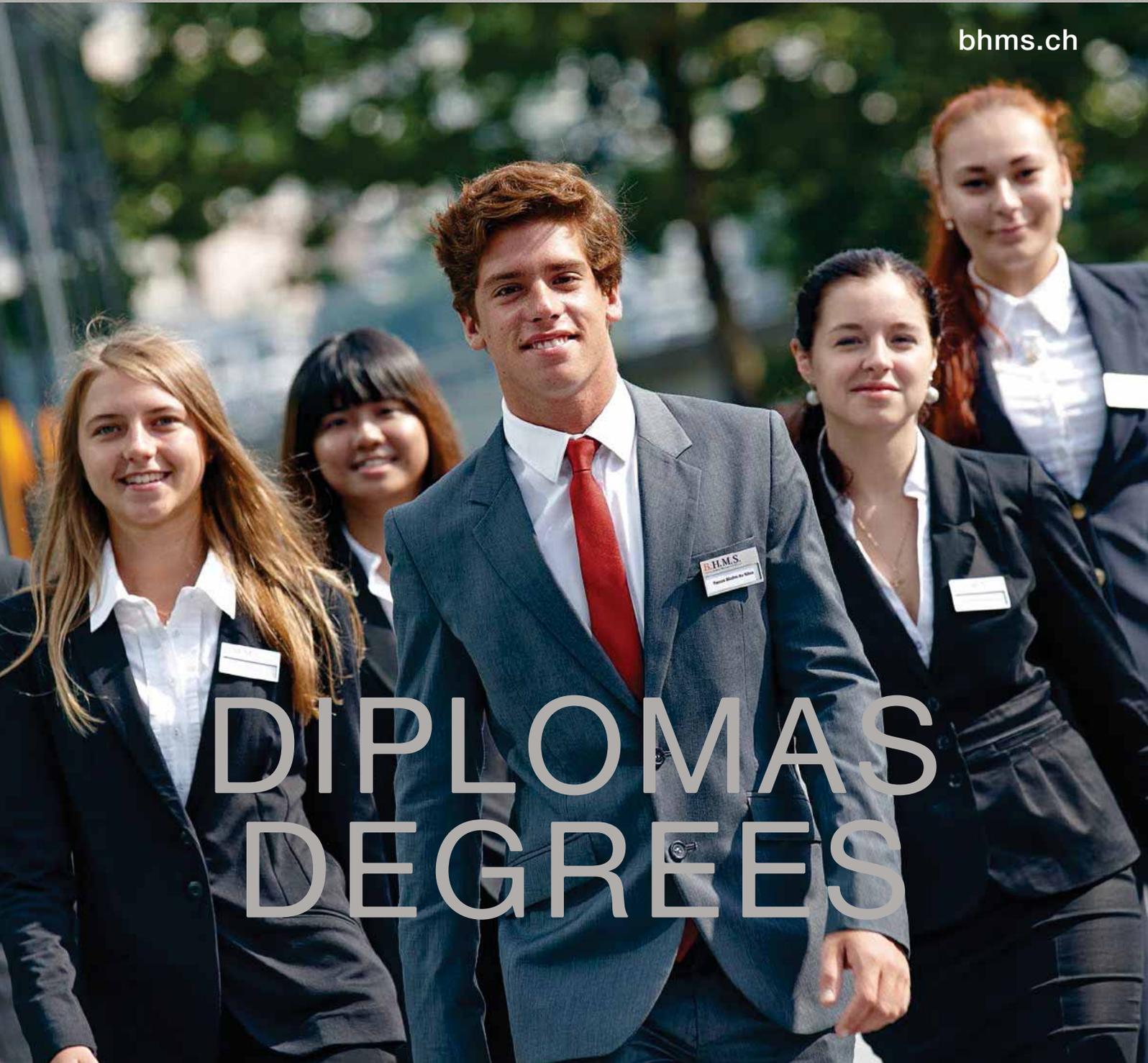


PREPARING TOMORROW'S LEADERS

bhms.ch



DIPLOMAS
DEGREES



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 expand 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, being multi-lingual and having 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 University Centre. 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?



