QS WORLD UNIVERSITY RANKINGS

#12 WORLDWIDE
in Hospitality & Leisure Management

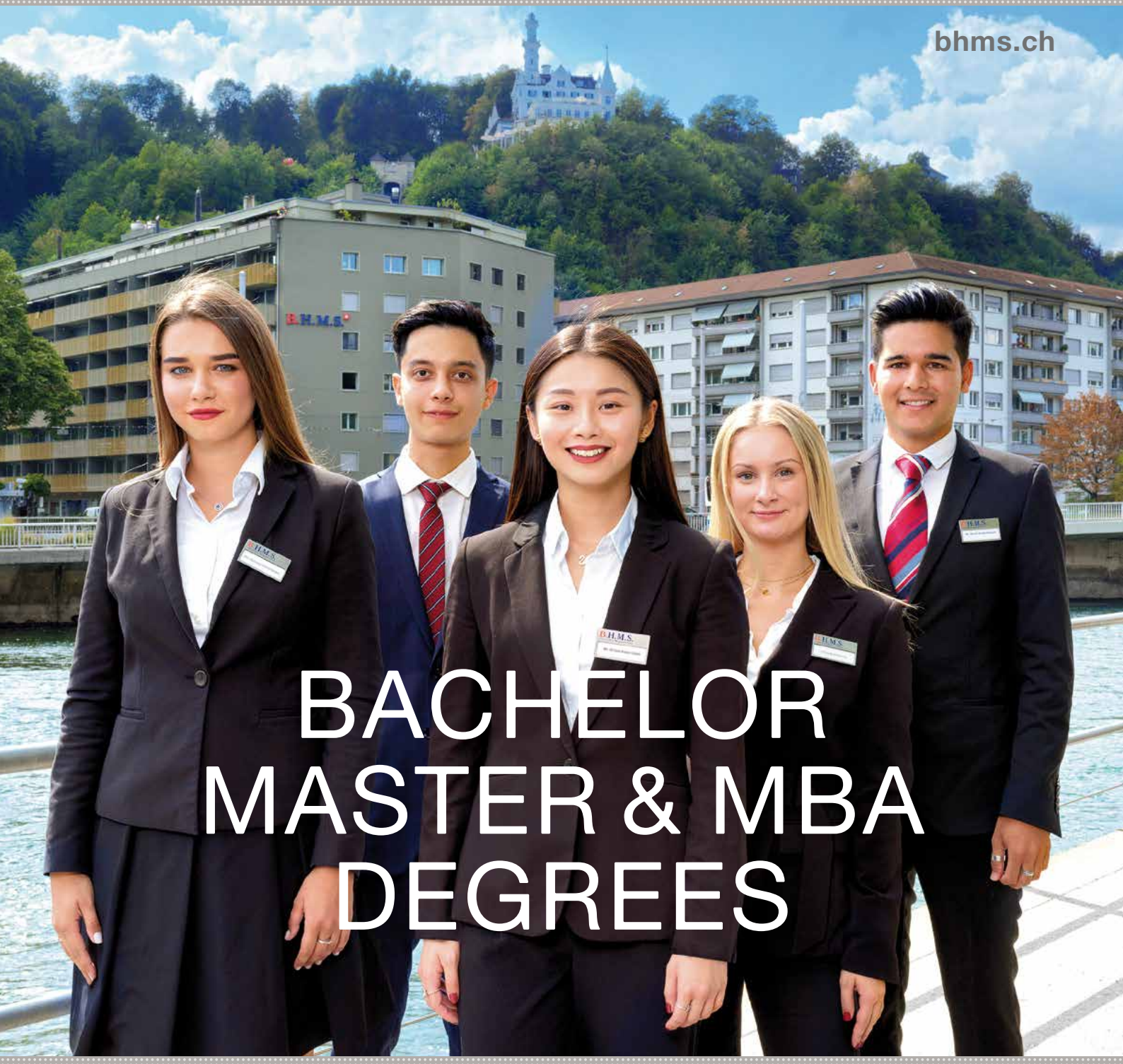
5 STARS INSTITUTION

B.H.M.S.

