

# Postgraduate Diploma in International Hotel Operations Management or in International Hotel and Events Management

Students entering the Postgraduate Programme typically hold an undergraduate degree in studies unrelated to the field of hospitality and wish to change their career path, drawn by the exciting career opportunities that the global hospitality industry has to offer. SHMS is uniquely qualified to equip these students with the know-how required by the hospitality industry to become the most sought-after interns and employees.

Students who complete the Hotel Operations pathway benefit from a substantial number of weekly real-life, on-the-job experiences in the many F&B outlets and simulation situations on campus. Practice plus theory are the key components of learning.

Students in the Hotel & Events Management pathway opt for a more theory-driven approach, as they typically already have some work experience and degrees. Sharing the same Core and Support Modules with their Operations colleagues, the focus of the pathway is on Events organisation, with a social and MICE event as the highlight of the semester.

The Swiss Postgraduate Diploma programme has been designed in such a way that, upon successful completion, students may progress directly onto the MSc in International Hospitality Management or the MIB in Hotel, Resort and Wellness Management programmes.

---

## Semester 1: Option 1 Academic 5 months at SHMS Leysin

### International Hotel Operations Management

- Food & Beverage Management
- Service Practice & Studies
- Culinary Practice & Studies
- Wine & Champagne Studies
- Events Management Practice & Studies
- Hotel Cost Control
- Revenue Management
- Front Office & Back Office Systems
- Human Resource Management
- Professional Career Development
- Business Market Research
- Rooms Division Management Practice & Studies
- Housekeeping Management Practice & Studies
- Language (level elective)

**Worldwide internship (local conditions apply)  
or paid internship in Switzerland\* (4-6 months)**

*\*Minimum gross monthly salary in Switzerland: CHF 2,179.-*

---

## Semester 1: Option 2 Academic 5 months at SHMS Leysin

### International Hotel & Events Management

- Food & Beverage Management
- Events Service & Culinary Studies
- Wine & Beverage Studies
- Events Management Practice & Studies
- Financial Accounting
- Revenue Management
- Front Office & Back Office Systems
- Human Resource Management
- Professional Career Development
- Business Market Research
- Rooms Division Management Studies
- Hotel & Event Marketing
- Feasibility & Business Planning
- Language (level elective)

**Worldwide internship (local conditions apply)  
or paid internship in Switzerland\* (4-6 months)**

*\*Minimum gross monthly salary in Switzerland: CHF 2,179.-*

**FINAL AWARD**  
**Swiss Postgraduate Diploma in  
International Hotel Operations  
Management**

**FINAL AWARD**  
**Swiss Postgraduate Diploma in  
International Hotel & Events  
Management**

# Master of International Business in Hotel, Resort & Wellness Management

This industry-accredited Master degree provides students with an intensive semester of practicing managerial and leadership skills required by the industry for tomorrow's executives. Theory modules guide the students towards a deep understanding of the fundamentals of classic business theory and the critical thinking skills needed to question, re-design and find solutions.

Responding to the relevant drivers of change in today's market, students analyse opportunities and threats and develop strategies pertaining to the global industry

workforce, consumer behaviour, financial decision making and marketing. Equipped with sound business principles, students then design their own Food & Beverage business, social and MICE events and wellness-related promotional activities.

Through its wide range of real-life outlets, covering both Food & Beverage and Wellness, the SHMS Leysin campus provides unique opportunities to practice the much-coveted managerial skills and leadership styles.

---

## Semester I: SHMS Leysin Academic 5 months at SHMS Leysin

- Resort Management
- Swiss Hospitality Excellence
- Strategies for Leadership
- Managing Cultural Diversity
- Consumer Intelligence & Value Creation
- Hospitality Sales & Marketing
- Sustainability Business Models
- Global Hospitality Trends
- Financial Decision Making
- Resort, Restaurant and Spa Operations (Labs)
- Business Design for Hotels, Resorts and Wellness
- Language (level elective)

**Worldwide internship (local conditions apply)  
or paid internship in Switzerland\* (4-6 months)**

*\*Minimum gross monthly salary in Switzerland: CHF 2,179.-*



**FINAL AWARD**

**Master of International Business in Hotel, Resort and Wellness Management**

# Master of International Business in Hotel Management

The Master of International Business (awarded in collaboration with the University of Derby, U.K.) is an intensive programme delivered over an 18-week period in blocks of 9 weeks. During your studies, learn the theory and apply your practical knowledge, ensuring your future in the multifaceted nature of the hospitality industry is covered. With the only Master's programme based at our Caux Campus, graduates will be able to accelerate their business acumen by applying their newly acquired skills in managing the ever-growing business of hotel operations.

In partnership with



## Semester 1: Academic 5 months at SHMS Caux

- Food & Beverage Management and Applied Service Studies and Practice
- Culinary Studies and Practice
- Wine & Beverage Management
- Events & Banqueting Management
- Front Office & Rooms Division Operations Management
- Marketing Management
- Financial Management
- Developing Business Leadership Skills
- Strategic Revenue Management
- Current Trends in Hospitality
- Applied Management Project (Capstone Module)
- Foreign Languages

## Independent Study

Integrated Business Project

**Worldwide internship (local conditions apply)  
or paid internship in Switzerland\* (4-6 months)**

\*Minimum gross monthly salary in Switzerland: CHF 2,179.-

**Master of International Business in  
Hotel Management\* awarded by  
University of Derby, U.K.**

\* Subject to validation



# MSc, Master of Science in International Hospitality Management

The academically challenging MSc in International Hospitality Management is awarded in collaboration with Swiss Hotel Management School's academic partner, the University of Derby, UK. The MSc programme seeks to develop students' analytical skills and foster their creativity to enable them to respond to key challenges facing the industry in the 21<sup>st</sup> century. The independent study module provides students with the opportunity to research, analyse and produce a major piece of work on a subject of their choice.

In partnership with



## Semester 1: Academic 5 months at SHMS Leysin

- Innovative Concept Creation
- Project Management
- Developing Skills for Business Leadership
- Sustainable Value Creation
- Content and Social Media Strategies
- Strategic Revenue Management
- Strategic Directions
- Strategic Experience Design & Operations Management
- Evidence-based Learning
- Managing Risk & Uncertainty

## Independent Study

Independent Study or Integrated Business Project

"The programme was a challenging experience that enabled me to work with a multicultural team in a professional manner."

*Robert Kostecki, Master's Graduate*

**Master of Science in International  
Hospitality Management  
awarded by University of Derby, U.K.**

