

# Program Description MBA

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## 1. Introduction

- Swiss Educational College is a hospitality management school situated in Switzerland. The School's graduate degree in hospitality management is a rigorous two-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.

- The MBA in hospitality management program is a specialized business and hospitality related master degree that covers an intensive two-semester curriculum and two industrial training sessions. This rigorous academic program is based on master degree requirements that cultivate strategic thought and quantitative skills, a combination essential in upper management positions. In addition to fulfilling core requirements, each student chooses his/her own concentration, a series of courses focused on an intended career path.

In addition to the academics, the master program integrates many professional development opportunities where students are able to meet and interact with industry executives. Exposure to industry executives offers the students the opportunity to establish professional relationships and build individual networks to rely on throughout their careers.

- Applicants will need to have a recognized bachelor degree or equivalent and be at least of 22 years of age. To be awarded the degree successfully, the students have to complete 90 credits with a minimum grade of 60% (Letter scale 'D') and a minimum study period of 1.5 years.
- An exit after the first year of MBA studies will lead to a Swiss Educational College Post Graduate Diploma in hospitality management.
- This must be clearly mentioned that Swiss Educational College MBA is not accredited by the Swiss government and therefore it is not a Swiss Accredited Degree.

## 2. Objectives

### 2.1 Graduates Profile

The hospitality industry comprises a multitude of interrelated businesses that offer an extensive range of products and services. Swiss Educational College MBA graduates

# Program Description MBA

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may find employment in leisure and recreation, spa and wellness, restaurants, event planning and tourism. Our MBA graduates may stand a better chance of utilizing their skill base with larger companies and major enterprises that place a higher value on advanced training, like major cruise lines, hotel chains and casino operations. Here is a list of potential job titles:

- Hotel manager in small and medium hotels after a period of experience
- Restaurant manager in all kind of hotels
- Director of food and beverage after practical experience
- Financial consultant
- Casino manager
- Financial consultant
- Resort general manager
- Marketing strategy consultant
- Hospitality information systems manager
- Cruise line supervisor
- Hospitality trainer

## 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. Swiss Educational College is also a member school for EUROCHRIE, American Hospitality Academy. Students can earn professional certificates from American Hotel and Lodging Educational Institute (AHLEI) and from American Hospitality Academy. This must be clearly mentioned that Swiss Educational College MBA is not accredited by the Swiss government and therefore it is not a Swiss Accredited Degree.

## 3. Program Overview

### 3.1 Subject Overview MBA 1st year

The following subjects will be taught in the MBA 1<sup>st</sup> year studies or in Post Graduate Diploma level. Non continuing students will receive a Swiss Educational College Post Graduate Diploma in Hospitality Management upon successful completion of the following subjects:

## Program Description MBA

| Code         | Subject  | Lessons (h/w) | Workload (h/w) | Credits   |
|--------------|--|---------------|----------------|-----------|
| OB 9010      | Organizational behavior and interpersonal skills     | 3/1           | 5/1            | 4         |
| IT 9020      | Hospitality information and communication technology | 3/1           | 6/1            | 4         |
| HR 9030      | HRM  | 3/1           | 6/1            | 5         |
| FB 9040      | Beverage management                                  | 3/1           | 6/1            | 5         |
| HE 9050      | Hospitality co-operative education                   | 3/1           | 6/1            | 4         |
| FB 9060      | Wine study for managers                              | 6/1           | 8/1            | 5         |
| Internship   | Paid Internship (4-6 months)                         |               |                | 9         |
| <b>Total</b> | <b>7 Subjects</b>                                    |               |                | <b>36</b> |