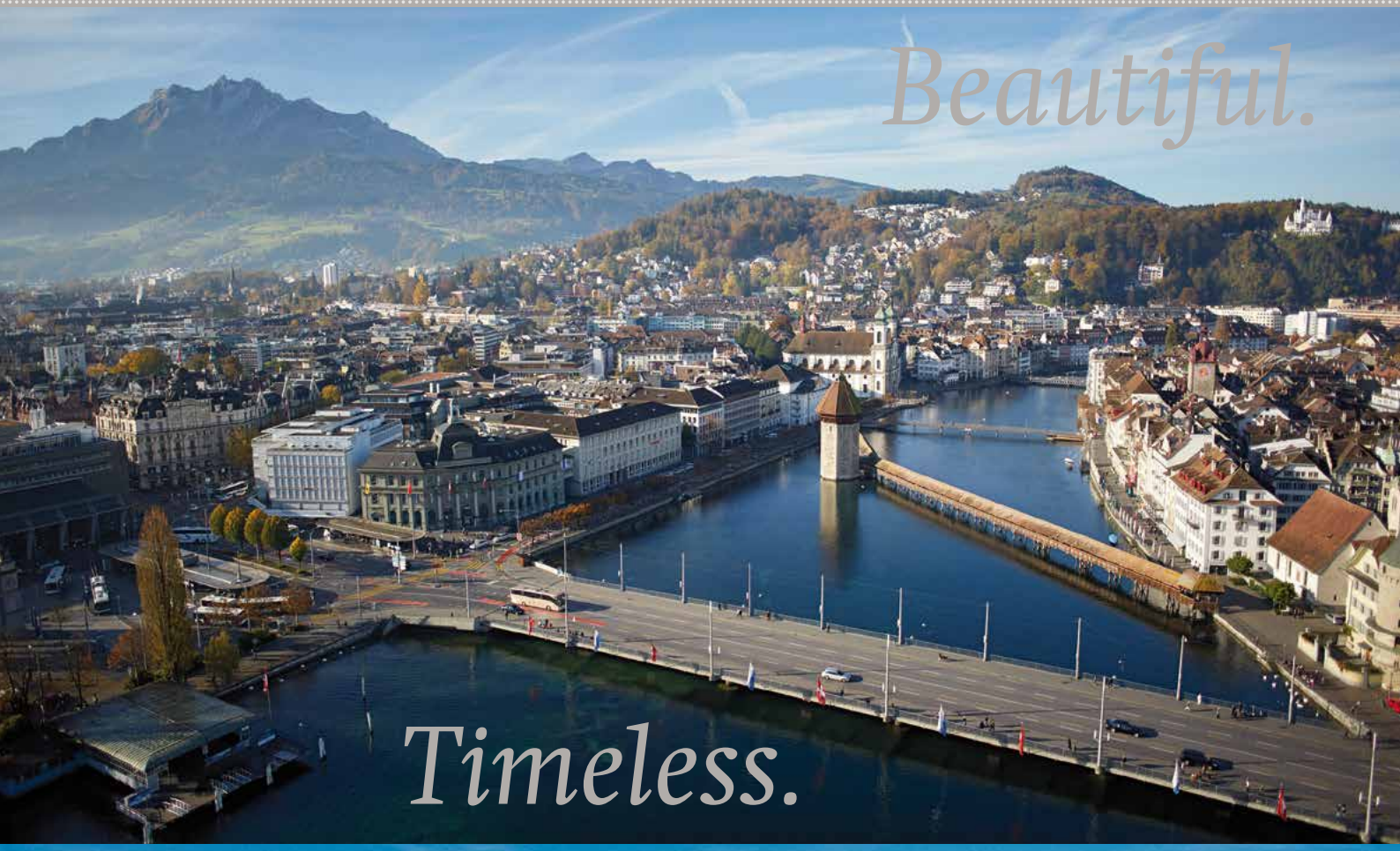
Business & Hotel Management School

Lucerne and Zurich, Switzerland

PREPARING GLOBAL LEADERS



BACHELOR MASTER & MBA DEGREES





Lake Lucerne & Pilatus Mountain

Business Education for Future Leaders

The growth of the broader service sector worldwide is linked to the increasing need for multi-skilled managers who are business and customer-oriented in areas related to luxury services, retail management, service marketing, branding and human resources management.

