B.H.M.S.
Business & Hotel Management School
Lucerne City, Switzerland

Preparing Hospitality Leaders

www.bhms.ch

A Member of Bénédict Education Group Switzerland

Lake Lucerne & Pilatus Mountain

What is Your Career Plan?

Hotels, Resorts, Cruise Ships, Airlines, Clubs, Restaurants and many of the related service sector industries are looking for qualified, multi skilled future managers to grow their businesses. The tourism sector is projected to continue growing and as it expands, employers around the world increasingly demand qualified and highly skilled managers. You have a great opportunity to develop your career in this fast growing sector.

Hotel and Tourism careers are for young people with strong organizational and interpersonal skills. Some of the abilities necessary for a successful career include: people and communication skills, patience and tolerance, sales ability, be multi-lingual, and have a sincere desire to continue learning on-the-job. Hotel and Tourism careers are for those who enjoy the art of creating a pleasant and enjoyable environment for customers as well as for those who love the excitement of travel.

Heinrich Meister
President Benedict Education Group

«It is my pleasure to welcome you to the BHMS Business and 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.»

Library, Baselstrasse

Why Switzerland?

At any time, more than 5'000 students from all over the world are studying at one of the numerous hotel management schools in Switzerland for successful careers in hospitality and its related fields. A large number of executives in the global hospitality industry are graduates of Swiss hotel schools.
For over a hundred years, Switzerland has been famous for excellence in hotel management education. A typical feature of Swiss hotel management schools is the combination of theory and practice, whereby the emphasis is placed on the development of the students' personality.
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 interested in launching a career in the global hotel and tourism industry.

Lucerne skyline in summer

Why Lucerne?

Lucerne is a true international tourist destination and is the most visited city in Switzerland. It is situated on the shores of Lake Lucerne, right in the centre of Switzerland and at the scenic heart of the central Swiss Alps with its famous Pilatus mountain. The Lucerne region was voted the best quality of life region in Switzerland.

Lucerne is situated on the most important route between north and south Europe, and connected with the Swiss train network in six directions. It is strategically located for easy access via air, road and rail for travel to major European destinations just such as Milan, Frankfurt, Paris, or Vienna.

Nishta Singlaa
India

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

Why BHMS?

Benedict Education Group:
BHMS Business & Hotel Management School is part of The Benedict Education Group, one of Switzerland's oldest and largest private educational institutions. The Benedict Education Group has 5 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 Benedict group.

Fast Track British BA Degree:
BHMS (together with The Robert Gordon University) has designed one of the fastest track BA Degrees in Switzerland without compromising quality. At BHMS, students can achieve a Bachelor of Arts Degree in Hotel and Hospitality management in 18 months study plus 18 months internship period. A similar education in another Swiss hotel management school would require 24 months study plus 12 months internship period. This gives BHMS graduates an advantage of 6 months less study while gaining 6 additonal months of paid work experience in Switzerland.

Hands-on American MBA Degree:
BHMS (together with The City University of Seattle) has designed a unique MBA program with two specializations; Hospitality Management and Global Management. Both programs are based on two intensive study periods of 6 months followed by 6–12 months of paid industry training in Switzerland.

Unique 5-week term system:
At BHMS, 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 3 to 4 academic subjects at one time instead of the usual 8–10 subjects in other Swiss hotel schools. As a result, BHMS students are able to complete 12–14 academic subjects within 6 months period without overloading them.

In the Heart of Lucerne City:
BHMS has three facilities located in the heart of Lucerne city; two campus buildings and one student residence building. The campus is hosted in the Lakefront Centre and St.-Karli-Quai buildings. The Lakefront Centre is located next to Lucerne main railway station, which also hosts the Radisson BLU Hotel in Lucerne. The St. Karli-Quai building is situated right in the historical part of Lucerne city direct on the famous river Reuss. Student residence is hosted in a 3-star hotel establishment located few minutes walking distance away from both campus buildings.

Lakefront Center

Classroom, Lakefront Center

Who accredits BHMS?

BHMS is an eduQua-certfied private college in the State of Lucerne, in compliance with Swiss federal and state law. EduQua is the Swiss Association for Quality & Management Systems (SQS) which certifies Swiss colleges and education institutions in Switzerland.