Dario Burri
Switzerland

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

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.

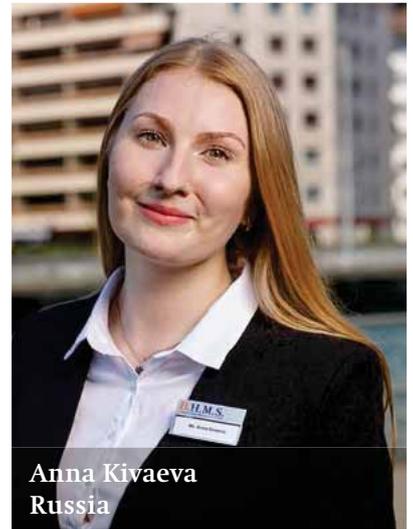


Lucerne Skyline in Summer

Why Lucerne?

Lucerne is a truly 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 Swiss Alps with its famous Pilatus mountain. Lucerne was voted the region with the best quality of life in 2014.

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 such as Milan, Frankfurt, Paris or Vienna.



Anna Kivaeva
Russia

«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.»

Vibrant.

Lucerne.

Why the BHMS University Centre?

The Benedict Education Group:

The BHMS University Centre 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.

Fast Track British BA Degree:

The BHMS University Centre, together with Robert Gordon University, has designed a fast track BA Degree in Switzerland without compromising quality. At the BHMS University Centre students can achieve a Bachelor of Arts Degree in Hotel and Hospitality Management or Global Business Management in 18 months of study plus 18 months of industry training. A similar education in other Swiss hotel management schools would require 24 months of study plus a 12 month internship period. This gives BHMS graduates an advantage of 6 months less study while gaining 6 additional months of paid work experience in Switzerland.

Hands-on American MBA Degree:

The BHMS University Centre, together with the City University of Seattle, has designed a unique MBA programme with two specializations; Hospitality Management and Global Management. Both programmes 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 the BHMS University Centre, 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 Swiss hotel schools. As a result BHMS students are able to complete 16-17 academic subjects within a 6 month period without being overloaded.

In the Heart of Lucerne City:

The BHMS University Centre has four campus sites located in the heart of Lucerne city; Lakefront Centre, Utoring, Sentipark, and Baselstrasse 57. The Lakefront Centre is located next to the Lucerne main railway station, which also hosts the Radisson BLU Hotel in Lucerne. The Sentipark is a modern building hosting classroom facilities as well as top accommodation for approx. 60 students. The Utoring building is situated right off the historical part of Lucerne, by the famous river Reuss. The main student residence is hosted in Baselstrasse 57 and is a 3 star hotel located a few minutes walking distance away from all campus buildings.



1_Lakefront Center



2_Utoring Building



3_Sentipark Building



4_Student Residence, Baselstrasse 57

Bachelor of Arts Degree

Diploma: 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. The programme 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 of one semester of 20 weeks plus 4-6 months paid internship in Switzerland or overseas.

Higher Diploma: Hospitality Management (Year Two)

This second year provides the knowledge needed to further a career in global tourism, hospitality and other multi-national business sectors. Students advance their understanding and skills in business management with subjects that include accounting, sales and marketing as well as human resources management. It comprises of one semester of 20 weeks plus 4-6 months paid internship. After completing the two year programme at the BHMS University Centre 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 in Hotel and Hospitality Management programme provides all students 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, conferences, exhibitions and event management.

BA Degree: Global Business Management (Year Three)

The BA 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.

The third BA Degree year comprises of a semester of 20 weeks plus 4-6 months paid internship in Switzerland or overseas.

