
- **Geneva** 3 hours
- **Milan** 3 hours
- **Munich** 3 ½ hours
- **Frankfurt** 4 hours
- **Paris** 5 hours



Karen Chan
United Kingdom

«Living and studying in the heart of Lucerne is just wonderful. I enjoy the urban qualities but I also appreciate the charm and exclusivity of this unique city.»



BHMS Campuses



Lakeside Campus



²City Campus



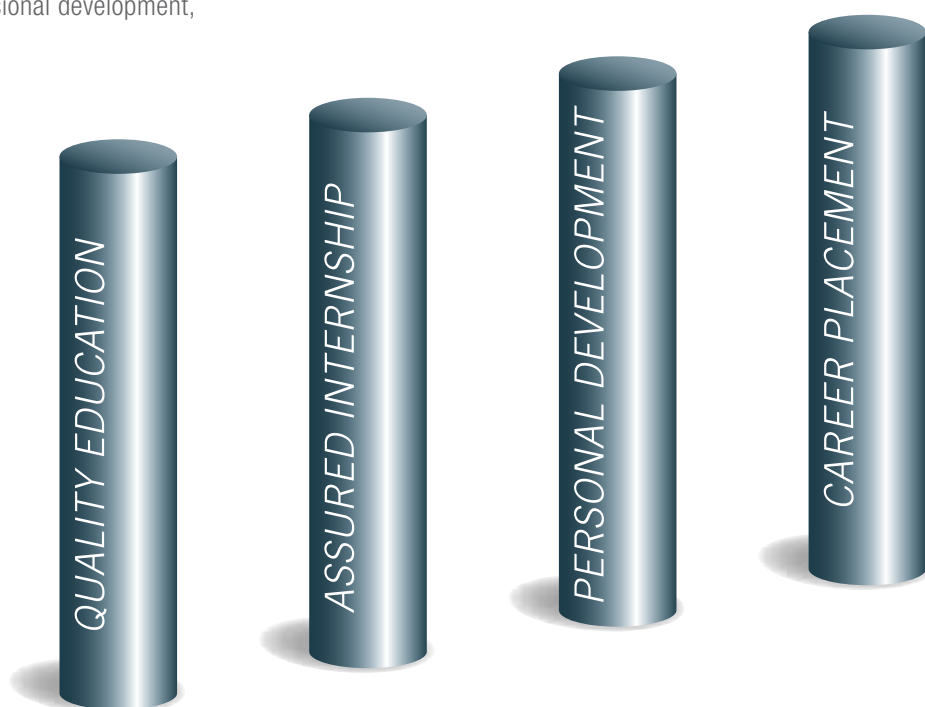
³Sentipark

BHMS Swiss Education Concept

The four «pillars» at BHMS are quality education, assured internship, personal development and international career placement. Each pillar plays a key role in our mission to provide the growing global hospitality and service management industry with quality employees, who are eager to demonstrate their management potential.

Quality academic education, as the first pillar, gives students the academic and theoretical knowledge. Assured internship, as the second pillar, allows students to apply the knowledge into practice on the job. Personal and professional development,

the third and most important pillar, provides students with soft and social skills and discipline that motivates students, guides them, strengthens them and ultimately drives them to succeed. The successful outcome of all three pillars leads to the fourth pillar, a successful career placement. BHMS has its own placement company «Masterwork» which assists all graduates to gain their first international career position.



Wine Tasting Class



Classroom

What Makes Us Special?

The Benedict Education Group:

The BHMS Business & Hotel Management School is part of the Benedict Education Group, one of Switzerland's oldest and largest Higher Education institutions. The Bénédict Education Group has 8 campuses in Switzerland and over 15,000 part-time and full-time students and professionals studying at its premises every year. Worldwide over 50 schools are part of the Benedict Group.

Transferable Skills:

Transferable skills are abilities and talents that are relevant and useful across different areas of life: socially, professionally and at school. Teamwork, leadership, personal motivation, organization, time management, listening, multi-cultural empathy, communication and using information technology are all embedded in the DNA of the BHMS education system.

Unique 5-week term system:

At the BHMS Business & Hotel Management School, we have implemented a unique system of education by dividing a 20-week semester into four mini-terms of 5 weeks each. This system enables students to focus on only 4 to 5 academic subjects at one time instead of the usual 8-10 subjects in other hotel schools.

Fast-track Swiss-British Dual Degrees:

The BHMS Business & Hotel Management School, together with the Robert Gordon University (RGU) and the York St. John University (YSJ), has designed fast track BA, M.Sc. and MBA degrees in Switzerland without compromising quality. The BHMS-RGU Dual BA Degree (with three specialization pathways) may be completed within a 36-month period while the BHMS-RGU Dual M.Sc. Degree (with two specialization pathways) may be completed within a 12-month period. The BHMS-YSJ Dual MBA Degree may be completed within 6 months study followed by 4-6 months of Swiss internship or work experience.

In the Heart of Lucerne City:

The BHMS Business & Hotel Management School has 3 main buildings located in the heart of Lucerne; City Campus, Sentipark and Lakeside Campus. The City Campus and Sentipark are located across the street from each other and situated right beside the historical quarter of Lucerne, by the famous river Reuss. The Lakeside Campus is just a stone throw away from lake lucerne and a 10 minutes walking distance from the other two buildings.