BHMS has a partnership agreement with The Robert Gordon University, Aberdeen in the UK for granting the Bachelor of Arts Degree in Hotel & Hospitality Management in Switzerland. The Sunday Times University Guide 2012 named The Robert Gordon University as the **best modern university in the UK.**

The following is a list of BHMS's main partner education institutions, accrediting organizations and membership associations:

Certified by	EDUQUA
BA Degree Validated by	THE ROBERT GORDON UNIVERSITY ABERDEEN
Higher Diploma articulated by	University of Brighton
Post Graduate Diploma articulated by	University of Brighton
Joint MBA Degree with	CityUniversity of Seattle
Culinary Program Accredited by	American Culinary Federation Foundation
Full Member of	EURHODIP
Member of	ihra International Hotel & Restaurant Association
Member of	Switzerland Tourism. Member.

Nadine Wiegand
Germany

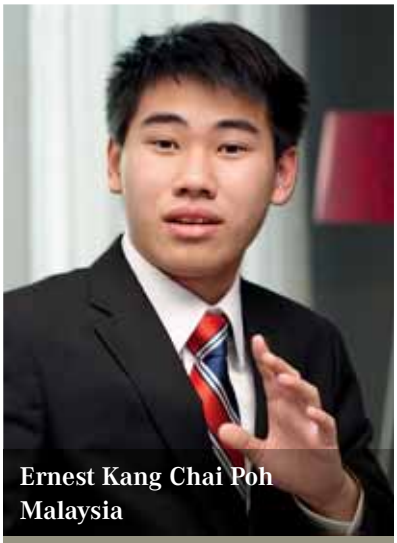
«Completing my studies at BHMS Switzerland and being able to receive a top ranked British BA Degree was my building block and vital ticket to launch my career globally.»

St.-Karli-Quai

Classroom, St.-Karli-Quai

Student Residence, Baselstrasse

Undergraduate Program



Ernest Kang Chai Poh
Malaysia

«I am planning to launch my career back home, where hospitality industry is booming. I believe that after completing my BA Degree at BHMS next year and after working for 18 months during my studies in 3 different Swiss hospitality establishments, I will be ready for the challenge.»

Year One: Diploma Program in Hospitality Management
(Bachelor of Arts Degree – Stage One)
This one-year program is the first 12-month intensive entry-level period of the Bachelor of Arts program, 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. The program 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 study term of 20 weeks plus one period of 4 – 6 months paid industry training in the hospitality sector in Switzerland.

Year Two: Higher Diploma Program in Hospitality Management
(Bachelor of Arts Degree – Stage Two)
This second year provides the knowledge needed to further a career in the global tourism, hospitality and multi-national business sectors. Students advance their understanding and skills in business management subjects including accounting, sales and marketing as well as human resources management. For students looking for international placement, this second year program is a must. It comprises one study term of 20 weeks plus one period of 4 – 6 months paid industry training. This is required in order to proceed to the third study year when students can choose between two degree pathways. After completing two years program at BHMS, students need to decide either to complete BA in Hotel & Hospitality Management or BA in Global Management.

Year Three: Bachelor of Arts Degree in Hotel and Hospitality Management
(Bachelor of Arts Degree – Stage Three)
The BA in Hotel and Hospitality Management program provides the student with an academic qualification that is attractive to potential employers; the skills and ability 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 public and private enterprises including leisure facilities, hotels, theme parks, conference, exhibition and even management.

Year Three: Bachelor of Arts Degree in Global Management
(Bachelor of Arts Degree – Stage Three)
The BA in Global Management program 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 administrator positions in government and NGOs.
Broth BA modules apply range of teaching methods to facilitate learning. Core knowledge is covered by lectures and tutorials, supported by guided reading and additional materials on The Virtual Campus «Moodle». Particular care is taken to use the most effective teaching and assessment method for each module. This final year comprises a study term of 20 weeks plus a of 4 – 6 months paid work placement in Switzerland or overseas.