A broad business education provides a springboard to a career within the diverse tourism, hospitality, events, airlines, theme parks, cruise lines, recreation and leisure. These careers are for high-energy people who have developed the following skills:

- Ability to provide outstanding customer service
- Excellent written, verbal and media communication skills
- Ability to work cooperatively with a variety of personality traits
- Effective time management and organisation skills
- Strong work ethic, loyalty, trustworthy and teamwork skills
- Entrepreneurship and business start-ups

By choosing BHMS, you are choosing an education that combines academics with professional development and real-life work experience, thus gaining a solid foundation to achieve your individual career goals. You are choosing to join an academic institution that will listen and respond to your personal and professional needs, and an extensive network of students and alumni that stretches across the globe. You are choosing to join the next generation of global leaders.



Heinrich Meister
President Benedict Education Group

«It is my pleasure to welcome you to the BHMS Business & Hotel Management School. 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.»

#12
in Hospitality & Leisure Management

#07
for Employer Reputation

worldwide

QS WORLD UNIVERSITY RANKINGS



Why Switzerland?



Kirill Stepanov
Russia

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

With a long tradition in providing educational excellence, Switzerland proves a popular choice for international students. It is home to some of Europe's most renowned higher educational systems. Swiss education institutions offer innovative programmes that are designed to meet the needs of students and to help them expand their boundaries while studying and beyond, in their subsequent careers.

At any time, more than 7,000 students from all over the world are studying at one of the numerous business and hospitality 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.





Lucerne City

Our Campuses

Lucerne
Lucerne is a truly international tourist destination and is the most visited city in Switzerland. Thanks to its attractions, its souvenir and watch shops, the beautiful lakeside setting and the nearby excursion mountains of the famous Pilatus, the Rigi, and Stanserhorn, the town is a destination for travel groups and individuals from all over the world on their journey through central Switzerland.

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.

Zurich
Zurich is Switzerland's largest city and the major gateway to Switzerland. As a global hub for innovation, research, and career opportunities, international students benefit from a vibrant urban culture, strong industry connections, and a safe, multicultural environment.

Located just 10 minutes journey from Lake Zurich, the Altstetten campus location offers an easily accessible location to all areas of the city, providing an environment that supports both academic success and personal wellbeing.



Sunetra Ampalin
Thailand

«The variety of cultures found on campus and the ideal location in the heart of Lucerne made this the perfect choice for my international study experience.»



