

# Bachelor of Science in International Hospitality Management



EHL HOSPITALITY BUSINESS SCHOOL

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# More than a business degree

At EHL Hospitality Business School, our purpose is to **prepare the next generation of executives to thrive in the dynamic service-centric realm of business**, equipping them with the skills, knowledge, and mindset needed to lead with confidence. Now more than ever, in a world fueled by rapid technological advancements, changing societal norms, and an insatiable desire for convenience and personalization – customer-centricity is key.

With a legacy of over 130 years, our approach is grounded in blending academic excellence with real-world experiences that truly matter. Through strategic collaborations with industry leaders and hands-on training, you'll gain invaluable insights and forge connections to shape your future success.





# About EHL Hospitality Business School

Since 1893, EHL Hospitality Business School has established itself as a pioneer in its field. Consistently recognized as the leading university for hospitality management studies and ranked among Switzerland's top five schools for management and business, our legacy of success spans over a century.

EHL boasts award-winning hospitality training facilities, three campuses, a world-class faculty and an alumni network with over 30'000 members that spans over 150 countries.

Our faculty comprises some of the leading professors from around the world, including industry leaders and experienced executives from a wide range of industries. 62% of our faculty members hold PhDs.

As a proud member of the AACSB Business Education Alliance since 2016, EHL benefits from a robust quality assurance framework and a supportive community of prestigious business schools. Moreover, our Bachelor of Science in Hospitality Management holds double accreditation, demonstrating our commitment to meeting rigorous standards in both Europe (HES-So) and the US (Neche).



**125 NATIONALITIES**  
across the student  
community



**#1 HOSPITALITY MANAGEMENT  
SCHOOL WORLDWIDE**  
QS University Rankings, 2019 – 2023



**84% of students  
speak **AT LEAST  
3 LANGUAGES****



**3 campuses on  
2 CONTINENTS**

# A one-of-a-kind experience

EHL is not like any other business school. Our profound passion for the industry permeates every aspect of our educational approach, and we incorporate cutting-edge teachings with hands-on experiences and real-world simulations to offer you a comprehensive learning experience.

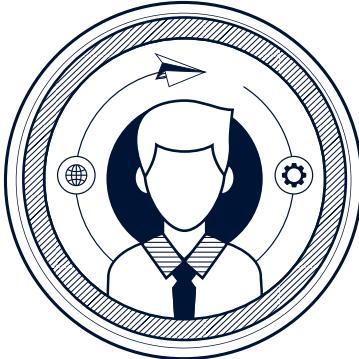
## Hands-on experience

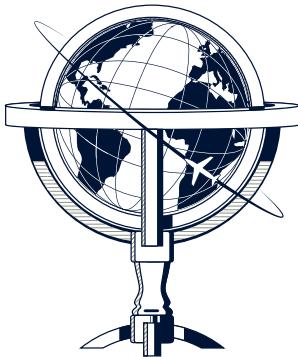
Get a taste of the inner workings of the hospitality experience. During the first year, through 25 workshops in real hospitality and service situations, a comprehensive curriculum and two internships, you'll have a chance to put your skills to the test and demonstrate your business acumen in a real-world setting.



## Contextual learning

Learn to navigate today's business challenges and opportunities – from the tech wave to global competition, new markets, big data and corporate sustainability. Our case studies and assignments mirror real-world scenarios, ensuring an immersive and relevant learning experience.





## A global perspective

Immerse yourself in a culturally diverse experience. EHL is proud to be the world's most international hospitality school, with 3,000+ students from over 120 nationalities across our three global campuses. Complete your internships anywhere in the world or embark on a semester in Singapore to make your experience even more multi-cultural.

## Interpersonal skills

Build vital human and social skills for the professional world. Through events, presentation-based tasks, individual assignments, and group work, you'll nurture your professional and personal skills, and graduate with experience in public speaking, pitching, networking, collaborating, and independent working.



## Extra-curricular program

Through a rich variety of student committees and extra-curricular activities, students can express their interests and put their knowledge into practice to shape both their educational journey and the vibrant campus life at EHL.