UNDERGRADUATE STUDENTS ORIGINS // **Belarus, Brazil, China, Egypt, Germany, Holland, Hungary, India, Jordan, Kazakhstan, Kuwait, Lebanon, Malaysia, Nepal, Philippines, Portugal, Romania, Russia, Singapore, South Africa, South Korea, Sri Lanka, Switzerland, Syria, Taiwan, Thailand, Tunisia, Turkey, UAE, USA, UK, Ukraine, Vietnam**

BA Hotel & Hospitality Management

THE ROBERT GORDON UNIVERSITY ABERDEEN

12 months (120 SCQF Credit)

HMT 2000 // Paid Industry Training (4–6 months)

BS 3149 // Research Methods in a Hospitality Context
BS 3159 // Hospitality Retail Management
BS 3160 // Hospitality Property Services Management
BS 3190 // Strategic Planning & Change Management
BS 3161 // Workplace Internship
BS 3180 // Management in Practice
EGE 5855 // Assessment Planning & Development
EGE 5850 // Academic Writing & Composition

9	10	11	12

BA Global Management

THE ROBERT GORDON UNIVERSITY ABERDEEN

BS 3938 // Creativity in Business
BS 3937 // HRM for Global Business
BS 3939 // International Business Environment
BS 3940 // Project Management
BS 3161 // Workplace Internship
BS 3221 // Management in Practice
EGE 5855 // Assessment Planning & Development
EGE 5850 // Academic Writing & Composition

9	10	11	12

Direct Entry

Higher Diploma Hospitality Management

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

12 months (120 CATS Credit)

HMT 2000 // Paid Industry Training (4–6 months)

BBA 2300 // Hotel Marketing
BBA 2500 // Accounting II
BBA 2600 // Professional Development
BBA 2700 // Human Resource Mgmt
BBA 2800 // Business Communication II
HMT 2100 // Front Office Operation
HMT 2150 // Intro. to Housekeeping
HMT 2200 // Intro. to Food & Beverage Management
HMT 2700 // Study & Research Methodology II
HMT 2800 // Micros Fidelio Version 7.13 II
HMT 2000 // Paid Industry Training

BBA 2100 // Introduction to Management Theory & Practice [1]
BBA 2900 // Business Ecology [1]
BBA 3100 // Staff Training & Development [1]
BBA 3200 // Organizational Innovation [1]
BBA 3450 // Total Quality Management [1]
BBA 3700 // Consumer Behaviour [1]
BBA 4900 // eCommerce in Hospitality Industry [1]
HMT 2900 // Convention Management [1]
HMT 1350 // Foundation Certificate in Wines [1]
HMT 4900 // Investment Management [1]

5	6	7	8

Direct Entry

Diploma Hospitality Management

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

12 months (120 CATS Credit)

HMT 2000 // Paid Industry Training (4–6 months)

BBA 1300 // Sales & Marketing
BBA 1400 // Business Ethics
BBA 1500 // Accounting I
BBA 1700 // Introduction to Yield Management Concepts
BBA 1800 // Business Communication I
EGE 1900 // German Communication I, II & III
HMT 1100 // Introduction to Hospitality & Tourism
HMT 1200 // Food Service Operations

HMT 1250 // Food Service Theory
HMT 1320 // Introduction to Spirits & Other Alcoholic Beverages
HMT 1400 // Learning & Study Methodology I
HMT 1650 // Personal Development
HMT 1700 // Principles of Food Production
HMT 1800 // Micros Fidelio Version 7.13 I
HMT 1000 // Industry Training Preparation
HMT 2000 // Paid Industry Training

1	2	3	4

[1] Elective courses BA. A selection of other courses may substitute or amend the above courses.

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

MBA Program

Kirill Turin
Russia

«BHMS faculty members pay attention to every individual student and this learning environment is what I value and appreciate most.»

BHMS, together with the City University of Seattle, offers a Language-Assisted Master of Business Administration (MBA) program for students whose mother language is not English. In the process, students improve their academic, professional and communication skills, satisfy CityU's English proficiency requirements and prepare for a career in service and business management. The program is delivered entirely at BHMS premises in Lucerne city.

Two Emphasis Areas

The program offers two emphasis areas; Hospitality Management and Global Management. Both programs extend through 4 academic blocks of 3 months followed by two 6 months periods of paid industry training in Switzerland.

What do students learn during their MBA studies?

- Business plans: development, analysis and improvement.
- Business simulation: testing tactics, evaluating results and teambuilding.
- E-portfolio: collecting, assembling, managing and promoting.
- Personal development: identifying opportunities, building skills and raising self awareness.
- Hands-on training: Develop and implement a project with a local business, supervised by a faculty team.
- Swiss Industry training: Working in Swiss establishments assist students to build skills portfolios which are «door openers» for prospective global careers in service and business management.