YEAR ONE

Entry Requirements:

- Completed secondary school diploma
- IELTS 5.0 level or equivalent

1st Semester // 6 months // 4 terms

Sales & Marketing

Business Ethics

Accounting I

Introduction to Yield Management Concepts

Business Communication I

German Communication I, II & III

Introduction to Hospitality & Tourism

Food Service Operations

Food Service Theory

Introduction to Spirits & Other Alcoholic Beverages

Learning & Study Methodology I

Personal Development

Certificate in Wines

Opera Reservation Systems

Industry Training Preparation

2nd Semester // 4-6 months

Paid Industry Training

B.H.M.S.⁺
UNIVERSITY CENTRE

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

EDU **QUA**

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

Entry Requirements:

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

3rd Semester // 6 months // 4 terms

Hotel Marketing

Accounting II

Professional Development

Human Resource Management

Business Communication II

Front Office Operation

Intro. to Housekeeping

Intro. to Food & Beverage Management

Study & Research Methodology II

Micros Fidelio Version 7.13 II

Hospitality Business Law ¹

Menu Planning ¹

Staff Training & Development ¹

Organizational Innovation ¹

Change Management ¹

Service Quality Management ¹

eCommerce in Hospitality Industry ¹

Convention Management ¹

Foundation Certificate in Wines ¹

4th Semester // 4-6 months

Paid Industry Training



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



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

YEAR THREE

Entry Requirements:

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

5th Semester // 6 months // 4 terms

Research Methods in a Hospitality Context

Hospitality Retail Management

Hospitality Property Services Management

Strategic Management for the Hospitality Industry

Workplace Internship

Hospitality Management in Practice

Assessment Planning & Development

Academic Writing & Composition

6th Semester (4-6 months)

Paid Industry Training



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

YEAR THREE

5th Semester // 6 months // 4 terms

Creativity in Business

Human Resources Management for Global Business

International Business Environment

Project Management

Workplace Internship

Management in Practice

Assessment Planning & Development

Academic Writing & Composition

6th Semester // 4-6 months

Paid Industry Training



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

MBA Degree

The BHMS University Centre, together with the City University of Seattle, offers a Language-Assisted Master's of Business Administration (MBA) programme for students whose native 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 programme is delivered entirely at the BHMS University Centre in Lucerne.

Two Pathways

This programme offers two pathways to choose from: Hospitality Management and Global Business. Both programmes extend through 4 academic blocks of 3 months followed by two 4-6 months 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 team building.
- E-portfolio: collecting, assembling, managing and promoting, and raising self awareness.
- Hands-on training: developing and implementing a project with a local business supervised by a faculty team.
- Swiss Industry training: working in Swiss establishments assists students to build skills portfolios which are «door openers» for prospective global careers in service and business management.

YEAR ONE

Entry Requirements:

- Completed 3-4 year recognized University Degree
- IELTS 6.0 level or equivalent

1st Semester // 6 months // 2 blocks

Language Structure & Academic Writing

Academic Listening, Speaking & Reading

Essentials of Business Management

Global Business Communications & Research

Food Service Operations I + II

Law for Global Business

Project Management & Prioritization

Managing with Technology

Applied Marketing

German Language I + II

2nd Semester // 4-6 months

Paid Industry Training

B.H.M.S.⁺
UNIVERSITY CENTRE

**Postgraduate Diploma in
Hospitality Business Management**
(60 ECTS Equivalent)



Classroom, Sentipark



Classroom, St.-Karli-Quai

YEAR TWO

¹ To be completed during industry training.

² Elective courses

3rd Semester // 6 months // 2 blocks

Practical Hospitality Application I ¹

Practical Hospitality Application II ¹

Hospitality & Organizational Management

High Performance Hospitality Management

Applied Managerial Economics

Managerial Accounting

People & Systems in Organizations

Strategical Financial Management

Business Operations

Business Strategy

4th Semester // 4-6 months

Paid Industry Training

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

3rd Semester // 6 months // 2 blocks

Applied Managerial Economics

Evaluating Financial Information

People & Systems in Organizations

Strategical Financial Management

Business Operations

Business Strategy

International Business ²

International Human Resource Management ²

Global Leadership ²

European Union ²

4th Semester // 4-6 months

Paid Industry Training

CityUniversity
of Seattle

**MBA Degree in
Hospitality Management**
(60 ECTS Equivalent)

CityUniversity
of Seattle

**MBA Degree in
Global Business**
(60 ECTS Equivalent)



Classroom, Lakefront Center



Student Lounge, Sentipark

M.Sc. Degree

Programme Overview

The M.Sc. in International Hospitality Business Management programme is 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. It develops core management knowledge and competencies needed for a successful hospitality career.