Zurich City



BeneCampus Zurich



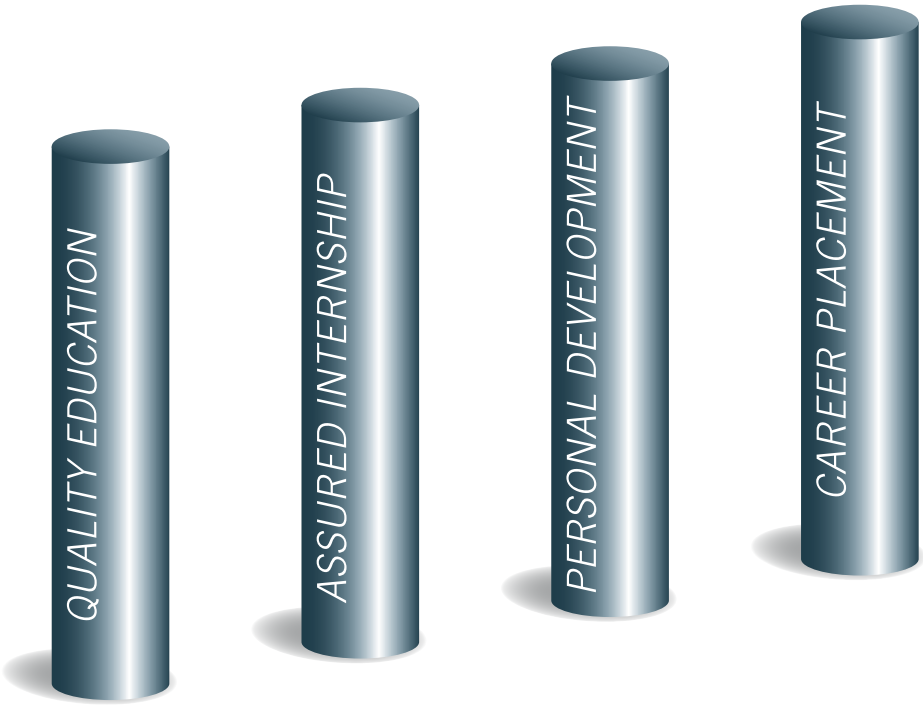
CityCampus Lucerne



LakeSideCampus Lucerne

BHMS Swiss Education Concept

The four «pillars» at BHMS are quality education, assured internship, personal development and international career placement. Each pillar plays a key role in our mission to provide the growing global hospitality and service management industry with quality employees, who are eager to demonstrate their management potential.
Quality academic education, as the first pillar, gives students the academic and theoretical knowledge. Assured internship, as the second pillar, allows students to apply the knowledge into practice on the job. Personal and professional development, the third and most important pillar, provides students with soft and social skills and discipline that motivates students, guides them, strengthens them and ultimately drives them to succeed. The successful outcome of all three pillars leads to the fourth pillar, a successful career placement.





Wine Tasting Class



Classroom

What Makes Us Special?

The Benedict Education Group:
The BHMS Business & Hotel Management School is part of the Benedict Education Group, one of Switzerland's oldest and largest Higher Education institutions. The Benedict 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.

Transferable Skills:
Transferable skills are abilities and talents that are relevant and useful across different areas of life: socially, professionally and at school. Teamwork, leadership, personal motivation, organisation, time management, listening, multi-cultural empathy, communication and using information technology are all embedded in the DNA of the BHMS education system.

Unique 5-Week Term System:
At the BHMS Business & Hotel Management School, 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 hotel schools.

Fast-Track Swiss-British Dual Degrees:
The BHMS Business & Hotel Management School, together with the Robert Gordon University (RGU), has designed fast track BA, MSc and MBA degrees in Switzerland without compromising quality. The BHMS-RGU Dual BA Degree (with four specialisation pathways) may be completed within a 36-month period while the BHMS-RGU Dual MSc Degree (with eight specialisation pathways) may be completed within a 12-month period. The BHMS-RGU Dual MBA Degree may be completed within 6 months study followed by a 6-month independent research investigation.

2 City Locations: 1 Great Experience
The BHMS Business & Hotel Management School offers a wide portfolio of programs across the service sector. Our Lucerne campus specializes in hospitality, culinary, pastry, tourism and wine programs, all with a strong business mind-set. Our Zurich campus specializes in business, sports and events, airline and finance programs, all with a flair for hospitality and the guest experience.



Auditorium



Graduation Ceremony

BA in Hospitality or Global Business

YEAR ONE

Hospitality & Business Management (Diploma)

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. It 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 one semester of 20 weeks plus a 6-month internship in Switzerland or overseas.

YEAR TWO

Hospitality & Business Management (Higher Diploma)

This second year provides the knowledge needed to further a career in hospitality and other multi-national business sectors. Students advance their understanding and skills in business management, revenue management, digital marketing as well as human resources management. It comprises one semester of 20 weeks plus a 6-month internship. After completing the two year programme, students decide either to follow the BA in Hotel & Hospitality Management or the BA in Global Business Management final year pathway.

YEAR THREE

Hotel & Hospitality Management (BA Degree)

The BA Degree in Hotel and Hospitality Management programme provides students with the skills and abilities 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 enterprises including leisure facilities, hotels, theme parks, conferences, exhibitions and event management.

YEAR THREE

Global Business Management (BA Degree)

The BA Degree 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.

YEAR ONE

Admission Requirements:

- Completed secondary school diploma
- IELTS 5.5 level or equivalent
- 17,5 years of age

1st Semester // 6 months

- Academic Skills
- German Communication
- The Contemporary Hospitality Industry
- Accounting Principles
- Food & Beverage Service Management
- The Hospitality Business Toolkit
- Leadership and Management for Hospitality
- Managing the Customer Experience
- Sustainable Hospitality Practice

2nd Semester // 6 months

- Diploma Internship

B.H.M.S. Business & Hotel Management School

Diploma in Hospitality & Business Management
(120 Credits – 60 ECTS Equivalent)
BTEC Level 4 in Hospitality Management

Accredited by

Institute of Hospitality ACCREDITED

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

YEAR TWO

Admission Requirements:

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

3rd Semester // 6 months

- Language Elective
- Organisational Behaviour Management
- Digital Marketing
- Front Office Operations Management
- Revenue Management
- Strategic Human Resource Management
- Hospitality Interpersonal Skills
- Research Project