About City University of Seattle

City University of Seattle, USA, is accredited by Northwest Commission on Colleges and Universities (NWCCU) and by the International Assembly for Collegiate Business Education (IACBE) for its business programs. It is one of the Northwest's largest, private universities with over 40'000 graduates worldwide.

MBA STUDENTS ORIGINS // **Bahrain, Brazil, Cambodia, Egypt, Georgia, Hungary, India, Indonesia, Jordan, Kazakhstan, Kuwait, Malaysia, Russia, Singapore, South Korea, Sri Lanka, Thailand, Turkey, UAE, Ukraine, Venezuela, Vietnam**

Year Two MBA

CityUniversity of Seattle
MBA Hospitality Management

Paid Industry Training (4–6 months)

MBA 561 // Practical Hospitality Application I[2]
MBA 566 // Practical Hospitality Application II[2]
MBA 605 // Hospitality & Organizational Management
MBA 606 // High Performance Hospitality Management
MBA 530 // Evaluating Financial Information
MBA 531 // Applied Managerial Economics
MBA 545 // People & Systems in Organizations
MBA 540 // Strategical Financial Management
MBA 550 // Business Operations
MBA 555 // Business Strategy

3rd Block (3 Months)	4th Block (3 Months)

CityUniversity of Seattle
MBA Global Management

Paid Industry Training (4–6 months)

MBA 560 // Practical Business Application I[2]
MBA 565 // Practical Business Application II[2]
MC 573 // International Business[3]
MC 585 // International Human Resource Management[3]
MBA 530 // Evaluating Financial Information
MBA 531 // Applied Managerial Economics
MBA 545 // People & Systems in Organizations
MAL 560 // Global Leadership
MBA 540 // Strategical Financial Management
MBA 550 // Business Operations
MBA 555 // Business Strategy

3rd Block (3 Months)	4th Block (3 Months)

Year One MBA

Paid Industry Training (4–6 months)[4]

ELP 081 // Language Structure & Academic Writing
ELP 089 // Academic Listening, Speaking & Reading
MBA 500 // Essentials of Business Management
MBA 501 // Business Communications & Research Methods
HMT 1200 // Food Service Operations I
HMT 1210 // Food Service Operations II
MBA 511 // Law for Global Business
MBA 515 // Project Management & Prioritization
MBA 520 // Managing with Technology
MBA 525 // Applied Marketing
EGE 1901 // German Language I
EGE 1902 // German Language II

1st Block (3 Months)	2nd Block (3 Months)

[2] To be completed during industry training.
[3] Elective courses MBA
[4] Students exiting the MBA program after successfully completing the first MBA year will receive BHMS Post Graduate Diploma.

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

Culinary Management

Muneera Almannaei
Bahrain

«I have a passion for food preparation and I am planning to make it big in the global food and restaurant business. This intensive, hands-on culinary program at BHMS is exactly what I was looking for.»

BHMS Culinary Management Programs develop students' contemporary skills in food preparation and presentation, a la carte cuisine, pastry and desserts and kitchen management through hands-on training and classroom learning. Over the course of three years, students acquire all the fundamental skills necessary to work in the world's fine dining establishments or work towards establishing their own culinary business in one of the fastest growing industries.

Diploma in Culinary Management:
This 12 months Diploma in Culinary Management program introduces students to the world of food production through basic operation techniques and hands-on core competency training. Students learn basic cooking methods, recipe costing and kitchen procedures. Students will also learn how to utilize kitchen equipments and utensils, how to prepare basic stocks, soups, sauces and salads. They also become familiar with kitchen terminology, nutrition and kitchen accounting principles. After successfully completing 6-months of diploma studies, students qualify for 4 – 6 months of paid Swiss Internship in one of many renowned Swiss dining establishments. BHMS Diploma in Culinary Management is accredited by the American Culinary Federation Foundation.