Auditorium



Graduation Ceremony

BA Dual Degree

DIPLOMA

Business & Hospitality Management (Year One)

This one-year programme is designed for those who have completed their secondary education and are looking for a career in the hospitality/tourism industry or the international business sector. It has a dual focus on developing a broad understanding of the operational aspects of the international hotel industry and building knowledge of key business and management principles. It comprises one semester of 20 weeks plus 4-6 months paid internship in Switzerland or overseas.

HIGHER DIPLOMA

Business & Hospitality Management (Year Two)

This second year provides the knowledge needed to further a career in hospitality and other multi-national business sectors. Students advance their understanding and skills in business management, accounting, sales and marketing as well as human resources management. It comprises one semester of 20 weeks plus 4-6 months paid internship. After completing the two year programme, students decide either to follow the BA in Hotel & Hospitality Management or the BA in Global Business Management final year pathway.

BA DEGREE

Hotel & Hospitality Management (Year Three)

The BA Degree in Hotel and Hospitality Management programme provides students with the skills and abilities to enter the working world and a 'tool box' that can be applied to a range of careers in the hospitality industry. Graduates may become accomplished managers, capable of working across a range of enterprises including leisure facilities, hotels, theme parks, conferences, exhibitions and event management.

BA DEGREE

Global Business Management (Year Three)

The BA Degree in Global Business Management programme provides the student with an academic qualification and skill set that is attractive to potential employers across a range of global business sectors in fields such as international sales and marketing, finance and controlling, banking, human resources, operations management, supply chain management and administrative positions in government and NGOs.

YEAR ONE

Admission Requirements:

- Completed secondary school diploma
- IELTS 5.0 level or equivalent
- 17 years of age

1st Semester // 6 months // 4 terms

Consumer Marketing

Organisational Behaviour

Professional Development & Communications

Academic Writing & Study Skills

Academic English Communications I, II, III, IV

German Communication I, II, III, IV

Introduction to Hospitality & Tourism

Beverage Studies

Introduction to Dining Operations LAB

Food & Beverage Service Operations LAB

Kitchen Operations LAB

Economics for the Global Service Industry ¹

Restaurant Revenue Management ¹

Contemporary Food & Beverage ¹

Elective Language ¹

2nd Semester // 4-6 months

Diploma Internship

B.H.M.S.
Business & Hotel Management School

Diploma in Business & Hospitality Management
(120 Credits – 60 ECTS Equivalent)

Accredited by



¹ Elective Modules.

Disclaimer: the above list of courses is indicative only and non-exhaustive. All modules are subject to variation and/or substitution without notice.

YEAR TWO

Admission Requirements:

- Completed secondary school diploma
- Completed BHMS Diploma or equivalent
- IELTS 5.5 level or equivalent

3rd Semester // 6 months // 4 terms

E-Commerce
 Business Performance Analysis
 Managing Hospitality Human Resources
 Corporate Social Responsibility
 Front Office Operations & Reservation Systems
 Housekeeping Operations
 Emotional Intelligence in the Workplace
 Research Methods
 Language Elective I, II
 Small Business Management²
 Hospitality Law²
 Hotel Yield Management²
 International Hospitality Cultures²
 Collaborative Teams in Business²
 Cross-Generational Management Skills for Hospitality²
 Hotel & Restaurant Design²
 Advanced Food & Beverage Dining Services LAB²
 Event Planning & Operations (Core for BA HHM)²
 Global Business (Core for BA GBM)²
 Current Issues in Hospitality & Tourism (Seminar Series)²

4th Semester // 4-6 months

Higher Diploma Internship



Higher Diploma in Business & Hospitality Management
 (120 Credits – 60 ECTS Equivalent)

Accredited by



² Elective Modules.

YEAR THREE

Admission Requirements:

- Completed secondary school diploma
- Completed BHMS Higher Diploma or equivalent
- IELTS 6.0 level or equivalent

5th Semester // 6 months // 4 terms

Managing Events
 Contemporary Hospitality Services Management
 Hospitality Facilities: Development & Management
 Strategic Management in the Hotel & Hospitality Industry
 Financial Management in Hospitality
 Academic Writing & Composition

6th Semester (4-6 months)

BA Internship



BA Degree in Hotel & Hospitality Management
 (120 Credits – 60 ECTS Equivalent)

YEAR THREE

5th Semester // 6 months // 4 terms

Product and Service Innovation
 Human Resources Management for Global Business
 International Business Environment
 Project Management
 Digital Media
 Academic Writing & Composition

6th Semester // 4-6 months

BA Internship



BA Degree in Global Business Management
 (120 Credits – 60 ECTS Equivalent)

M.Sc. Dual Degree

Programme Overview

The M.Sc. programmes are designed to enable graduates, or those wishing to develop their career path, the opportunity to enhance their hospitality knowledge and capabilities with a higher qualification which can accelerate career progression. Through their choice of pathway, students will be exposed to a variety of industry case studies and business concepts to develop knowledge and competencies needed for a successful career in the hospitality, service and wider business sectors.