# Career paths for EHL graduates

EHL unlocks diverse career pathways in service industries spanning hospitality, finance, real estate, luxury goods, and entrepreneurship, among others. Our graduates are highly sought-after by top companies, including Apple, LVMH, L'Oréal, Procter & Gamble, Nestlé, and Tesla, with an impressive 96% securing jobs within 6 months of graduating.

The Career Services Center capitalizes on our strong network, hosting continuous recruitment events like career fairs and workshops, enabling students to access a wide array of internship and full-time graduate opportunities.



## Industries where our graduates work





**“ Beyond exceptional products, our 75 Maisons strive to offer unique experiences and flawless services to their clients. This is precisely what students at EHL are known for, as they develop a customer-orientated mindset and acquire an expertise adapted to international environments. We’re proud to have a community of EHL Alumni within our group who have built careers in retail, communication or marketing and create with us the future of tradition. ”**

MS. CHANTAL GAEMPERLE  
DIRECTRICE RESSOURCES HUMAINES ET SYNERGIES DU GROUPE LVMH  
ET MEMBRE DU COMITÉ EXÉCUTIF DE LVMH

# Be part of EHL



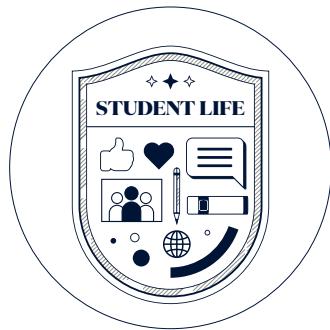
## Embark on a journey of self-discovery

From the moment you set foot on our campus, a unique path unfolds – one that values personal growth as much as academic achievement. EHL isn't just about education; it's about unearthing your true self and aspirations. We skilfully blend professionalism with embracing individuality, fostering an environment where authenticity thrives. Your voice holds significance in every interaction, regardless of hierarchy. Choosing EHL means joining a community that not only embraces diversity but also champions personal growth.



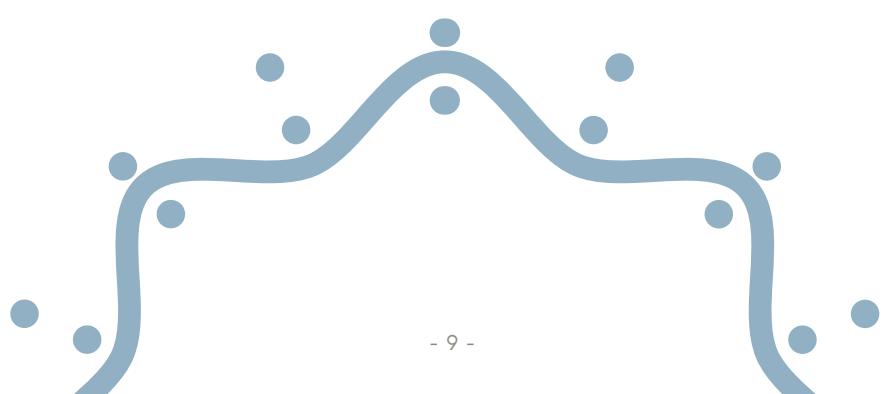
## Build lifelong international connections

Our Bachelor of Science is an international experience and one you share with others. Being immersed in a cohort of students from around the world nurtures a cultural awareness that will serve you for a lifetime. Our graduates say the bonds they form at EHL are everlasting. Through collaborative projects, weekly gatherings and guided mentorship journeys, opportunities will unfold to foster connections and expand your network within EHL – and beyond.



## Get involved in an active student life

Our Bachelor program campuses, located in Singapore and Switzerland, are nestled in lively cities that put you on the doorstep of endless cultural, culinary and sports experiences. Yet our close-knit student community ensures that you always have a supportive environment to lean on, so you can explore with confidence. Our active student committees also create regular events to foster a sense of togetherness and unity among students.



SECTION 2

# Study

BACHELOR OF SCIENCE IN INTERNATIONAL  
HOSPITALITY MANAGEMENT

# Bachelor of Science overview

**EHL Hospitality Business School is approved as a University of Applied Science by the Swiss government, which allows us to use the European Credit Transfer System to ensure our degrees are recognized around the world. Our course also has USA accreditation (NECHE).**



4 years full-time



2 six-month internships

Taught in  
English & French\*Switzerland  
Singapore

\*some courses are  
only delivered in English.