Advanced Diploma in Culinary Management:
This 12 months Advanced Diploma in Culinary Management program builds onto the student's fundamental understanding of international culinary principles gained at Diploma level. Students will explore European and ethnic cuisines by preparing a wide range of recipes including typical appetizers, fish, vegetarian, and main course dishes. After successfully completing 6-months of advanced diploma studies, students qualify for 4 – 6 months paid Swiss Internship in one of many renowned Swiss dining establishments. BHMS Advanced Diploma in Culinary Management is accredited by the American Culinary Federation Foundation.

Associate Degree in Culinary Entrepreneurship:
This 12 month program builds on students' existing culinary competencies and experience to deepen practical, leadership and business skills. Program content focuses on developing the entrepreneurial knowledge and ability required to start an independent culinary business. During the first stage of 6 months in BHMS, students will lead culinary teams in food production, allowing the perfection of communication, organisation and team-working skills. Further dedicated theoretical courses enable the application of creative and business expertise, vital to a new successful culinary venture. The second stage of the program comprises a 4 – 6 month paid culinary internship period in Switzerland or abroad. BHMS Associate Degree in Culinary Entrepreneurship is subject to accreditation by the American Culinary Federation Foundation.

American Culinary Federation Foundation

Associate Degree Culinary Entrepreneurship

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

12 months

HMT 2000 // Paid Industry Training (4–6 months)

CLN 3001 // Food Production Management I
CLN 3002 // Food Production Management II
CLN 3003 // Food Production Management III
CLN 2500 // Culinary Business Analysis
HMT 3300 // Food & Culture
HMT 3200 // Food Costing & Kitchen Accounting
CLN 3400 // Event & Large Scale Catering Operations
HMT 3100 // Business Start-up
CLN 2900 // Facilities & Design
CLN 2600 // Culinary Marketing
EGE 1900 // Language Electives

9	10	11	12

Direct Entry

Advanced Diploma Culinary Management

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

12 months

HMT 2000 // Paid Industry Training (4–6 months)

CLN 2001 // Food Production Lab: European Cuisine
CLN 2002 // Food Production Lab: International Cuisine
CLN 2003 // Food Production Lab: A la Carte Cuisine
CLN 2204 // Food Production Lab: Garde Manger
CLN 2200 // Culinary Portfolio [5]
CLN 2400 // Menu Design [5]
CLN 2700 // Purchasing & Receiving [5]
CLN 2600 // Culinary Marketing [5]
CLN 2100 // Concept Development [5]
CLN 2500 // Culinary Business Analysis [5]
EGE 1903 // German III [5]
EGE 1950 // French I [5]
HMT 1210 // Food Service Operations II [5]
HMT 2200 // Food & Beverage Management [5]
HMT 2250 // Budgeting for Food & Beverage [5]

5	6	7	8

Direct Entry

Diploma Culinary Management

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

12 months

HMT 2000 // Paid Industry Training (4–6 months)

CLN 1101 // Essentials of Culinary Operations (Lab)
CLN 1102 // Food Preparation Techniques (Lab)
CLN 1003 // Food Preparation Lab III
CLN 1004 // Food Preparation lab IV
CLN 1601 // Nutrition and Food Safety
EGE 1901 // German I German I/II
EGE 1902 // German II
HMT 1000 // Industry Training Preparation
HMT 1200 // Food Service Operations
HMT 1650 // Personal Development
BBA 1500 // Accounting I [6]
BBA 1800 // Business Communication I [6]
CLN 1800 // Food and Wine Pairing [6]
EGE 1903 // German III [6]
EGE 1950 // French I [6]
HMT 1210 // Food Service Operations II [6]

1	2	3	4

[5] Elective courses CUL. A minimum of 7 courses must be selected.
[6] Elective courses CUL. A minimum of 3 courses must be selected.

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

Post Graduate Diploma Program

This one year program is designed to give graduate students as well as professionals the opportunity to re-engineer their career into the hospitality and service sector.

Course Objective

The BHMS Postgraduate Diploma in Hospitality Management program is designed for young graduates of non-hospitality fields looking for a career change. It is also designed for mature graduates who are looking to upgrade their qualifications to enter the global hospitality industry.

This one year program offers students with academic education combined with vocational core competency training.
Through an intensive study period of six months, divided among 4 terms of 5 weeks, students learn food service systems, business management applications, foreign languages and leadership skills. Switzerland's virtues of discipline, punctuality, ethics and hygiene are also reflected within the learning outcomes of this program. Following the six months study period, students are required to complete one period of paid industry training of 4–6 months in a Swiss hospitality establishment.