Independent Research

Students are required to undertake a capstone research project in their second semester, alongside an optional internship to complete their final Master's credits. This allows students to develop and present an in-depth, critical research on a hospitality or business topic of their choice depending on the program.

International Hospitality Business Management

Admission Requirements:

- Bachelor Degree in any discipline
- IELTS 6.0 level or equivalent

1st Semester // 6 months // 4 terms

Financial Performance in Hospitality Enterprises
 Sustainable Tourism Development
 Hospitality Analysis & Trends
 Marketing & Branding in a Digital Society
 Strategic Business Management
 Leadership in Business
 International Human Resources Management
 Research Methods
 Food Service Operations³
 German or French Language Module³

2nd Semester // 4-6 months

Independent Research
 Paid Internship



M.Sc. Degree



Master Degree

International Hospitality Business Management
 (180 Credits - 90 ECTS Equivalent)

Accredited by



³ Support modules for students wishing to undertake an internship in Switzerland.

Disclaimer: the above list of courses is indicative only and non-exhaustive. All modules are subject to variation and/or substitution without notice.

Global Business Management

Admission Requirements:

- Bachelor Degree in any discipline
- IELTS 6.0 level or equivalent

1st Semester // 6 months // 4 terms

Advanced Accounting for Decision Makers

Business Ethics for Global Enterprises

International Business Law

Marketing & Branding in a Digital Society

Strategic Business Management

Leadership in Business

International Human Resources Management

Research Methods

Food Service Operations³

German or French Language Module³

2nd Semester // 4-6 months

Independent Research

Paid Internship



M.Sc. Degree



Master Degree

Global Business Management

(180 Credits - 90 ECTS Equivalent)

³ Support modules for students wishing to undertake an internship in Switzerland.

Graduate Certificate

The Graduate Certificate offers candidates without a Bachelor, a progression route in the M.Sc. programs or working graduates an opportunity to undertake a shorter, professional development program to update their qualifications, knowledge and skills. Students will study 4 core modules at advanced level over a three month period.

Upon successful completion, students can choose to exit with their award or have the option to progress to the M.Sc. International Hospitality Business Management or M.Sc. Global Business Management.

Admission Requirements:

- Associate Degree or equivalent
- Minimum two years of full-time work experience
- IELTS 6.0 level or equivalent

Graduate Certificate* // 3 months // 2 terms

Innovation and Change Management

Diversity and Inclusion in the Service Sector

Revenue and Resource Management

Emotional Intelligence in the Hospitality Business



**Graduate Certificate
in Hospitality Business
Management (60 Credits - 30 ECTS)**

MBA Dual Degree

The BHMS Business & Hotel Management School, together with the York St. John University, offers an MBA Degree for young professionals to enhance their managerial knowledge and capabilities through applied learning using case studies, group work and real business examples.

Switzerland is world-famous for its high-quality service industries, hospitality and tourism sector and innovations in several fields. Students therefore, have the opportunity to follow a contemporary curriculum to gain focused insight and skills in key business practices and explore a wide variety of multi-sector developments through case studies, data handling and projects to ensure that the learning is applied and of real career value.

The dual MBA program comprises one intensive study block of 6 months, full-time study which is followed by a Capstone Project, allowing students to pursue an in-depth study of an area relevant to their future. The research can be completed alongside an internship period of 6 months in Switzerland or overseas for students wishing to gain further work experience before proceeding on their career track. Alternatively, students may return to a full-time position during this phase of the program. This program is suited to candidates who possess a bachelor's degree or significant managerial experience and are looking to enter or gain promotion in a particular industry or sector.

MBA Degree

Admission Requirements:

- Bachelor Degree in any discipline
- Minimum two years of full-time work experience
- IELTS 6.0 level or equivalent

1st Semester // 6 months // 4 terms

- Global Business Strategy
- Marketing & Data Analytics
- Leading Innovation & Cultural Change
- Dynamic Perspectives on Sustainable Business
- Business Development & Value Creation
- Accounting & Finance for Decision Making
- Academic Writing & Research: MBA
- International Hospitality Management ⁴
- Innovation & Entrepreneurship ⁴
- Global Marketing ⁴

2nd Semester // 4-6 months

- Capstone Project
- Paid Internship

Est.
1841

YORK
ST JOHN
UNIVERSITY

B.H.M.S.
Business & Hotel Management School

MBA Degree

(180 Credits - 90 ECTS Equivalent)

⁴ BHMS Specialization (1 of 3)



Disclaimer: the above list of courses is indicative only and non-exhaustive. All modules are subject to variation and/or substitution without notice.

BHMS MBA Specializations

Alongside the core York St John MBA curriculum, students have the opportunity to take an additional, contemporary BHMS MBA module and base their Capstone Project around this subject area. This leads to their BHMS MBA award with specialization, adding a thematic emphasis to their study program.

International Hospitality Management

The International Hospitality Management specialization provides a varied and stimulating programme of study that enables students to fully appreciate the diversity and complexity of global hospitality. It provides a structured examination of the international industry and the principal environments and host markets, in which business is developed and conducted. Moreover, it explores the characteristics of globalisation and global hospitality, political, economic, socio-cultural, technological, ecological and regulatory environments in which global hospitality management takes place.