Three Themed Seminars

Sport & Event Marketing

From concept to execution, students are introduced to the world of event management across a multitude of sectors from mega-sport events to summits, sponsorship and post-event evaluation.

Spa, Beauty & Wellness Management

Students explore the market trends and product developments, shaping the industry and the variety of facilities, services and management strategies available to meet these demands.

Branding, Luxury Products & Services Management

Luxury brands are prevalent in today's society. The symbolism, experiential and emotional identities of some of the world's most famous brands are investigated together with the consumer behaviour driving these products and services.

Research Project/Dissertation

Students are required to undertake a capstone research project or dissertation during their industry training to complete their final Master's credits. This allows students to develop and present an in-depth, critical research on a hospitality topic of their choice.

M.Sc. Degree

Entry Requirements:

- Completed 3-4 years Bachelors Degree in any discipline, **OR**
- Completed RGU-BHMS Graduate Certificate
- IELTS 6.0 or equivalent

1st Semester // 6 months // 4 terms

Food Service Operations¹

German or French Language¹

Academic Writing

Research Methods

Hospitality Business Strategy

Sustainable Development

Financial Performance & Revenue Management

Digital Marketing

International Human Resources Management

Leadership & Management

Hospitality Analysis & Trends

Themed Seminars

Sport & Event Marketing

Spa, Beauty & Wellness Management

Branding, Luxury Products & Services Management

2nd Semester // 4-6 months

Research Project/Dissertation

Paid Industry Training



**M.Sc. in International
Hospitality Business
Management** (180 Credits - 90 ECTS)

¹ Students progressing from the Postgraduate Diploma are exempt.

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

Graduate Certificate

The Graduate Certificate in International Hospitality Business Management is a unique, Honours level, bridging course offered to those who aim to progress their professional development in this sector and/or gain access to the MSc in International Hospitality Business Management course.

The course provides a basis for exploring both contemporary trends and managerial issues in the hospitality industry at an advanced level. Students will have the opportunity to develop their critical awareness of key drivers influencing the industry, and specific business skills.

Entry Requirements:

- Completed 2-3 year Associate Degree in any discipline
- 2-3 years of supervisory work experience
- IELTS 5.5 level or equivalent

Graduate Certificate // 3 months // 2 terms

Global Hospitality Sector

Event Operations & Management

Hospitality Marketing

Hospitality Accounting



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

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



Chapel Bridge & Pilatus Mountain, Lucerne

Bachelor's Degree Culinary Arts

Diploma in Culinary Arts

The BHMS University Centre 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.

Advanced Diploma in Culinary Arts

The BHMS University Centre Advanced 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.

Bachelor Degree in 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

Entry Requirements:

- Completed secondary school diploma
- IELTS 5.0 level or equivalent

1st Semester // 6 months // 4 terms

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

Certificate in Wines

German or French Language

Business Communication I

Industry Training Preparation

2nd Semester // 4-6 months

Paid Industry Training

B.H.M.S.⁺
UNIVERSITY CENTRE

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

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

Entry Requirements:

- BHMS Culinary Diploma or equivalent diploma or commensurate work experience
- IELTS 5.5 level or equivalent

3rd Semester // 6 months // 4 terms

A la Carte Cuisine LAB
 International Cuisine LAB
 Contemporary Culinary Arts LAB
 Mediterranean Cuisine LAB
 Garde Manger II LAB
 Chocolate Creations
 Budgeting for Food & Beverage
 Menu Design
 Food Costing & Acquisition Management
 Hospitality Marketing
 Food Service Operations
 Culinary Business Analysis OR Food & Wine Pairing
 Language Electives