EHL Campus (Singapore) is registered as a private education institution in Singapore under the Private Education Act, Enhanced Registration Framework (ERF), Registration No. 201731189N (valid from 14 June 2023 to 13 June 2027) and has received the EduTrust Certification Scheme. ERF validity: 14 June 2023 to 13 June 2027  
- Registration No. 201731189N - EduTrust Certification validity: 14 October 2023 to 13 October 2027 - Certificate No EDU-2-2124



# Programs Structure

## PREPARATORY YEAR

### ► SEMESTER 1

#### Applied learning

Start building personal skills through 25 workshops in real service situations.

⌚ EHL Campus Lausanne

### ► SEMESTER 2

#### Hospitality role internship

Practice your customer service skills in a real-world setting.

⌚ Worldwide

## YEAR 1

### ► SEMESTER 1 & 2

#### Management theory classes

Build a fundamental understanding of key business management concepts.

⌚ EHL Campus Lausanne



## YEAR 2

### ► SEMESTER 3

#### Management theory classes

Continue building your understanding of key business management topics.

⌚ EHL Campus Lausanne or Singapore

### ► SEMESTER 4

#### Management role internship

Apply your business knowledge and professional skills in a management role.

⌚ Worldwide

## YEAR 3

### ► SEMESTER 5

#### Strategic business classes

Explore complex business concepts and gain strategic skills.

⌚ EHL Campus Lausanne or Singapore

### ► SEMESTER 6

#### Elective classes and applied project

Specialize your learning through a choice of classes and a project that showcases your skills.

⌚ EHL Campus Lausanne





## STUDY PATH

# Preparatory year

### × **SEMESTER ONE | LEARN THE ART AND SCIENCE OF HOSPITALITY IN SWITZERLAND**

The first semester is designed to immerse you in hospitality roles – from workshops and trainings both within the classroom and beyond, you'll become attuned to excellence in customer service as you gain hands-on knowledge of how to operate a hotel and restaurant. The preparatory year also begins to nurture your professional skills – such as teamwork, communication, time management, agility, and self-discipline – preparing you for your internship and providing a foundation for your business studies.

- Weekly workshops covering every aspect of food and beverage service, culinary arts, hotel operations, and guest experiences
- Practical training delivered by industry-acclaimed teachers (award-winning professionals, Michelin-starred chefs, Royal Family staff)
- Experience different settings, including EHL's Michelin-starred restaurant
- Includes a Research & Development workshop for food concepts

### × **SEMESTER TWO | OPERATIONAL INTERNSHIP**

Practice the skills and knowledge gained on campus in a fast-paced hospitality environment. This internship will challenge you to make decisions and gather learnings about what excellence means for today's customers.

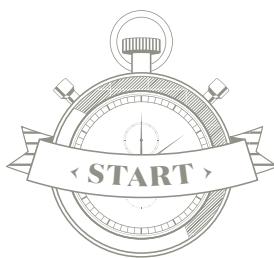
- ⌚ Minimum 24 weeks
- 📍 Any location
- ⚠️ Hospitality positions, such as in kitchen, service, housekeeping, reception, and more.



#### STUDY PATH

# Year 1

## Business Foundation



Build a solid base of business knowledge. Learn everything from how to best manage people to microeconomics and macroeconomics. By applying an additional layer of customer service understanding, you'll be challenged to seek ways to improve service in every area of a business.

You'll also develop foundational business skills such as data analysis, communication, and leadership.



## STUDY PATH

# Year 2

## Business Application

- ⌚ Minimum 24 weeks
- 📍 Any location
- 🏢 Business positions, such as in back office, administration, business functions, and more.



The first semester of your Business Application year strengthens your key business skills. Explore more management topics as well as developments that are shaping every industry. This semester introduces you to the challenges that business leaders navigate today.

**Mobility semester:** you can choose to spend this semester in our Campus in Singapore, focusing on cross-cultural awareness in one of the world's most vibrant regions.