Innovation and Entrepreneurship

The Innovation and Entrepreneurship specialization is designed to equip students with the special skill-set required when creating a new business venture. It focuses especially on the areas that support the entire startup process, such as the development of new business ideas, models and processes, preparing and submitting a business plan, and the value creation process of innovation for the society.

Global Marketing

In the Global Marketing specialization, students examine the opportunities offered by digital tools and key social media platforms including Facebook, Twitter, LinkedIn to enhance marketing campaigns. Cultural and geographic variations in Social Media usage and conventions and the business implications are also explored.

MBA Top Up - M.Sc. Advanced Standing

Students who have successfully completed the full 180 M.Sc. credits at BHMS (International Hospitality Business Management or Global Business Management pathways) may gain advanced standing in the York St John MBA program by transferring 120 credits and completing a business consultancy project over a 3 month period. The consultancy project is underpinned by lectures and workshops in the contemporary themes of Sustainable Business, Innovation and Cultural Change and Business Development and Value Creation. Students will develop their integrative consultancy skills by undertaking a review of a real business need, leading to focused company-specific proposals.

This offer is exclusive to graduates of the M.Sc. programs taught at BHMS.

Top Up MBA // 3 months // 2 terms

Dynamic Perspectives on Sustainable Business

Leading Innovation and Cultural Change

Business Development and Value Creation

Business Consultancy Project

Est.
1841

**YORK
ST JOHN
UNIVERSITY**

B.H.M.S.⁺
Business & Hotel Management School

MBA Degree

(180 Credits - 90 ECTS Equivalent)

BA Dual Degree - Culinary Arts

DIPLOMA

Culinary Arts

The BHMS Diploma in Culinary Arts introduces students to the world of food production through basic operational techniques and hands-on core competency training. Highlights of this first year include classic European cooking methods, cuts, stocks and sauces as a foundation stone. Patisserie skills are developed through two specialised courses and industry essentials of food safety and nutrition are taught in preparation for the students' first industry training placement.

HIGHER DIPLOMA

Culinary Arts

The BHMS Higher Diploma in Culinary Arts increases the students' fundamental understanding of international culinary principles gained at the Diploma level. Practical highlights of this second year include advanced cold kitchen techniques, advanced training in contemporary dish creation and presentation as well as a dedicated chocolatier course. Students start additionally to develop their managerial skills through core business subjects, preparing them for a broad range of culinary career opportunities.

BA DEGREE

Culinary Arts

The third and final year, leading to a Bachelor's Degree in Culinary Arts, builds on the students' existing culinary competencies and experiences to deepen and hone practical, leadership and business skills. Highlights of this third year programme include inter-disciplinary management of food service operations, including customer service, resource planning and management. New product development, molecular cuisine, technology applications and managing teams in the kitchen labs provide additional capstone learning in a variety of skill areas before students progress to their final industry training and job placement.

YEAR ONE

Admission Requirements:

- Completed secondary school diploma.
- IELTS 5.0 level or equivalent.
- 17 years of age.

1st Semester // 6 months

Essentials of Culinary Operations LAB

Food Preparation Techniques LAB

European Cuisine LAB

Garde Manger I LAB

Cakes & Creams LAB

Bakery & Breads LAB

Nutrition

Food Safety

Introduction to the Hospitality Industry

German or French Language

Academic Writing & Study Skills

2nd Semester // 4-6 months

Diploma Training

B.H.M.S.⁺
Business & Hotel Management School

**Diploma
in Culinary Arts**
(120 Credits – 60 ECTS Equivalent)

Accredited by



Disclaimer: the above list of courses is indicative only and non-exhaustive. All modules are subject to variation and/or substitution without notice.

YEAR TWO

Admission Requirements:

- Completed secondary school diploma.
- BHMS Diploma or equivalent.
- IELTS 5.5 level or equivalent.

3rd Semester // 6 months

A la Carte Cuisine LAB
 Global Cuisine LAB
 Themes & Concepts LAB
 Mediterranean Cuisine LAB
 Garde Manger II LAB
 Chocolate Creations LAB
 Food & Beverage Service Operations LAB
 Menu Design
 Food & Beverage Cost Management
 Managing Hospitality Human Resources
 Culinary Business Analysis **OR** Food & Wine Pairing

4th Semester // 4-6 months

Higher Diploma Internship

	Higher Diploma in Culinary Arts (120 Credits – 60 ECTS Equivalent)
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Accredited by	
	

YEAR THREE

Admission Requirements:

- Completed secondary school diploma.
- BHMS Higher Diploma or equivalent.
- IELTS 6.0 level or equivalent.