4th Semester // 4-6 months

Paid Industry Training



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

YEAR THREE

Entry Requirements:

- BHMS Advanced Culinary Diploma or equivalent
- IELTS 5.5 - 6.0 level or equivalent

5th Semester // 6 months // 4 terms

Hospitality Marketing Management
 Legality & Sustainability in the Hospitality Sector
 Food Service Management
 Financial Management
 Technology for Catering Operations
 Creativity & Entrepreneurship
 Leadership of the Contemporary Kitchen
 Molecular Gastronomy

6th Semester // 4-6 months

Paid Industry Training



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



PGD Culinary Arts

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 food preparation skills as a foundation 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.

Culinary Arts

Entry Requirements:

- Completed 3-year degree in any discipline, OR
- A Diploma plus two years of culinary work experience
- IELTS 5.5 level or equivalent

1st Semester // 6 months // 4 terms

Essentials of Culinary Operations LAB

Food Preparation Techniques LAB

European Cuisine LAB*

International Cuisine LAB*

Contemporary Culinary Arts LAB*

Mediterranean Cuisine LAB*

Budgeting for Food & Beverage

Menu Design

Culinary Business Analysis OR Food & Wine Pairing

Nutrition

Certificate in Wines

Food Safety

Industry Training Preparation

2nd Semester // 4-6 months

Paid Industry Training

B.H.M.S.⁺
UNIVERSITY CENTRE

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

*Students select two courses only

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

PGD Hospitality Management

Programme Overview

The BHMS University Centre Postgraduate Diploma in International Hospitality Management is designed for young graduates with associate degrees (or equivalent) in other disciplines and who are seeking to further develop their careers within the hospitality industry and/or gain access to the M.Sc. in International Hospitality Business Management programme offered at the BHMS University Centre.

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 **CHF2,172**. Students' performance, behaviour and professional attitude is assessed by employers.

Hospitality Management

Entry Requirements:

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

1st Semester // 6 months // 4 terms

Academic English¹

The Global Hospitality Sector

Introduction to Hospitality Management

Front Office Operations

Hospitality Accounting

Human Resources Management for Hospitality

Introduction to Food & Beverage Management

Certificate in Wines

German or French Language

Global Hospitality Sector

Event Operations & Management

Hospitality Marketing

Hospitality Accounting

2nd Semester // 4-6 months

Paid Industry Training

B.H.M.S.⁺
UNIVERSITY CENTRE

**Postgraduate Diploma in
International Hospitality
Business Management (60 ECTS)**

¹ Students entering with IELTS 6.0 will be exempted and may select two hospitality elective courses from the undergraduate program.

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

English Foundation Programme

This 10-week University English Foundation programme 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.

Course Objective

The English Foundation programme 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 practice is spontaneous and focuses on tourism and leisure based activities. Reading skills include scanning and skimming for the 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 English writing skills. Procedures such as brainstorming (generating ideas), outlining, drafting and structuring will be internalized by students. Self-evaluation, peer-evaluation, proof reading and editing also make up the writing criteria.

Our English foundation programme comprises of 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 addition, students will be introduced to the western culture, verbal as well as non-verbal communication.

Important: The English Foundation 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.



Lunch Buffet, Baselstrasse 57



Dinner Service, Baselstrasse 57

BHMS Accreditation

BHMS Business & Hotel Management School is a Swiss Federal College of Higher Education in the Hotel, Restaurant and Tourism specializations. BHMS is a member at the conference of Swiss Colleges of Higher Education.

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 and Global Business Management in Switzerland. 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.

