

Program Description BBA

1. Introduction

- Swiss Educational College is a hospitality management school situated in Switzerland. The School's undergraduate degree in hospitality management is a rigorous four-year program that covers all aspects of hospitality management. Our faculty has designed a business-management curriculum that provides a solid foundation in all core business and management functions, along with broad choices in electives that invite students to explore their specific interests. Students can also choose an optional concentration to focus intensively in a particular area of the hospitality industry.

The curriculum is carefully balanced between theory and practice (industrial training)—and with many opportunities for case studies and group projects, students are cultivating not just the necessary knowledge, but the leadership skills and professionalism that will enable them to assume cutting-edge roles in the next generation of the hospitality industry.

- A Bachelor of Business Administration (BBA) program in hospitality management can prepare students to manage companies by teaching subjects such as food and beverage, food production management, marketing and human resources etc. The 4-year degree program provides a fundamental education in business and management principles with full aspects of the hospitality industry. Programs typically allow students to specialize in one of multiple concentration areas, including international business, finance, food and beverage, information systems, accounting, food production management etc. BBA programs can offer practical management training that can prepare students to successfully work within a large or small organization.
- Applicants will need to have a high school diploma or equivalent and be at least 18 years of age. To be awarded the degree successfully, the students have to complete 180 credits with a minimum grade of 60% (Letter scale 'D') and a minimum study period of 3.5 years.
- If any students leave the school or take a study break between the study years, after successful completion of each year, they will be awarded a degree should they fulfill the requirements. In bachelor level, the degree for each year as named below
 1. BBA 1st year is equivalent to Certificate in Hospitality Management
 2. BBA 2nd year is equivalent to Diploma in Hospitality Management
 3. BBA 3rd year is equivalent to Higher Diploma in Hospitality Management
 4. BBA 4th year is the Bachelor of Business Administration in Hospitality Management

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2. Objectives

2.1 Graduates Profile

Through the BBA in hospitality management programs, students can pursue business education and learn skills that will help them to pursue various management and administrative roles within a company. It can be hotels, resorts or even other business related companies. Employers may seek business administration graduates for a broad range of positions in different areas of their business. Positions may include:

- Travel agent or entrepreneur
- Hotel assistant manager
- Travel coordinator in any hospitality outlet or in an OTA
- Loss prevention assistant manager
- Cost estimator for events planning

After completing a BBA, individuals may consider furthering their education in order to qualify for top executive positions and promotions. A Master of Business Administration (MBA) is a graduate-level degree that is often desired by employers for positions such as Chief Executive Officer (CEO) and Chief Operations Officer (COO).

2.2 Legal and other foundations

All our programs are carefully reviewed by the education department of Canton Lucerne and also by different accrediting organizations such as EDUQUA, Swiss Private School Registration and British Hospitality Association. Swiss Educational College is a partner institute for West Coast University, IUBAT and professional certificate provider from the University of Cambridge. All our courses are duly accredited by American Hotel and Lodging Educational Institute (AHLEI) and American Hospitality Academy (AHA). This must be clearly mentioned that Swiss Educational College BBA is not accredited by the Swiss government and therefore it is not a Swiss Accredited Degree.

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3. Program Overview

3.1 Subject Overview BBA 1st year

The following subjects will be taught in the BBA 1st year studies or in Certificate level. Non continuing students will receive a Swiss Educational College Certificate in Hospitality Management upon successful completion of the following subjects:

| Code | Subject | Lessons (h/w) | Workload (h/w) | Credits |
|--------------|---|---------------|----------------|-----------|
| HE 1010 | Fundamentals of hotel and catering industry | 5/1 | 5/1 | 4 |
| HK 1020 | Housekeeping and accommodation studies | 3/1 | 6/1 | 4 |
| FB 1030 | Restaurant services | 7/1 | 6/1 | 5 |
| FO 1040 | Front office operations | 3/1 | 6/1 | 5 |
| FB 1050 | F&B services | 7/1 | 6/1 | 5 |
| FP 1060 | Kitchen operations | 4/1 | 6/1 | 5 |
| HE 1070 | Professional Development | 3/1 | 5/1 | 4 |
| IT | Paid Internship (4-6 months) | | | 9 |
| Total | 8 Subjects | | | 41 |