5th Semester // 6 months

New Food Product Development
 Managing Culinary Resources
 Contemporary Culinary Operation
 Food Service Operations
 Creativity & Entrepreneurship

6th Semester // 4-6 months

BA Internship

	
BA Degree in Culinary Arts	
(120 Credits – 60 ECTS Equivalent)	

Accredited by	
	



PGD Hospitality Management

Programme Overview

The BHMS Postgraduate Diploma in Hospitality Management program is specifically designed for two target audiences who are aspiring to a management career in the hospitality industry: degree holders in other fields, with lower English ability, who wish to undertake a foundation program to prepare them for the M.Sc. in International Hospitality Business Management program or make a career move into the international hotel and the hospitality industry, and; young adults holding an associate degree qualifications and significant work experience who wish to update their qualifications.

Integral Paid Industry Training

One internship period of 4-6 months is an integral learning opportunity in both the postgraduate and master's programmes. During the Swiss internship, students receive a trainee's gross monthly salary of **CHF2,303**. Students' performance, behaviour and professional attitude is assessed by employers.

7 Elective Modules

- Front Office Operations & Reservation Systems
- Housekeeping Operations
- Food & Wine Pairing
- Menu Design
- Business Analysis
- Hospitality Law
- Business Economics
- Event Planning & Operations
- Small Business Management
- Hotel & Restaurant Design
- German Communication I, II, III
- French Communication I, II
- Italian Communication I, II
- Mandarin Communication I, II

Hospitality Management

Admission Requirements:

- Associate Degree or equivalent
- Minimum two years of full-time work experience
- IELTS 5.0 or equivalent

OR

- Bachelor degree in any discipline
- IELTS 5.0 level or equivalent

1st Semester // 6 months // 4 terms

Introduction to Hospitality & Tourism

Corporate Social Responsibility

Business Performance Analysis

Academic Writing & Study Skills

Human Resource Management

eCommerce

Introduction to Dining Operations LAB

Food & Beverage Service Operations LAB

7 Elective Modules⁷

2nd Semester // 4-6 months

Postgraduate Internship

B.H.M.S.
Business & Hotel Management School

**Postgraduate Diploma
in Hospitality Management**
(120 Credit - 60 ECTS Equivalent)

Accredited by



Disclaimer: the above list of courses is indicative only and non-exhaustive. All modules are subject to variation and/or substitution without notice.

PGD Culinary Arts

Programme Overview

The BHMS Postgraduate Diploma in Culinary Arts is designed for degree holders in other fields, wishing to re-align their career into the culinary sector. It combines a hands-on approach to culinary operations and elementary food preparation skills with more advanced techniques and creativity in the latter part of the programme. Managerial skills are enhanced through key, applied theory courses to ensure a balanced conversion award.

Highlights of the programme include classic European cooking methods, cuts, stocks and sauces as a foundation stone, before practicing these skills with international and contemporary menus in a working restaurant environment. The industry essentials of food safety and nutrition are also taught in preparation for the students' industry training placement.

Integral Paid Industry Training

One internship period of 4- 6 months is an integral learning opportunity in both the postgraduate and master's programmes. During the Swiss internship, students receive a trainee's gross monthly salary of **CHF2,303**. Students' performance, behaviour and professional attitude is assessed by employers.

⁶Elective Modules

- Cakes & Creams LAB
- Bakery & Breads LAB
- Chocolate Creations LAB
- Food & Wine Pairing
- Menu Planning
- Food Costing & Acquisition Management
- German Communication III

Postgraduate Diploma

Admission Requirements:

- Associate Degree or equivalent
- Minimum two years of full-time work experience
- IELTS 5.0 or equivalent

OR

- Bachelor degree in any discipline
- IELTS 5.0 level or equivalent

1st Semester // 6 months

Essentials of Culinary Operations LAB

Food Preparation Techniques LAB

European Cuisine LAB

Global Cuisine LAB ⁵

Themes & Concepts LAB ⁵

Mediterranean Cuisine LAB ⁵

A la Carte Cuisine LAB 5

Nutrition

Food Safety

German Communication I & II

4 Elective Modules ⁶

2nd Semester // 4-6 months

Postgraduate Diploma Internship

B.H.M.S.⁺
Business & Hotel Management School

**Postgraduate Diploma
in Culinary Arts**
(120 Credits – 60 ECTS Equivalent)

Accredited by



⁵ Students select one module only

Disclaimer: the above list of courses is indicative only and non-exhaustive. All modules are subject to variation and/or substitution without notice.

BHMS Accreditation & Ranking

Accreditation

BHMS is an eduQua certified institute in the State of Lucerne. eduQua is the Swiss Association for Quality & Management Systems (SQS), which certifies education institutions in Switzerland.

BHMS has a partnership agreement with Robert Gordon University, Aberdeen in the UK to offer the Bachelor of Arts Degree in Hotel & Hospitality Management, Global Business Management, Culinary Arts, the Graduate Certificate as well as M.Sc. Degrees in International Hospitality Business Management and in Global Business Management. Robert Gordon University is consistently ranked as the **Top Modern University** by leading University Guides – The Times, The Sunday Times, The Guardian and The Complete University Guide.

The MBA program is awarded by the York St. John University (YSJ), UK. In 2016, YSJ celebrated its 175th anniversary as one of the oldest institutions in the UK. YSJ received bronze in the Teaching Excellence Framework in 2017.

To the right is a list of the BHMS's main accrediting organizations as well as partner education institutions.

