

# Preparing Hospitality Leaders



[www.bhms.ch](http://www.bhms.ch)

*Beautiful.*

*Timeless.*

*Swiss.*

# 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, selling 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.



**Bruno Baumann**  
BHMS Lecturer

*«At BHMS, we apply hands-on learning techniques combined with classroom teaching to prepare our students for challenging and ever demanding global careers in one of the largest industries in the world: Hospitality and Tourism.»*



Researching together

# 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.



*Enriching.*



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 and the 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, 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 Singla**  
BHMS Higher Diploma student

*«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?

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 fulltime students and professionals studying at its premises every year. BHMS offers fast-track undergraduate and postgraduate education in Hospitality and Culinary Management and hosts no more than 400 students per year in order to give special attention to each individual.

BHMS has two facilities located in the heart of Lucerne city; the campus building and student residence building. The campus building is hosted in the Lakefront Center next to Lucerne main railway station, which also hosts the new Radisson SAS Hotel in Lucerne. It is equipped with state-of-the-art classroom facilities, computer labs, language labs, as well as study rooms. Student residences are located 15 minutes walking distance away from the campus building and hosts student accommodation, student restaurant, computer lab, kitchen lab and other limited teaching facilities.



Campus building, the Lakefront Center

Student residence, Baselstrasse 57

# Who accredits BHMS?

BHMS is an eduQwa certified private college in the canton of Lucerne, in compliance with Swiss Federal and canton law. EduQwa 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 Times Good University Guide 2010 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:

- > BHMS is a full member of EURHODIP – The Leading Hotel Schools in Europe
- > BHMS Higher Diploma Program is accredited by the University of Brighton, UK, for progression towards the University's BA (Hons) in Hospitality Management.
- > BHMS is partnering with City University of Seattle in granting Master of Business Administration in Global Management.
- > BHMS is a member of the International Council on Hotel, Restaurant and Institutional Education (I-CHRIE).
- > BHMS is a member of the American Hotel & Lodging Association.
- > BHMS Culinary program is accredited by the Accrediting Commission of the American Culinary Federation Foundation.



**Nadine Wiegand**  
BHMS & RGU graduate

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



In the classroom

## Our partners:



# Undergraduate Programs



**Ernest Kang Chai Poh**  
BHMS Higher Diploma student

*«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.»*

## **One-year 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 completed their secondary education and are looking for a career in the hospitality or tourism industry. It aims to provide students with a broad understanding of the operational aspects of the international hotel industry and a knowledge of the underlying principles involved. It comprises of one study term of 20 weeks plus one period of 4–6 months paid industry training in Switzerland.

## **Two-year Higher Diploma Program in Hospitality Management (Bachelor of Arts Degree – Stage Two)**

This two-year program provides the knowledge needed to launch a career in the tourism and hospitality industry. Students are exposed to business management subjects that include accounting, sales and marketing as well as human resources management. For students looking for international placement, this two years program is a must. It comprises of two study terms of 20 weeks each plus two periods of 4–6 months paid industry training in Switzerland. This is required in order to proceed to the third study year.

## **Three-year 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 workforce; 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 event management. The program uses a range of teaching methods to facilitate learning. Core knowledge is covered by lectures and tutorials, supported by guided reading and additional materials on «Moodle», our Virtual Learning Environment. Particular care is taken to use the most effective teaching and assessment method for each module. It is comprised of three study terms of 20 weeks each plus three periods of 4–6 months paid industry training in Switzerland.

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



# PGD/MBA Dual Program



**Maxym Tyshkevych**  
PGD/MBA student

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

## **Post Graduate Diploma in Hospitality Management (BHMS) + 1st Block of MBA Degree (City University of Seattle in Switzerland)**

This one-year program is jointly managed by BHMS and City University of Seattle in Switzerland. It is specifically designed for graduates holding a Bachelor Degree of hospitality or non-hospitality background who are aiming to join the global hospitality industry or the service sector. It provides up to date core competencies in hospitality operation as well as top academic qualifications. Courses are delivered in Lucerne jointly by BHMS and City University faculties within one study semester of 20 weeks plus one period of 4–6 months paid industry training in Switzerland.

## **2nd Block of MBA Degree (City University of Seattle in Switzerland)**

This second block will be held at the City University of Seattle in Switzerland, Wettingen campus, which is located 20 min. outside the city of Zurich. An MBA Degree together with a hands-on postgraduate diploma carries considerable value and prestige with employers worldwide. It can benefit those who are already holding an executive position in management or those looking to enter into an executive management position in the global hospitality industry. It is also ideal for those who would like to keep their options open in case they decide to change their career paths and join an industry other than hospitality and tourism. It comprises 9 months of study plus one optional period of 6 months paid industry training in Switzerland. Students may specialize in Global Management, Marketing, Project Management, Technology Management, Sustainable Management or Change Leadership.

## **Post Graduate Diploma in Hospitality Management**

This one year program is designed to give graduate students, as well as professionals with different backgrounds, the ability to re-engineer their careers into the hospitality and tourism sector. Independent as well as group work helps to build confidence and networks useful in the students' future career while learning a hands-on trade. Students will have the opportunity to assess, evaluate and reflect upon relevant hospitality management theories and current practices in the international hospitality industry.

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





# Why study with us?

## Full Speed Bachelor of Arts Degree

BHMS (together with The Robert Gordon University) have 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 additional months of paid work experience in Switzerland.

Undergraduate Degree at BHMS	Undergraduate Degree at other Swiss Schools
18 months study	24 months study
+	+
18 months internship	12 months internship

## 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 16 academic subjects within 6 months period without overloading them.

BHMS semester (20 weeks)			
Term 1 (5 weeks)	Term 2 (5 weeks)	Term 3 (5 weeks)	Term 4 (5 weeks)



Four international minds working together

A computer lab with a view!

### Assured Internships 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 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.



**Ho Yi Holly Hui**  
BHMS BA student

*«After completing my BA degree this year, I am planning to utilize the international placement service offered by BHMS to get a placement in Europe or North America for 18 months.»*

SAMPLE OF SWISS EMPLOYERS FOR INTERNSHIP // Waldhaus Flims Mountain Resort & Spa, Flims // Courtyard Marriott, Zurich // Carlton Hotel, St. Moritz // Hotel La Réserve, Geneva // Moevenpick Hotel Zurich Airport, Zurich // Hotel Warwick, Geneva // Grand Hotel Europe, Luzern // Hotel Terrace, Engelberg

### International Placement Services

BHMS 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. Some agencies may charge fees for such services. BHMS also participates in numerous career fairs to expose its graduates to global career opportunities.

SAMPLE OF INTERNATIONAL EMPLOYERS FOR PLACEMENT AFTER GRADUATION // Soho Grand Hotel, New York City, USA // Egerton Grey County House Hotel, Cardiff, UK // Windsor Court Hotel, New Orleans, USA // Bacara Resort & Spa, Santa Barbara, California, USA // The Peabody, Memphis, USA // Sheraton Nashville Downtown Hotel, Nashville, USA // Conrad Miami, Florida, USA // Mandarin Oriental, Sanya, China // Marriot Harbor Beach, Fort Lauderdale, Florida, USA



In the dining room

# What is life like at BHMS & Lucerne?

## Students

Students come from 35 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

Both 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 excursions

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.



A sanctuary for rest and relaxation

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.

Top Ranked UK University Partner.



In the Heart of Lucerne City.

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

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