During the second semester, you'll apply the skills and knowledge you have gained through an internship, and will have the choice between two internship styles:

### Business Internship

Undertake a role in an administrative position. As you take on greater responsibilities, you'll have the opportunity to apply the management theories you have learned to see the impact that you can make on a business. This internship can be done in any industry, giving you the possibility to explore sectors such as luxury, FMCG, technology, real estate and banking.

### Start-up project

Intern in your own start-up project. If your idea is selected, you get to develop the business with the support and guidance of faculty mentors.





## STUDY PATH

# Year 3

Skills for  
the future



In the final year, you'll elevate your understanding of business management by exploring more complex topics, helping to develop the practical skills needed for the workplace in 2030.

### Options

With a choice of five options, you'll shape your final year around your career aspirations. Enhance your knowledge of subject areas that interest you and choose topics that will have the biggest impact on your career aspirations.

The list of final year options will be communicated in 2024.

### Final project

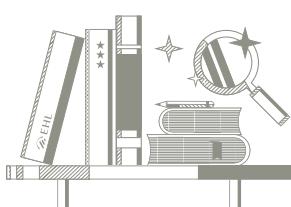
Choose from three assignments to demonstrate your research and analytical skills:

#### Student business project

join a team of six students to resolve a challenge for a genuine industry partner.

#### Thesis

work independently on applied research on a topic of your choice, with the guidance of a faculty member.





## STUDY PATH

# Flexible Learning Approach: Asynchronous Learning

Approximately one-third of theoretical classes are conducted through the Asynchronous Learning methodology, which offers students the freedom to access course materials, engage with instructional content, and complete assignments according to their own schedules and preferred locations. This stands in contrast to the traditional approach of synchronous, real-time activities. This innovative method empowers individuals to embark on self-paced learning journeys and accommodates the diverse schedules of modern learners, allowing them to customize their educational experiences to align with their unique needs and preferences.

At the heart of this approach lies the cultivation of vital life skills, including effective time management, self-discipline, and intrinsic motivation. Under this model, students bear the responsibility of structuring their study routines, setting ambitious goals, and staying committed to their coursework. This elevated level of autonomy not only empowers learners to take control of their education but also nurtures a profound sense of ownership and accountability. These qualities, in turn, can significantly impact their academic achievements.



## STUDY PATH

# Student Success Center



Throughout the program, you'll be supported by a tight-nit community of staff, faculty, alumni, and fellow students all dedicated to your success in the classroom, in the workplace, and in your personal endeavors. They will encourage you to explore your interests and cultivate practical skills while connecting you with the right professionals and resources to thrive.



**The Industry Relations Department** brings a global professional network to you. They work closely with the Alumni Department to build industry connections. They offer and organize mentoring programs, the EHL job platform, company visits, networking events, and the EHL Career Fairs (twice per year).



**The Career Center** acts as your guide in the search for jobs, gearing you up for internships and that exciting first job after you graduate. They help you secure internships, provide valuable career advice, assist in interview prep, and even arrange professional CV photos. But it goes beyond that – they're here to be your partner in shaping who you are and what you want, both personally and professionally. They help you learn from your work experiences, helping you refine your career goals and plans for the future.



**The Academic Advisory team** supports your academic and intellectual growth to ensure your success in your courses and develop your individual and group learning skills.



**Student Affairs Department** coordinates services and programs to solve problems, create a healthy environment, and encourages personal growth and well-being. They offer personalized support during difficult times and organize fun and healthy activities, in addition to the school's many sports committees, group classes, and facilities.



SECTION 3

# EHL life

# Not your typical study day

Your journey at EHL will be far from ordinary, whether you're immersing yourself in the hands-on preparatory year or delving into theoretical concepts in the subsequent semesters. Anticipate excursions to businesses, insightful talks from industry experts, and engaging networking events.

In the world of business, people matter most. EHL is a place where hierarchies dissolve, and robust support networks pave your way to success. Our Career Center offers individual guidance and mentoring to help you embrace your potential with confidence. Our Academic Advisory team hones your personal skills to help you succeed across a spectrum of assignments. Our Student Affairs department also orchestrates events that nurture your professional and personal growth.

An EHL Bachelor's experience primes you to thrive in social spheres, connect with industry professionals, and stay curious to grow. This is where business comes to life.