BHMS IS A CERTIFIED
INSTITUTE BY



10 DIPLOMAS + DEGREES
ACCREDITED BY



ALL CULINARY AWARDS
ACCREDITED BY



BA + M.SC. DUAL DEGREES
AWARDED BY



MBA DUAL DEGREES
AWARDED BY



Heinrich Meister Hall Lakeside Campus

QS Ranking & Rating 2022/2023

- **Rank 17th** in Employer Reputation under QS World University Subject Ranking 2022
- **Rank 141-150** in QS Business Masters Rankings 2023
- **Rank 2nd** in Class & Faculty Diversity under QS Business Masters Ranking 2023
- **Rank 47th** in Value for Money under QS Business Masters Ranking 2023
- **Four Stars** under QS Stars Rating 2022

QS SUBJECT RANKING // 5 Stars



TEACHING // 5 Stars



EMPLOYABILITY // 5 Stars



FACILITIES // 5 Stars



Preparatory English Programme

This 10-week Preparatory English Programme (PEP) is an intensive course designed for hospitality, global or culinary management students whose English does not yet meet the entry requirements of their chosen program. The program is offered at three different levels to ensure students maximise their development before starting a full academic program.

The Preparatory English Programme is a dynamic course involving active learning that promotes English listening, speaking, reading and writing skills. Key academic skills such as brainstorming (generating ideas), outlining, drafting and structuring will also be internalized by students through the activities undertaken throughout the 10 weeks.

Our Preparatory English Programme comprises 15-20 hours of tutor contact per week from Monday to Friday. Small classes ensure that attention is given to each individual's unique ability in each of the four key language areas.

This programme can only be offered to certain nationalities who have no restriction in obtaining a Swiss study visa with an English level below the standard entry requirements.



Student Restaurant City Campus

Industry Internships

Internship is an integral part of the study programme at BHMS. During every academic year, students have the opportunity to carry out a 4-6 months internship period in a hotel or a restaurant approved by BHMS. An Internship Placement Officer assists students with placements in hotels, restaurants and service sector companies in Switzerland and overseas. During the internship, employers will assess students' performance,

behaviour and professional attitude. Furthermore, Diploma students are requested to write a report about their experience and the nature and management style of the property in which they undertook their internship. Students undertaking an internship in Switzerland will be under contractual obligation with their employers, which will entitle them to receive a trainee's gross monthly salary of **CHF 2,303**.





BÜRGENSTOCK
HOTELS & RESORT

Central Switzerland



CANDRIAN
CATERING

Zurich, Basel & St. Gallen



Zurich Airport



HOTEL
PRESIDENT WILSON

Geneva



Zurich



LES TROIS ROIS

Basel

THE CHEDI

ANDERMATT, SWITZERLAND

A S T O R I A

THE LEADING FIRST-CLASS HOTEL
LUCERNE SWITZERLAND



BAUR AU LAC
ZURICH SWITZERLAND

International Internships



THE RITZ-CARLTON

USA, Japan, Thailand, Malaysia & Hong Kong



INTERCONTINENTAL.
HOTELS & RESORTS

USA, Germany & Romania



NIKKI BEACH
RESORT & SPA
Porto-Heli, Greece



Belgium



Hilton

USA, UK & UAE

Marriott
INTERNATIONAL



Malta



UAE



Hotel & Resorts

Netherlands & UAE

International Job Placement

Masterwork, a company owned by Benedict Education Group Switzerland, provides global career and placement opportunities for BHMS graduates after completing BA, PGD or MBA programmes. BHMS also works with numerous international placement agencies that specialize in placing graduated students in Europe, Asia and North America. This service includes preparing for telephone interviews and video resume, job prospecting, preparing extensive documentation for

MASTERWORK
PLACEMENT AND CAREER

employment as well as assistance with visa applications. BHMS also participates in numerous career fairs to expose its graduates to global career opportunities.



International Career Days



THE RITZ-CARLTON
DOVE MOUNTAIN



THE ARTS CLUB



Service Sector Job Placement



Fashion & Luxury Goods



Swiss Luxury Beauty



Banking



Fashion & Accessories



IT Industry



Conferences & Marketing Events

My Career After Graduation



Mario Mariño Cespedes completed his MBA Degree in 2016 and presently works as an **Assistant Director of Finance and Accounting** at the St. Regis Bal Harbour Resort, Miami Beach, Florida, **USA**.

«BHMS was my springboard into the hospitality field». Says Mario. «I decided to complete an MBA degree at BHMS, as I wanted to get an in-depth knowledge within the industry. My professional journey brought me to three different continents, where I had a chance to work in diverse positions. Analyzing my way of becoming Assistant Director of Finance and Accounting, I can tell that being humble, treating everyone respectfully and fairly helped me to grow and succeed so far.»



Miruna and Ilinca Anton completed their Bachelor's Degree Global Management in 2021 and decided to immediately launch their own business: **Restaurant Antons** in Lucerne city, **Switzerland**.

«Doing what we love most and putting passion into everything we do have helped us significantly in our life journey», Says Miruna. «We had several challenges while launching our project, but we always believed in ourselves and in our plans while focusing on finding solutions rather than just problems. It has been and still is an absolutely amazing and unique experience.»