4th Semester // 6 months

- Higher Diploma Internship

B.H.M.S. Business & Hotel Management School

Higher Diploma in Hospitality & Business Management
(120 Credits – 60 ECTS Equivalent)
BTEC Level 5 in Hospitality Management

Accredited by

Institute of Hospitality ACCREDITED

YEAR THREE

Admission Requirements:

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

5th Semester // 6 months

- Managing Events
- Contemporary Hospitality Services Management
- Hotel Operations Management
- Strategic Management in the Hotel & Hospitality Industry
- Hospitality Business Concepts
- Academic Writing & Composition

6th Semester (6 months)

- BA Internship

ROBERT GORDON UNIVERSITY ABERDEEN | B.H.M.S. Business & Hotel Management School

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

YEAR THREE

5th Semester // 6 months

- Product and Service Innovation
- Human Resources Management for Global Business
- International Business Environments
- Project Management
- Digital Media
- Academic Writing & Composition

6th Semester // 6 months

- BA Internship

ROBERT GORDON UNIVERSITY ABERDEEN | B.H.M.S. Business & Hotel Management School

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

BA in Global Business Management

YEAR ONE

Business & Hospitality Management (Diploma)
This one-year programme is designed for those who have completed their secondary education and are looking for a career in the international business sector. It 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 one semester of 20 weeks plus a 6-month internship in Switzerland or overseas.

YEAR TWO

Business & Hospitality Management (Higher Diploma)
This second year provides the knowledge needed to further a career in multi-national business sectors. Students advance their understanding and skills in business management, information systems, digital marketing as well as hotel front office operations. It comprises one semester of 20 weeks plus a 6-month internship. After completing the two year programme, students decide either to follow the BA in Hotel & Hospitality Management or the BA in Global Business Management final year pathway.

YEAR THREE

Global Business Management (BA Degree)
The BA Degree 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.

YEAR ONE

Admission Requirements:

- Completed secondary school diploma
- IELTS 5.5 level or equivalent
- 17,5 years of age

1st Semester // 6 months

- Academic Skills
- German Communication
- The Contemporary Business Environment
- Accounting Principles
- Food & Beverage Service Management
- Management of Human Resources
- Leadership and Management
- Marketing Processes and Planning
- Managing a Successful Business Project

2nd Semester // 6 months

- Diploma Internship

B.H.M.S. Business & Hotel Management School

Diploma in Business & Hospitality Management
(120 Credits – 60 ECTS Equivalent)
BTEC Level 4 in Business Management

Accredited by

Institute of Hospitality ACCREDITED

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

YEAR TWO

Admission Requirements:

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

3rd Semester // 6 months

- Language Elective
- Organisational Behaviour Management
- Digital Marketing
- Front Office Operations Management
- Business Data Analytics and Insights
- Strategic Human Resource Management
- Business Information Technology Systems
- Research Project

4th Semester // 6 months

- Higher Diploma Internship

B.H.M.S. Business & Hotel Management School

Higher Diploma in Business & Hospitality Management
(120 Credits – 60 ECTS Equivalent)
BTEC Level 5 in Business Management

Accredited by

Institute of Hospitality ACCREDITED

YEAR THREE

Admission Requirements:

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

5th Semester // 6 months

- Product and Service Innovation
- Human Resources Management for Global Business
- International Business Environments
- Project Management
- Digital Media
- Academic Writing & Composition

6th Semester // 6 months

- BA Internship

ROBERT GORDON UNIVERSITY ABERDEEN

B.H.M.S. Business & Hotel Management School

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

MSc: Service-Sector Career Pathways

International Hospitality Business Management

Admission Requirements:

- Bachelor Degree in any discipline
- IELTS 6.0 level or equivalent

1st Semester // 6 months

- Hospitality Analysis and Trends
- Sustainable Tourism Development
- Financial Performance in Hospitality Enterprises
- Leadership in Business
- International Human Resource Management
- Marketing and Branding in a Digital Society
- Strategic Business Management
- Research Methods

2nd Semester // 6 months

- Independent Hospitality Research Project
- Optional Internship

ROBERT GORDON UNIVERSITY ABERDEEN — MSc Degree

B.H.M.S. Business & Hotel Management School — Master Degree

International Hospitality Business Management
(180 Credits - 90 ECTS Equivalent)