**“EHL taught me the crucial balance of studying and building meaningful human interactions. We focus a lot on benevolence, authenticity, family, and respect because being able to embody these qualities is a skill set for life. EHL is a place to truly grow as a person, not just study and leave.”**

MINHYE CHO, KOREAN, CLASS OF 2022

# Forge global connections, for life

Spanning across our three campuses, EHL hosts students from over 125 countries, creating a genuinely global learning environment. Your journey with us is a full-fledged international experience. Through regular events and a collaborative program, you'll interact with individuals from every corner of the world on a daily basis. Our social approach to learning encourages you to cultivate a deep understanding of diverse cultures. This understanding will become an invaluable asset as you navigate your career in diverse organizations. With a close-knit social network, EHL is a place where you'll build connections that will endure and support you through all walks of life.

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**“At EHL we’re fortunate to meet a lot of interesting people through conferences or networking events organized by our committees. Even during my internship, when I was attending a social event in New York or Hong Kong and I mentioned that I was a student at EHL, often people were like “oh, I know someone who did it too,” and then you get to meet other alumni from all over the world.”**

LARA JUKER, CLASS OF 2019

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# Life outside the classroom

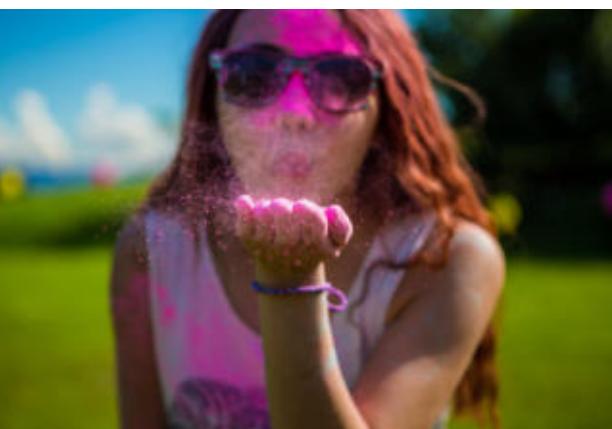


Our campuses are home to active student committees that run a range of extracurricular activities. Join others with similar interests to you, from art, music and mixology to sports such as rugby, ice hockey, and water sports. Engaging in these committees isn't just about fun; it's a chance to put your business skills to the test, leading teams, organizing schedules and orchestrating campus-wide events.

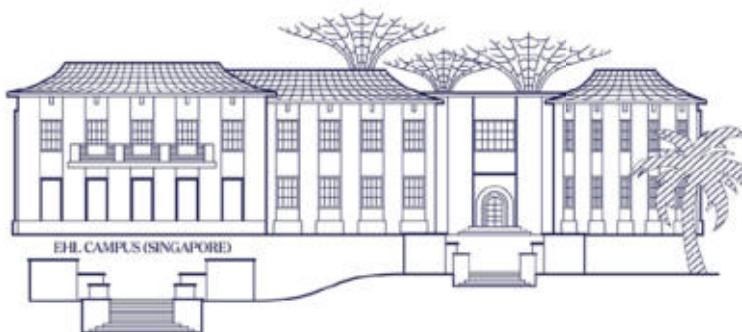
Your downtime here is the perfect opportunity to immerse yourself in the unique environment each campus offers.