3.2 Subject Overview BBA 2nd year

The following subjects will be taught in the BBA 2nd year studies or in Diploma level. Non continuing students will receive a Swiss Educational College Diploma in Hospitality Management upon successful completion of the following subjects:

| Code | Subject | Lessons (h/w) | Workload (h/w) | Credits |
|----------|--------------------------------------|---------------|----------------|---------|
| HE 3010 | Hotel and catering law | 3/1 | 5/1 | 4 |
| HA 3020 | Hospitality cost control | 3/1 | 5/1 | 5 |
| IT 3030 | Hospitality Information System | 3/1 | 5/1 | 4 |
| HE 3040 | Commercial food sources and costs | 7/1 | 6/1 | 5 |
| MKT 3050 | Marketing in hospitality and tourism | 3/1 | 6/1 | 5 |
| HM 3060 | Hospitality Management | 3/1 | 4/1 | 5 |
| PD 3070 | Personality Development | 6/1 | 5/1 | 4 |
| IT | Paid Internship (4-6 months) | | | 9 |

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|--------------|-------------------|--|--|-----------|
| Total | 8 Subjects | | | 41 |
|--------------|-------------------|--|--|-----------|

3.3 Subject Overview BBA 3rd year

The following subjects will be taught in the BBA 3rd year studies or in Higher Diploma level. Non continuing students will receive a Swiss Educational College Diploma in Hospitality Management upon successful completion of the following subjects:

| Code | Subject | Lessons (h/w) | Workload (h/w) | Credits |
|--------------|--|---------------|----------------|-----------|
| SM 5010 | Strategic management in hospitality industry | 3/1 | 6/1 | 6 |
| CRM 5020 | Customer services | 7/1 | 10/1 | 6 |
| ECO 5030 | Hospitality economics | 3/1 | 6/1 | 6 |
| OB 5040 | Organizational behavior | 3/1 | 4/1 | 6 |
| HE 5050 | Environmental management | 3/1 | 4/1 | 5 |
| IT 5060 | Facilities management | 6/1 | 6/1 | 6 |
| IT | Paid Internship (4-6 months) | | | 9 |
| Total | 7 Subjects | | | 44 |

3.4 Subject Overview BBA 4th year

The following subjects will be taught in the BBA final year studies. Non continuing students will receive a Swiss Educational College Bachelor of Business Administration in Hospitality Management upon successful completion of the following subjects:

| Code | Subject | Lessons (h/w) | Workload (h/w) | Credits |
|--------------|-------------------------------|---------------|----------------|-----------|
| HE 7010 | Managerial communication | 3/1 | 5/1 | 5 |
| EM 7020 | Event planning and management | 6/1 | 10/1 | 5 |
| HR 7030 | Managing Human Resources | 3/1 | 6/1 | 5 |
| RM 7040 | Research Methods | | | 20 |
| MC 1 | Major concentration | 3/1 | 10/1 | 5 |
| MC 2 | Major concentration | 3/1 | 10/1 | 5 |
| 7 + 8 | Paid Internship (4-6 months) | | | 9 |
| Total | 10 Subjects | | | 54 |

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3.5 Competencies, Learning Outcomes

In Swiss Educational College, we have identified the courses according to different competencies. The following table will explain the concept accordingly:

| Competences | Learning Outcomes | Taxonomy | Subject |
|--|---|----------|---------|
| Explain and discuss the role of service in the hotel and catering industry | Outline the relation of lodging and food and beverage operations to the Hospitality industry | K1 | HE 1010 |
| Initiate daily cleaning and disinfecting activities | Operate the proper ways to clean and maintain different types of carpeting and floors | K3 | HK 1020 |
| Perform common service techniques and section management | Plan competence in developing menus | K5 | FB 1030 |
| Construct an efficient reservation system that records crucial information while avoiding problems in processing various types of reservations | Plan and employ basic hotel accounting procedures ranging from posting accounts to conducting cash and check transactions at the front desk | K3 | FO 1040 |
| Perform common service techniques and section management | Conclude a proper restaurant service in their working place | K6 | FB 1050 |
| Define mentoring and its role in hospitality training, and distinguish between mentoring and coaching | Summarize the advantages and disadvantages of various types of technology-based training, and describe the challenges involved in designing and delivering a Web-based course | K6 | HE 1070 |