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

les écoles supérieures
le scuole specializzate superiori
die höheren fachschulen

Certified by 

Accredited by 

Accredited by 

Culinary Diploma & Advanced Diploma accredited by 

BA & M.Sc. Degrees validated by 

Joint MBA Degrees with 

Higher/Advanced Diplomas articulated by 



Kitchen Lab, Tribschen



Wine Tasting Class, Sentipark

Internship & Job Placement

Internship is an integral part of the study programme at BHMS. During every academic year, students are required to carry out a 4-6 months internship 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 and outside 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 internship in. Students doing their internship in Switzerland will be under contractual obligation with their employers, which will entitle them to receive a trainee's gross monthly salary of **CHF2,172**.

The following is a sample of Swiss and Non-Swiss employers of BHMS students for their industry training:

- Marriott Hotel, Zurich
- Mövenpick Hotel, Zurich Airport
- Crown Plaza Hotel, Zurich
- Savoy Hotel, Zurich
- Carlton Hotel, St. Moritz
- Hotel La Réserve, Geneva
- Hotel Warwick, Geneva
- Grand Hotel Europe, Luzern
- Astoria Hotel, Luzern
- Continental Park Hotel, Lugano
- Marriott Opera Ambassador Hotel, Paris, France
- Hilton Hotel, Amsterdam, The Netherlands
- Ramada Brussels Woluwe, Brussels, Belgium
- Radisson BLU Resort, St. Julians, Malta

Masterwork, a company owned by BHMS, provides global career and placement opportunities for BHMS graduates after completing BA, PGD, Culinary 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 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, USA
- Bacara Resort & Spa, Santa Barbara, California, USA
- Marriott Harbor Beach, Fort Lauderdale, Florida, USA
- The Peabody, Memphis, USA
- Royal Caribbean International, Miami, USA
- The Waldorf Hilton, London, UK
- Hilton London Olympia Hotel, London, UK
- The Fairmont Royal York, Ontario, Canada
- Metro Toronto Convention Centre, Ontario, Canada
- Shangri-La Hotel, Dubai, UAE
- Four Seasons Hotel, Istanbul, Turkey
- Hilton Iru Fushi Resort & Spa, Noonu Atoll, Maldives
- Mövenpick Hotel, Karon Beach, Phuket, Thailand
- Hyatt Regency Resort & Spa, Danang, Vietnam
- Intercontinental Hotel, Hong Kong, PR China
- Kempinski Grand Hotel, Gelendzhik, Russia
- Hyatt Hotel, Kiev, Ukraine
- Fairmont Hotel, Singapore



My Career After Graduation



Apekshit Shah completed the BHMS/CityU MBA Degree in 2014 and presently works as an **Assistant Food & Beverage Manager** at Kempinski Emirates Palace, Abu Dhabi.

«My previous experience across Europe, Asia, and North America is accelerating my career development in the Middle East», says Apekshit. «This is combined with the right education at BHMS, self-motivation, passion and extremely hard work.»



Anastasia Demchuk completed BHMS/CityU MBA Degree in 2013 and presently works as a **Sales Executive** at Christian Dior Couture, London, UK.

«My range of responsibilities are focused on customer service, CRM management as well as analysis and implementation of sales strategies», says Anastasia. «Though it is not directly related to hospitality management, it does expose me to the main concepts of customer service, relationship marketing and sales strategies which was comprehensively covered during my MBA studies at BHMS.»



Elyas Genno completed the BHMS/CityU MBA Degree in 2014 after completing the BHMS/RGU Bachelor program in 2012. He presently works as a **Senior Sales Executive** at The Marcus Evans Group in Prag, Czech Republic. Marcus Evans Group is a global, multi-faceted media, corporate marketing and information company, employing 3000 professionals in 59 worldwide locations.

«My job at Marcus Evans is to build relationships with existing clients while identifying new business opportunities in the oil and energy sector», says Elias. «Thanks to my BA and MBA studies at BHMS, I was able to advance fast during the first few years of my career and I look forward to my next career move.»