## #ehlstudentlife

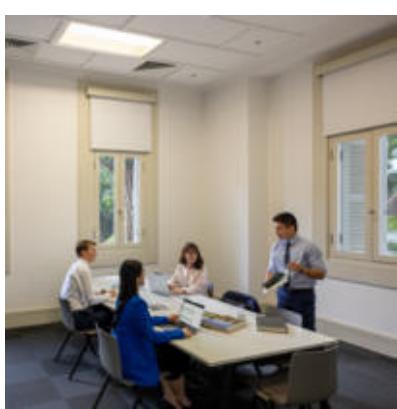
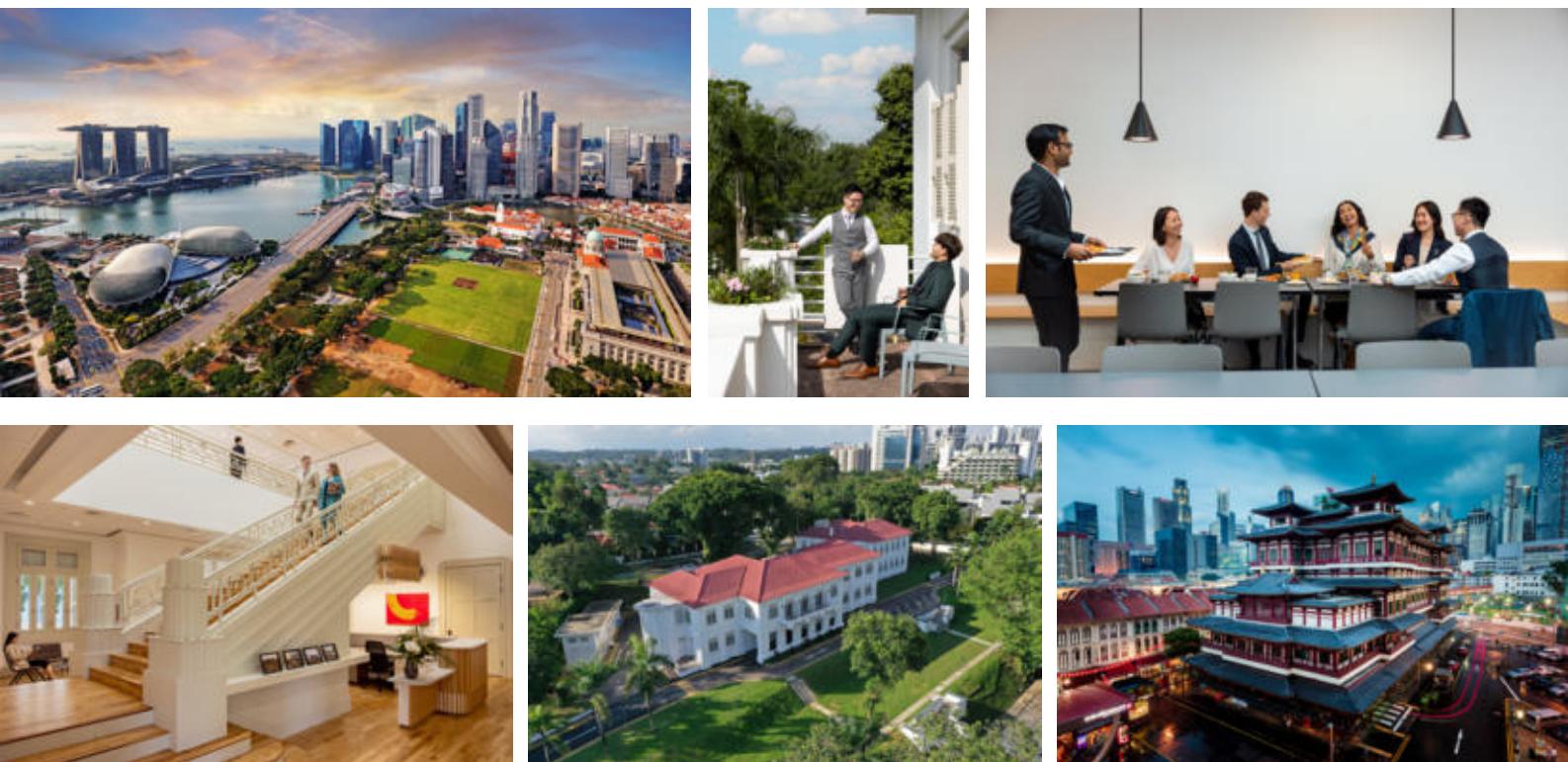


# Discover Singapore



Located in a quiet residential area, near Orchard Road, this campus is the perfect base for exploring everything that Singapore, and the Asia-Pacific region, have to offer. The close-knit, international EHL community and modern living arrangements make students feel at home, while they discover the region and try new things with like-minded friends.

- Newly renovated historical building
- High-end apartment living options
- Food & beverage offer on weekdays
- Transportation to and from accommodation
- EHL quality student services, faculty and staff



SECTION 4

# Admissions



# Admission criteria

## AGE

Minimum 18 years old at the start of the program

## ACADEMIC

Final secondary school certificate meeting Swiss/European university entry requirements

## LANGUAGE

English IELTS academic module, with a minimum score of 6.0 or equivalent

## WHAT WE LOOK FOR IN EHL STUDENTS

The EHL student community shares a common trait: the drive to succeed. Our students have an innate passion to excel in service, change the business world for the better, and become leaders who people want to follow.