### 3.2 Subject Overview MBA 2nd year

The following subjects will be taught in the MBA 2<sup>nd</sup> year studies. Continuing students from above level will receive a Swiss Educational College Master of Business Administration in Hospitality Management upon successful completion of the following subjects:

| Code     | Subject                          | Lessons (h/w) | Workload (h/w) | Credits |
|----------|----------------------------------|---------------|----------------|---------|
| HR 1101  | International HRM                | 3/1           | 6/1            | 5       |
| PR 1102  | Public relations communication   | 3/1           | 5/1            | 4       |
| MKT 1103 | International marketing          | 3/1           | 6/1            | 5       |
| FM 1104  | Financial management             | 7/1           | 10/1           | 5       |
| HE 1105  | Global business environment      | 3/1           | 5/1            | 4       |
| SM 1106  | Hospitality strategic management | 3/1           | 4/1            | 5       |
| MT 1107  | Master thesis                    | 6/1           | 5/1            | 6       |
| MC 1     | Major concentration              | 3/1           | 10/1           | 6       |

## Program Description MBA

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|--------------|------------------------------|-----|------|-----------|
| MC 2         | Major concentration          | 3/1 | 10/1 | 5         |
| Internship   | Paid Internship (4-6 months) |     |      | 9         |
| <b>Total</b> | <b>8 Subjects</b>            |     |      | <b>54</b> |

### 3.3 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 |
|---|---|----------|---------|
| Describe own experiences with using several intervention methods          | Compare and contrast between the international diversity of OB concepts | K6       | OB 9010 |
| Assemble guest accounting module  | Diagram the elements of an automated sales office                       | K3       | IT 9020 |
| Clearly understand the HR steps in an organization                        | Formulate practical use of alternative techniques for training          | K5       | HR 9030 |
| Vividly understand the health and safety standards in a F&B or Bar outlet | Demonstrate and instruct with the beverage equipment and tools          | K3       | FB 9040 |
|   | Distinguish the steps of beverage management                            | K2       | FB 9040 |
| Apply ethics and social responsibility in relation to people              | Predict and conclude ethical business environment                       | K6       | HE 9050 |
| Demonstrate and implement proper and lawful consumption of alcohol        | Sequence the proper use of wine according to the food choice            | K1       | FB 9060 |

| Competences  | Learning Outcomes   | Taxonomy | Subject |
|--|---|----------|---------|
| Identify and explain the stages of the training cycle, and describe various training methods | Predict likely future trends in human resource management and their impact on hospitality | K6       | HR 1101 |
| Communicate orally in authentic business situations  | Conclude with a proper way of customer communication                                      | K6       | PR 1102 |

# Program Description MBA

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|--|--|----|----------|
| Examine the application of marketing processes in their organizations  | Synthesize the ROI of marketing department and formulate possible improvement  | K5 | MKT 1103 |
| Acquire skills in implementing and evaluating state-of-the-art models to measure and forecast financial market risk, using real financial data | Assess information to develop and evaluate strategies to create a financial plan   | K6 | FM 1104  |
| Knows the legal determinants of the applicable law for the transactions both globally and in the European Union                                | Distinguish the best approach to enter individual foreign markets based on the selection of appropriate entry modes and competitive strategies   | K4 | HE 1105  |
| Create a strategic direction for a hospitality firm  | Select hospitality firm resources and capabilities in establishing a competitive advantage   | K1 | SM 1106  |
|  | Diagram a strategic group mapping  | K4 | SM 1106  |
| Conducting proper research   | Formulate issues, plan and carry out advanced tasks within specified time limits   | K5 | MT 1107  |
| Proper research writing with accurate way of referencing   | Demonstrate knowledge and understanding in the main field of study, including both broad knowledge in the field and substantially deeper knowledge. Demonstrate deeper methodological knowledge in the main field of study | K3 | MT 1107  |

## 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       |

For grading system please refer to Swiss Educational College exam regulations

## Program Description MBA

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### 4.2 Credit and Grade Accumulation

Students must successfully complete a total of 90 ECTS in order to complete the entire master program with a minimum 60% marks in each individual subject and at least one industrial training. The minimum time frame to complete the course is 1.5 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" (4.4).