Jun Wong completed the BHMS/RGU Bachelor's Degree Global Business in 2019 and presently works as a **Human Resources Manager** at the Four Points by Sheraton **Hong Kong China**.

«At the Four Points by Sheraton Hong Kong Tung Chung, I am a member of the pre-opening team», says Jun. «Being part of a hotel pre-opening team was one of my dreams due to the extensive experience involved in all areas related to hotel development, staff recruitment and training.»

Anastasia Demchuk completed the BHMS/CityU MBA Degree in 2013 and presently works as a **Deputy Manager** at Chanel, London, **England**.

«My range of responsibilities are focused on working with the management team to define business strategy and customer service standards to optimize and sustain sales performance, KPI, profitability, and to enhance Chanel's luxury customer service experience», says Anastasia. «My studies at BHMS and the exposure I had were my building blocks to launch my career in this fascinating luxury world.»



Hamad Mustafa completed the BHMS/RGU Bachelor Degree at BHMS in 2012 and presently works as a **Director of Sales** at Leylaty Group, Jeddah, **Saudi Arabia**. Prior to his new assignment he worked as a Director of Sales at Hilton Riyadh and Assistant Director Catering and Conference Service Manager at the Ritz Carlton Hotel in Riyadh.

«I am so proud to be a graduate of BHMS Switzerland and the Robert Gordon University», says Hamad. «I learned dedication, hard work and commitment-to-results during my studies in Switzerland. Now I am climbing my career ladder applying the same work ethos everywhere I go.»



Kateryna Bugrova completed the BHMS/RGU Bachelor's Degree Global Management in 2018 and presently works as a **Talent Acquisition & Recruiting Manager** at Allianz Technology, Munich, **Germany**.

«This is my third year in Germany», says Kateryna. «My studies at BHMS Switzerland taught me how to make use of every chance to learn and grow as a professional as well as a person. We should never limit ourselves to passively accepting the learning process, but always look for new opportunities to improve and advance our career.»



My Career After Graduation



Jékabs Bodnieks completed the BHMS/RGU Bachelor's Degree Global Business in 2019 and presently works as a **General Assistant** at the 45 Park Lane, London, **England**. The 45 Park Lane is a vibrant beacon of contemporary culture in a luxury hotel and an invigorating blend of art and landmark architecture in the middle of classical London.

«It is crucial for me to have fun in everything I do», says Jékabs. «Serving food, bookkeeping, leading a team, or anything. As far as you're having fun, it gets much easier, and you get better and stronger every day.»



Mila Anufrienko completed her MBA Degree in 2017 and presently works as a **Planning & Strategy Manager, Corporate Communications** at Credit Suisse, Zurich, **Switzerland**.

«In my role at Credit Suisse, I am responsible for introducing the client perspective to every project, striving to create customer value propositions», Says Mila. «Thanks to my studies at BHMS, I was introduced to this customer centric strategy.»



Durgesh Varma completed his Postgraduate Diploma Hospitality Management in 2011 and presently works as a **Senior Manager** at Marina Bay Sands, **Singapore**. The Marina Bay Sands is the most iconic hotel for the world's largest rooftop infinity pool, award-winning dining, and a wide range of shopping and entertainment facilities.

«From the very beginning I believed in my goals and myself», Says Durgesh. «At BHMS I learned how to respect others, how to work in a team and how to appreciate the culture differences among us. And these were my fundamentals for a successful career at an iconic establishment like the Marina Bay Sands.»

Elizaveta Manvelian completed the BHMS/RGU Bachelor's Degree Global Business Management in 2021 and presently works as an **Analyst Researcher** at Bruin Financial, London, **England**. Bruin is a specialist financial and professional services recruitment consultancy and a preferred supplier to some of the world's leading institutions.

«My study years at BHMS has been unique and full of exposure», says Elizaveta. «Being part of a multi-cultural student body, I had to learn and adapt to different traits and habits. Nothing is impossible with passion, self-discipline and determination.»



Roy Wu completed his MBA Degree in 2012 and presently works as a **Senior Consultant** at Deloitte, Shanghai, **China**.

«Working as a consultant has always been my dream», says Roy. «I love analysing issues, framing possible solutions and implementing them into the best possible practices. Effective communication and empathy are key skills of a successful leader in my field. The MBA program at BHMS gave me the tools, soft and hard skills I need to excel in my consulting career.»



Anna Voblaia completed her Higher Diploma Culinary Arts in 2015 (with distinction) and presently works as an **Operations Analyst** at Eataly Toronto and an **Adjunct Professor** at Centennial College, School of Hospitality, Tourism and Culinary Arts, Toronto, **Canada**. Eataly is a chain of large format/footprint Italian dining.

«As a Manager at Eataly, I am in charge of hiring, training, cost optimization, analysis, and product sourcing», says Anna. «I recently started my academic journey at Centennial College, teaching Kitchen Management at the Culinary program. I am extremely grateful for the years I spent at BHMS and the essential knowledge I gained across many industries and sectors.»



What is life like at BHMS?