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| Competences | Learning Outcomes | Taxonomy | Subject |
|---|---|----------|----------|
| Formulate management plans to anticipate and control legal issues for beneficial resolution | Analyse a guest's right to privacy and a hotel's affirmative duty not to allow unregistered and unauthorized third parties access to guestrooms | K4 | HE 3010 |
| List the revenue centers in and revenue accounts used by a hotel, and explain and apply hotel revenue accounting procedures | Diagram and practice various methods to forecast sales | K3 | HA 3020 |
| Identify and describe features of the three major components necessary for a complete computer system—input/output devices, a central processing unit, and external storage devices | Outline the components of information management, with special attention to data processing and database management | K1 | IT 3030 |
| Use the FIFO, LIFO, actual cost, and weighted average methods to calculate the value of products in inventory | Construct factors that food and beverage managers should assess when purchasing food products | K5 | HE 3040 |
| Successfully use and even explain the basics of effective telephone communication and describe various types of outgoing and incoming telephone calls related to the marketing and sales function | Formulate internal marketing and sales | K5 | MKT 3050 |
| Outline problems and concerns associated with multinational operations | Contrast the positive effects of cultural diversity in the workplace with the negative effects, and identify important considerations in managing diversity | K6 | HM 3060 |
| Perform general orientations from departmental/specific job orientations, and describe the socialization process that continues after the initial orientation sessions | Differentiate between measurement and evaluation, and identify criteria that training directors use to validate training activities | K4 | PD 3070 |

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| Competences | Learning Outcomes | Taxonomy | Subject |
|--|--|----------|----------|
| Practice the practical knowledge about activities and work procedures of an organisation where an internship takes place | Analyse and critically review various strategic management frameworks | K4 | SM 5010 |
| Able to analyze customer service from different points of view | Conclude and support customer relationship empowerment | K6 | CRM 5020 |
| Use economic analysis to evaluate controversial issues and policies | Formulate how monetary and fiscal policy can be used to achieve policy goals | K5 | ECO 5030 |
| Make proper communication within any multicultural environment | Construct the key attributes that are relevant for performance | K5 | OB 5040 |
| Communicate and react proactively to the stakeholders in the hospitality industry in the areas of environmental management | Analyse and evaluate the reasons why environmental management is increasingly important in the hospitality industry | K4 | HE 5050 |
| Summarize the hotel development process | Compare and interpret various aspects and components of electrical systems, cite important considerations regarding system design and operating standards, and identify elements of an effective electrical system and equipment maintenance program | K6 | IT 5060 |

| Competences | Learning Outcomes | Taxonomy | Subject |
|---|--|----------|---------|
| Explore the nature of conflict in organizations and identify strategies for managing it | Generate effective business communications using proper grammar, mechanics, and format | K5 | HE 7010 |
| Acquire an understanding of the role and purpose(s) of special events in hospitality oriented organizations | Estimate and evaluate the budget of event management | K6 | EM 7020 |
| Apply methods for forecasting labor demand, identify the advantages and disadvantages of internal and external recruiting, and explain the functions of a computer-based Human Resource Information System (HRIS) | Indicate & infer the compensation model / reward management and discuss the importance of its strategy | K2 | HR 7030 |

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| Develop a hypothesis, a research problem and related questions | Assess complex data or situations clearly | K6 | RM 7040 |
|--|---|----|---------|

4. Grading and Evaluation System

4.1 Grading Guidelines

| Grade Scale | Points Achieved (%) | Grade Point | Remarks |
|-------------|---------------------|-------------|--------------|
| A | 90 – 100 | 4 | excellent |
| B | 80 – 89 | 3 | very good |
| C | 70 – 79 | 2 | good |
| D | 60 – 69 | 1 | satisfactory |
| F | 00 – 59 | 0 | failed |

4.2 Credit and Grade Accumulation

Students must successfully complete a total of 180 ECTS in order to complete the entire Bachelor program with a minimum 60% marks in each individual subject and at least 3 industrial training (internship). The minimum time frame to complete the course is 3.5 years.

The subjects are graded according to the following criteria –

Final exam – 40%

Mid-term exam – 30%

Class quizzes – 10%

Subject Project or activities- 10%

Attendance – 10%

Students will have the opportunity to appeal against the marking of the faculty or any other administrative procedures. Please refer to "C3-03-ANH-Exam and Promotion Rules" Chap. (4.4).