12 months

Post Graduate Diploma Hospitality Management

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

HMT 2000 // Paid Industry Training (4–6 months)

1	2	3	4
PGD 4100 // Introduction to Hospitality & Tourism	**HMT 1000** // Industry Training Preparation	**BBA 4900** // eCommerce in the Hospitality Industry [7]	
PGD 4400 // Leadership & Management	**HMT 1200** // Food Service Operations I	**HMT 1320** // Introduction to Spirits & Other Alcoholic Beverages [7]	
PGD 4600 // Advanced Communication	**HMT 1210** // Food Service Operations II	**HMT 1350** // Certificate in Wines [7]	
PGD 4700 // Human Resources Management	**EGE 1900** // German Communication I, II & III	**HMT 1800** // Micros Fidelio Version 7.13 I [7]	
PGD 4800 // Strategic Management & Behaviour	**HMT 1000** // Industry Training Preparation	**HMT 2100** // Front Office Management [7]	
PGD 5300 // Business Ecology	**BBA 3100** // Staff Development & Training [7]	**HMT 2150** // Housekeeping Management	
	BBA 3450 // Total Quality Management [7]	**HMT 2000** // Paid Industry Training	
	BBA 3700 // Consumer Behaviour [7]		

[7] Elective courses PGD

Student lounge, St.-Karli-Quai

Seminar room, Lakefront Center

English Foundation Program

The 10-week University English Foundation program is an intensive course designed for hospitality and culinary management students – undergraduate or postgraduate levels – whose English is not sufficient to study at a University level.

Course Objective

The University English Foundation program is a dynamic course involving active learning that promotes English listening, speaking, reading and writing skills. Students activate listening skills by hearing authentic material with the goals of extending their knowledge of phonology, grammar and dialogue, as well as making inferences based on what they hear.
Speaking exercises are both restricted and spontaneous within the context of tourism and leisure based activities. Reading skills include scanning and skimming for gist and detailed information. In writing, both the process and product approaches will be used to facilitate the teaching of grammar and structure within the context of business specific writing.
Procedures such as brainstorming (generating ideas), outlining, drafting, and structuring will be internalized by students. Self-evaluation, peer-evaluation, proofreading and editing also make up the writing criteria.
University English foundation program comprises 15 – 20 of tutor contact hours per week Monday to Friday. Small classes ensure that attention is given to each individual unique ability. In addition, students will be introduced to the western culture, verbal and non-verbal communication as well as food & personal hygiene. Professional excursions, fieldtrips and hands-on activities are integral parts of the University English Foundation program for students to gain comprehensive understanding of the Swiss hospitality sector.

Important: University English Foundation Program is only offered to certain nationalities who have no restriction in obtaining Swiss study visa with English level not sufficient to study at a University program.

University English Foundation — B.H.M.S. Business & Hotel Management School

3 months

1	2
ESL 500 // English as a Second Language I	**HMT 1250** // Service Theory
ESL 550 // English as a Second Language II	**HMT 1220** // Breakfast Service
HMT 1650 // Personal Development	**HMT 1200** // Service Operations

At Leisure, Lakefront Center

Production Kitchen, Baselstrasse

Assured Internships

Tsz Kwan Tang
Hong Kong

«I have chosen to study at BHMS as I discovered that I can earn a top ranked BA Degree in just 18 months study plus a complete 18 months of paid internship right here in Switzerland.»

Industry training is an integral part of the study program at BHMS. During every academic year, students are required to carry out 4 – 6 months industry training period in a hotel or a restaurant approved by BHMS. A Career and Placement Counsellor assists students with placements in hotels and restaurants in Switzerland.
During industry placement, employers will assess students' performance, behaviour and professional attitude. Furthermore, students are requested to write a report about their experience and the nature and management style of the property they had their industry training in. Students will be under contractual obligation with their employers, which will entitle them to receive a trainee's gross monthly salary of CHF 2'168.