Ready to take the next step? Start your application or request an eligibility assessment by visiting our website: [www.ehl.edu](http://www.ehl.edu). An admissions officer will guide you through the process.

# The admissions process

There are four main steps to our admissions process for the BSc in International Hospitality Management:



1. Apply online



2. Attend an interview and aptitude test



3. Attend a motivation day



4. Accept and confirm your enrollment

# Module and course outline

# YEAR 1

# Preparatory Year

	MODULE	DESCRIPTION
<b>SEMESTER AP 1</b>  20 US CREDITS  CAMPUS LAUSANNE	<b>INTRODUCTION TO HOSPITALITY MANAGEMENT</b>	Discover the hospitality industry and the core areas of hospitality management in hotels, food and beverage operations, rooms division operations, and sustainability. Beginners in French take a 30-hour intensive course, while others follow the Introduction to Business Communication course.
	<b>INTRODUCTION TO BUSINESS TOOLS</b>	Reinforce your quantitative skills through math review and applied use of Excel as you consolidate and develop the logic skills necessary for success in this program. Through in-person classes, autonomous study, self-guided online work, as well as tutoring sessions, you will fine-tune your problem-solving abilities.
	<b>FOOD &amp; BEVERAGE WORKSHOPS I AND II</b>	Develop the operational skills necessary to work in food and beverage roles by practicing service in diverse food and beverage outlets. You will learn to apply hygiene and safety standards (HACCP). Digital lessons and class activities show you the best practices and trends in this industry.
	<b>WINE &amp; MIXOLOGY</b>	Develop your knowledge of Oenology (winemaking and wine characteristics) and Mixology (making alcoholic beverages) through digital lessons coupled with in-class activities, tasting sessions, and diverse gamified activities. Practice the basics of bartending at various cocktail bar outlets.
	<b>ROOMS</b>	Become familiar with the rooms division organization in various lodging establishments. With a focus on customer service and satisfaction, you will learn the standards and functions of the front office, concierge, guest relations, and housekeeping departments.
	<b>FIELD TRIP</b>	Gain an understanding of fine dining service and culinary operations in a gastronomical restaurant and enjoy an immersive gourmet experience. Before the field trip, you will get to know the establishment using online material, articles, and videos in order to fully appreciate the experience.
<hr/> <b>SEMESTER AP 2</b>  20 US CREDITS  WORLDWIDE	<b>OPERATIONAL INTERNSHIP</b>	Gain valuable experience in the hospitality industry and use the skills you gained on campus by working in a hotel or other establishment with an F&B offer. Upon completing the internship, you are expected to be able to master the practical skills in related areas, know how to work independently and interact with other departments within the organization.

# YEAR 2

## Business Foundations

	MODULE	DESCRIPTION
<b>SEMESTER BOSC 1</b>  20 US CREDITS 30 ECTS  CAMPUS LAUSANNE	<b>BUSINESS TOOLS</b>	Dive into the microenvironment of consumers and companies, market structures, and economic exchanges. You will not only learn how to apply fundamental accounting principles and concepts related to the preparation of financial statements but also how to apply mathematical methods to business solutions.
	<b>FOUNDATIONS OF HOSPITALITY MANAGEMENT</b>	Learn to apply hospitality-specific concepts such as hospitality marketing, market analysis, F&B forecasting, and cost control to increase operating profit. Identify psychological characteristics (cognition, motivation, emotion, and behavior) that improve performance in the workplace.
	<b>COMMUNICATION &amp; CULTURE</b>	Learn to communicate and collaborate effectively in professional contexts and multicultural environments, and develop foreign language skills. Practice producing effective, well-structured business documents and giving oral presentations that fit the purpose and intended audience.
<hr/> <b>SEMESTER BOSC 2</b>  20 US CREDITS 30 ECTS  CAMPUS LAUSANNE	<b>BUSINESS TOOLS II</b>	Learn to use statistical tools, organize data, and perform basic economic analysis. You will also learn how to extract relevant data used in financial analysis in order to assess the performance of a firm and make sound judgments about investment opportunities or business relationships.
	<b>FOUNDATIONS OF HOSPITALITY MANAGEMENT II</b>	Learn to apply the hospitality marketing mix, identify the impact of service design on customer experience, and measure marketing performance in a competitive business environment. Explore hospitality economic concepts and operational issues in developed and developing countries.
	<b>COMMUNICATION &amp; CULTURE II</b>	Continue broadening your communication skills and your knowledge of cultures and foreign languages. You will work on your writing, presentation, and critical thinking skills via Academic Writing, and gain an understanding of the legal risks involved in the hospitality environment.