Anastasiia Bafanutsa
Ukraine

«Studying at BHMS with this mix of nationalities allows me to open up and enhance my social skills.»

Students

BHMS students come from over 90 nations with various ethnic and cultural backgrounds. They speak different languages and have different beliefs, yet they all have one thing in common: the ambition to pursue a successful career in the global hospitality and service industry. Through this constant cultural exchange and engagement in a multicultural community, students absorb an experience that is crucial to future leaders within the global village: the ability to work and communicate with people of different origins.

Accommodation & Meals

BHMS's main student residence (City Campus) offers accommodation with a 24 hour reception service, a restaurant and a lounge. Students are hosted in modern rooms equipped with a bathroom, a kitchenette and WLAN. Premium and studio accommodations are available upon request at an additional charge. Students with a food and beverage plan are entitled to three meals a day during weekdays and a brunch and dinner service during the weekends and holidays. For vegetarians and those who do not eat pork or beef, special dishes are provided at no extra charge.

Internet & Language Lab

Residence and campus buildings are equipped with WLAN. For students without laptops, BHMS provides computer facilities to enable students to complete their study assignments as well as to stay in contact with their families and friends. Additionally, students have free access to the Benedict language lab facilities located at the Lakefront Centre.



Leisure time at BHMS facilities

Dress Code

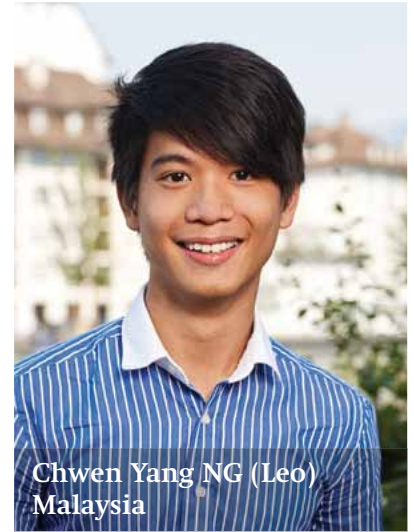
The BHMS Business & Hotel Management School mirrors a professional business environment where staff and students observe the rules of good manners and appropriate behaviour. All students adhere to the business dress code that is a professional norm in the hospitality industry. Culinary students are provided with full Chef uniforms to undertake their practical labs.

Language

The language of instruction in all courses is English. However, students also learn German and/or French. Other language options including Spanish, Italian and Mandarin are available upon demand. Good knowledge of the German language will also help students to communicate with the local community and guarantee them a suitable industry placement in the German-speaking part of Switzerland.

Faculty

The quality of faculty is decisive for the quality of any educational institution. At the BHMS Business & Hotel Management School, all academic staff hold recognized university degrees and/or have a recognized professional title and many years of managerial experience in relevant industry sectors. The BHMS Business & Hotel Management School invites industry guest speakers from Switzerland and abroad to enrich its quality education.



Chwen Yang NG (Leo)
Malaysia

«At BHMS we are challenged to learn 1-2 more languages and I know now how crucial this is for my future career.»





Studio Superior



Shared Standard



Studio Standard



Shared Superior

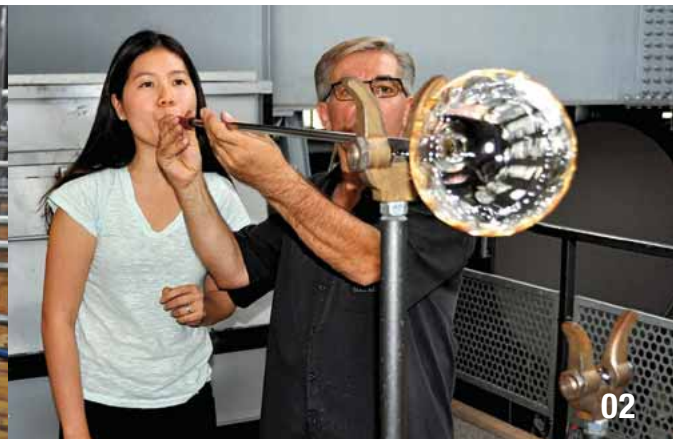
Extra-Curricular Activities

Getting involved in extra-curricular activities whilst at the BHMS Business & Hotel Management School assists students to develop and demonstrate various skills and interests. A regular programme of sport events, sightseeing, entertainment and cultural trips are designed to expose students to Swiss and European lifestyles. These out-of-the-classroom experiences add a rich layer to a student's time at the BHMS Business & Hotel Management School.

- 01** A field excursion at Eichhof Brewery in Lucerne
- 02** A visit at Hergiswil glass factory
- 03** A yoga class at BHMS campus facilities
- 04** A visit at the Technopark Zurich
- 05** A trip at Jungfrauoch (3,454 meters above sea level)
- 06** A tour at a horse farm in central Switzerland
- 07** A thrilling rope park excursion at Lucerne's very own mountain: Pilatus
- 08** An indoor climbing trip (bouldering) at City Boulder Park
- 09** A full-day excursion at Alpamare, Europe's largest water park
- 10** BHMS students crossing the finish line at Lucerne's Marathon



01



02



03



04



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09



10



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