The following is a sample of Swiss employers who hired BHMS students for their industry training:

- Marriott Courtyard, Zurich
- Marriott, Zurich
- Moevenpick Hotel Zurich Airport, Zurich
- Crown Plaza Hotel, Zurich
- Hotel Savoy, Zurich
- Carlton Hotel, St. Moritz
- Hotel La Réserve, Geneva
- NH Rex Hotel, Geneva
- Hotel Warwick, Geneva
- Grand Hotel Europe, Luzern
- Astoria Hotel, Luzern
- Hotel Terrace, Engelberg
- Continental Park Hotel, Lugano

Computer lab, Lakefront Center

Classroom, Lakefront Center

After Graduation!

Masterwork, a company owned by BHMS, provides global career and placement opportunities for BHMS graduates after completing BA, PGD, culinary or MBA programs. 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 employment as well as assistance with visa applications. BHMS also participates in numerous career fairs to expose its graduates to global career opportunities.

BHMS graduates work in top hotels and resorts all over the world. Some of the venues are listed below:

- Soho Grand Hotel, New York City, USA
- Windsor Court Hotel, New Orleans, USA
- Bacara Resort & Spa, Santa Barbara, California, USA
- Sheraton Nashville Downtown Hotel, Nashville, USA
- Marriot Harbor Beach, Fort Lauderdale, Florida, USA
- The Peabody, Memphis, USA
- Hilton Park Lane, London, UK
- Egerton Grey County House Hotel, Cardiff, UK
- Hilton Hotel, Leicester, UK
- Yum Brands, Saskatchewan, Canada
- Kingfisher Airlines, India
- Lalit Intercontinental Hotel, Mumbai, India
- Mandarin Oriental, Sanya, China
- Shangri La Hotel, Changchun, China
- Sheraton Hotel, Ho Chi Minh City, Vietnam
- Melia Hotel, Hanoi, Vietnam
- Shangri La Hotel, Bangkok, Thailand
- Le Meridian Hotel, Singapore
- Holiday Inn, Hong Kong
- W Hotel, Taipei City, Taiwan

Tomas Blades da Silva
Portugal

«After completing my studies at BHMS, I am planning to utilize the international placement service offered to get a placement in Europe or North America for 18 months.»

MASTERWORK
Placement / Career

Classroom, St.-Karli-Quai

Dinning room, Baselstrasse

What is life like at BHMS & Lucerne?

Students
Students come from 45 nations with various ethnic and cultural backgrounds. They speak different languages and have different beliefs, yet they all have one thing in common: the goal to achieve ambitious career in a global hospitality industry. Because of 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 Student Residence offers accommodation with kitchen, restaurant, library, computer lab and student lounge. Students are hosted in modern double rooms equipped with en-suite showers and kitchenette as well as cable TV. Single rooms are available at an additional charge. Students residing at BHMS are entitled to three meals a day during the week, and brunch and dinner service during the weekend and holidays. For vegetarians and those who do not eat pork or beef, special dishes are provided at no extra charge.

Internet
Residence and campus buildings are LAN and WLAN equipped. For students without laptops, BHMS provides computer facilities to enable students to complete their study assignments as well as to stay connected with their families and friends.

Dress Code
BHMS 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 common in the hospitality industry. During practical classes, students wear professional uniforms partially provided by BHMS.

Language
The language of instruction in all courses is English. However, students also learn German and French as knowledge of several languages is an important asset in the hotel industry. 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 part of Switzerland.

Faculty
The quality of faculty is decisive for the quality of any education institution. At BHMS, all academic staff hold recognized university degrees and/or have a recognized professional title and many years of professional experience in the industry. BHMS invites industry guest speakers from Switzerland and outside Switzerland to add enrichment to its quality education.

Field trips & industry related excusions
BHMS organizes periodic voluntary and mandatory fieldtrips as well as industry related excursions inside and outside Switzerland during the academic year. These study and leisure trips are designed to expose BHMS students to Swiss and European life style and business conduct.

Student accommodation, Baselstrasse

Lucerne offers countless possibilities of leisure activities:

1 Lucerne Culture & Convention Center | 2 Boat Trip on Lake Lucerne | 3 Cable Car Mt. Titlis | 4 Chapel Bridge Lucerne | 5 Rollersledding at Mt. Pilatus
6 Restaurants in the Old Town of Lucerne | 7 «Ice Flyer» Chairlift at Titlis Glacier Park | 8 Lucerne City by night

Full Speed Education.

In the Heart of Lucerne City.

Top Ranked UK + USA University Partners.

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

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