# YEAR 3

# Business Application

	MODULE	DESCRIPTION
<b>SEMESTER BOSC 3</b>  20 US CREDITS 30 ECTS	<b>BUSINESS ANALYSIS</b>	Learn to create economic value through marketing functions and human resources in hospitality, to evaluate the impacts of these activities on the future evolution of monetary flow and to measure value creation in a food and beverage and hotel unit based on acquisition criteria, resource allocation, and financial impacts.
<b>EXCHANGE SEMESTER</b>  CAMPUS LAUSANNE OR CAMPUS (SINGAPORE)	<b>APPLIED HOSPITALITY MANAGEMENT</b>	Learn how to add value to a firm by analyzing, managing, and improving service processes throughout the value chain. Apply decision-making tools in operations management to optimize key drivers and measure the impact of these decisions on value creation.
	<b>COMMUNICATION &amp; CULTURE III</b>	Continue broadening your communication, cultural, and foreign language skills, while learning about the legal challenges of complex hospitality organizations, including intellectual property rights, franchising and management agreements, and global tax and environmental issues.
<b>SEMESTER BOSC 4</b>  20 US CREDITS 30 ECTS  WORLDWIDE	<b>BUSINESS INTERNSHIP</b>	Hone your leadership and project management skills with 24 weeks of real-world experience in areas such as sales and marketing, revenue management, public relations, finance, human resources, and/or development. While hospitality companies are preferred, you can also intern in other sectors of the service industry: consumer goods, luxury brands, events, advertising, etc.



# YEAR 4

# Skills for the Future

MODULE	DESCRIPTION
<b>SEMESTER BOSC 5</b>  20 US CREDITS 30 ECTS  CAMPUS LAUSANNE	<b>OPTION: INTEGRATED BUSINESS ANALYSIS</b> Focus on enhancing firm value through strategic service process analysis, financial planning, and real estate asset evaluation, integrating prior learning for optimized organizational strategies.
	<b>OPTION: INTEGRATED HOSPITALITY MANAGEMENT</b> Master service process analysis and management to boost firm value, using prior knowledge to enhance hospitality operations, design effective structures, and lead successfully, while gaining a comprehensive, strategic view of organizational processes.
<hr/> <b>SEMESTER BOSC 6</b>  20 US CREDITS 30 ECTS  CAMPUS LAUSANNE	<b>ADVANCED ELECTIVES</b> Learn to analyze, manage, and enhance service processes, adding value to the firm, and extending previous knowledge with specialist electives. Gain expertise to recommend organizational actions in your chosen field.
<b>CHOICE OF ONE BETWEEN STUDENT BUSINESS PROJECT (SBP) AND BACHELOR THESIS</b>	In a team of six classmates, you will work on a junior consulting mandate for an established organization or entrepreneur. Based on a brief, your team will be responsible for planning and executing the project with guidance from two faculty coaches and other experts. You will conduct market research and make a presentation with your recommendations. Typical topics include concept development, marketing and communication strategy, market and feasibility study, etc.
OR	OR
<b>BACHELOR THESIS</b>	Under faculty supervision, you will develop an independent, scientific research topic and formal report that addresses a hospitality-specific problem. Your research hypothesis will be tested using appropriate statistical methods and a comprehensive literature review. While not intended to have the depth of a post-graduate thesis, the dissertation must stand on its own merit and must be defended orally by the student before a faculty jury.

# Contact Info

EHL HOSPITALITY BUSINESS SCHOOL

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