Hamad Mustafa completed the BHMS/RGU Bachelor Degree at BHMS in 2012 and presently works as a **Director of Catering & Events** at the Rotana Hotel, Bahrain. Prior to his new assignment he worked as a Senior Catering and Conference Service Manager at the Ritz Carlton Hotel in Saudi Arabia.

«I am so proud to be a graduate of BHMS», 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.»



Marina Brodova completed the BHMS/RGU Bachelor Degree at BHMS in 2015 and just launched her career as a **Cabin Crew** at Etihad Airways, United Arab Emirates. During her Bachelor Degree studies she completed various industry training assignments from the Splendide Royal hotel in Lugano, Switzerland to the Radisson Blu Ambassador in Paris, France and finally to the Marriott Ambassador Paris Opera.

«Working in the airline industry was my childhood dream», says Marina. «Now I have this opportunity and I am planning to continue growing in this fascinating and fast growing industry.»



Julian Nguyen Hong completed the BHMS/RGU Bachelor Degree in 2011. During his Bachelor Degree he completed various industry training assignments at the Marriott hotel in Basel, Switzerland, the Sonesta Resort Hilton Head Island in South Carolina, USA, and finally at the Fairmont hotel in Dubai. He presently works as a **Front Office Manager** at Hotel Eclat Beijing. Hotel Eclat is a luxury 5 star boutique hotel that is a member of the exclusive Small Luxury Hotels of the World. It is a stunning landmark on the Beijing skyline.

«I am a passionate Hotelier, who greatly enjoys the combination of theory and practice», says Julian. «This passion together with my hands-on Swiss education are my guarantees for a global career in this amazing industry.»



What is life like at BHMS?



Anastasiia Balanutsa
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 70 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 offers accommodation with a kitchen, a restaurant, a library, a computer lab and a student lounge. Students are hosted in modern rooms equipped with a bathroom, a kitchenette and WLAN. Single rooms and studios 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

Residence and campus buildings are equipped with LAN and WLAN. For students without laptops the BHMS University Centre provides computer facilities to enable students to complete their study assignments as well as to stay in contact with their families and friends.



Shared Apartment Accommodation, Sentipark



Shared Accommodation, Baselstrasse 57

Dress Code

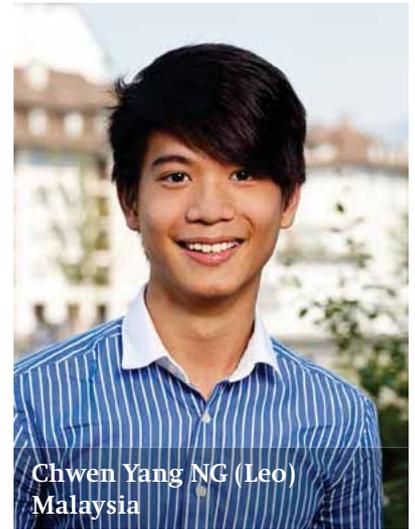
The BHMS University Centre mirrors a professional business environment where staff and students observe the rules of good manners and appropriate behaviour. All students adhere to the business dress code that is professional norm in the hospitality industry. Culinary students are provided with full Chef 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 education institution. At the BHMS University Centre, all academic staff hold recognized university degrees and/or have a recognized professional title and many years of managerial experience in the industry. The BHMS University Centre 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 2-3 languages and I know now how crucial this is for my future career.»



Shared Accommodation, Utoring



Single Studio Accommodation, Utoring

Extra-Curricular Activities

Getting involved in extra-curricular activities whilst at the BHMS University Centre 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 University Centre.

- 01** A field excursion at Eichhof Brewery in Lucerne
- 02** A thrilling rope park excursion at Lucerne's very own mountain: Pilatus
- 03** A yoga class at BHMS campus facilities
- 04** A relaxing full-day excursion at lake Zurich
- 05** A tour at a horse farm in central Switzerland
- 06** An indoor climbing trip (bouldering) at City Boulder Park
- 07** BHMS students crossing the finish line at Lucerne's Marathon 2014.



01



02



03





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