

Program Overview

Bachelor of Business Administration in Hospitality Management

Graduate with a dual degree from Hotel Institute Montreux and Northwood University, and tailor your degree with a specialization, endorsed by leading industry partners, in Financial Analysis and Wealth Management, Human Capital and Development, Management for the Senior Living Industry, Franchise Business Management, or Luxury Brand Management. Please note, you may choose to undertake your studies in a different order to the one displayed, on the condition that all credits and internship requirements are fulfilled before graduation. Contact your local representative to enquire about your specific case.

"THE EDUCATION I RECEIVED AT HOTEL INSTITUTE MONTREUX HAS BEEN THE MOST VALUABLE ASSET AT EVERY STAGE OF MY CAREER."

Shyamla Nath (India)

Chief Executive Officer at Women's India Trust, Mumbai



Year 1

FOOD & BEVERAGE AND ROOMS DIVISION MANAGEMENT

Develop an understanding of kitchen processes and gain hands-on experience in food & beverage service. Acquire expertise in rooms division, consisting of front office operations and housekeeping.

TERM 1 (11 WEEKS)

- Food & Beverage Service Theory and Practical
- Food Production Theory and Food Safety
- Introduction to the Hospitality Industry
- Introduction to College Studies
- Language (French, German or Spanish)

TERM 2 (11 WEEKS)

- Food & Beverage Management
- Bar and Beverage Management
- Communications
- World Cultures and Customs
- Principles of Microeconomics
- Accounting Principles
- Language (French, German or Spanish)

TERM 3 (11 WEEKS)

- Front Office Management and Operations
- Housekeeping Management
- Human Resource Management
- Principles of Macroeconomics
- Hospitality Sales and Marketing
- Language (French, German or Spanish)

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

Student Awarded with Swiss Diploma in Hotel Operations Management by Hotel Institute Montreux

Year 2

MANAGEMENT APPLICATION AND SPECIALIZATION

Develop hospitality management skills and choose your specialization (Financial Analysis and Wealth Management, Human Capital and Development, Management for the Senior Living Industry, Franchise Business Management or Luxury Brand Management) to gain in-depth knowledge of your sector of interest.

TERM 4 (11 WEEKS)

- Principles of Management
- Introduction to Art
- Convention Management, Banqueting, and Events
- Financial and Managerial Accounting
- Management of Information Technologies
- Language (French, German, Mandarin or Spanish)

TERM 5 (11 WEEKS)

- Organizational Behavior and Leadership
- Digital Marketing
- Financial Management
- Language (French, German, Mandarin or Spanish)

SPECIALIZATION:

Financial Analysis and Wealth Management

- Corporate Investment Decisions
- Portfolio Management
- Capital Markets and Analysis

Human Capital and Development

- Mediation and Workplace Conflict
- Strategic Management of Human Resources
- Performance Management Systems

Management for the Senior Living Industry

- Social Gerontology – The Study of Aging
- Operations Management for Senior Living Facilities
- Managing Health and Changing Lifestyles

Luxury Brand Management

- Competitive Analysis for Luxury Business
- Luxury Marketing and Communication Strategies
- High Tech and High Touch Experiences

Franchise Business Management

- Principles of Franchising
- Franchise Compliance Issues
- Franchise Strategy Development

4-6 month internship worldwide or in Switzerland

(minimum gross monthly salary in Switzerland: CHF 2,212.–)

Student Awarded with Swiss Higher Diploma in International Hotel Management (with Specialization) by Hotel Institute Montreux

Year 3

HOSPITALITY MANAGEMENT AND INTERNATIONAL BUSINESS

Build on your previous studies and develop a strong understanding of international business in preparation for a career in the international world of hospitality business.

The Bachelor of Business Administration (B.B.A.) degree is awarded by Northwood University, which is accredited by the Higher Learning Commission of the North Central Association of Colleges and Schools.

TERM 6 (11 WEEKS)

- Business Ethics
- Strategic Planning
- Responsible Resort Management
- Innovative Hospitality Models
- Statistics

TERM 7 (11 WEEKS)

- Contemporary Global Issues
- Business Law
- International Management
- Environmental Science
- Yield and Revenue Management
- Philosophy of Enterprise

Student Awarded with Bachelor of Business Administration in Hospitality Management by Northwood University and Bachelor of Business Administration in Hospitality Management (with Specialization) by Hotel Institute Montreux

*Hotel Institute Montreux awards its own separate degree confirming the successful completion of Northwood University's B.B.A. program at its campus in Switzerland, and this degree is formal recognition by Hotel Institute Montreux of the tertiary standards achieved by B.B.A. graduates.