Wine and Beverage Business Management

Admission Requirements:

- Bachelor Degree in any discipline
- IELTS 6.0 level or equivalent

1st Semester // 6 months

- Emerging Trends in Global Wine Entrepreneurship (incl. WSET 2)
- Luxury and Experience Management in the Beverage Sector
- Global Beverage Industry Dynamics & Innovations
- Global Wine Markets and Business Strategy
- Leadership in Business
- Marketing and Branding in a Digital Society
- International Human Resource Management
- Research Methods

2nd Semester // 6 months

- Independent Wine or Beverage Research Project
- Optional Internship

ROBERT GORDON UNIVERSITY ABERDEEN — MSc Degree

B.H.M.S. Business & Hotel Management School — Master Degree

Wine and Beverage Business Management
(180 Credits - 90 ECTS Equivalent)

Programme Overview

The MSc programmes are designed to enable graduates, or those wishing to develop their career path, the opportunity to enhance their hospitality, tourism, wine or international business knowledge and capabilities with a higher qualification which can accelerate career progression. Through their choice of pathway, students will be exposed to a variety of industry case studies and business concepts to develop knowledge and competencies needed for a successful career in a vast range of hospitality and tourism sector roles.

Independent Research

Students are required to undertake a capstone research project in their second semester. This allows students to develop and present an in-depth, critical research on a pathway specific topic of their choice depending on the pathway.

Students can choose to either complete their research project alongside an optional internship or complete their research project on campus during semester 2, and progress to an internship of 6-12 months upon completion of all academic requirements.

International Tourism Management

Admission Requirements:

- Bachelor Degree in any discipline
- IELTS 6.0 level or equivalent

1st Semester // 6 months

- Tourism Policy and Destination Governance
- Cultural Tourism & Heritage
- Tourism Experience Design and Digital Innovation
- Sustainable Tourism Development
- Leadership in Business
- Marketing and Branding in a Digital Society
- International Human Resource Management
- Research Methods

2nd Semester // 6 months

- Independent Tourism Research Project
- Optional Internship

ROBERT GORDON UNIVERSITY ABERDEEN — MSc Degree

B.H.M.S. Business & Hotel Management School — Master Degree

International Tourism Management
(180 Credits - 90 ECTS Equivalent)

Global Business Management

Admission Requirements:

- Bachelor Degree in any discipline
- IELTS 6.0 level or equivalent

1st Semester // 6 months

- International Business Law
- Advanced Accounting for Decision Makers
- Business Ethics for Global Enterprises
- Leadership in Business
- International Human Resource Management
- Marketing and Branding in a Digital Society
- Strategic Business Management
- Research Methods

2nd Semester // 6 months

- Independent Global Business Research Project
- Optional Internship

ROBERT GORDON UNIVERSITY ABERDEEN — MSc Degree

B.H.M.S. Business & Hotel Management School — Master Degree

Global Business Management
(180 Credits - 90 ECTS Equivalent)

MBA Specialisation Modules

MSc students can also opt to expand their curriculum by additionally taking one of the MBA specialisation modules – at no extra cost!

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

MSc: Business Career Pathways

Global Business Management

Admission Requirements:

- Bachelor Degree in any discipline
- IELTS 6.0 level or equivalent

1st Semester // 6 months

- International Business Law
- Advanced Accounting for Decision Makers
- Business Ethics for Global Enterprises
- Leadership in Business
- International Human Resource Management
- Marketing and Branding in a Digital Society
- Strategic Business Management
- Research Methods

2nd Semester // 6 months

- Independent Global Business Research Project
- Optional Internship

ROBERT GORDON UNIVERSITY ABERDEEN — MSc Degree

B.H.M.S. Business & Hotel Management School — Master Degree

Global Business Management
(180 Credits - 90 ECTS Equivalent)

Business, Banking and Finance Management

Admission Requirements:

- Bachelor Degree in any discipline
- IELTS 6.0 level or equivalent

1st Semester // 6 months

- Advanced Accounting for Decision-Makers
- Financial Markets and Trading Strategy
- Banking Operations and International Regulation
- GCorporate Finance, Valuation and FinTech
- Leadership and HRM Practice
- Marketing and Branding in a Digital Society
- Strategic Business Management
- Research Methods

2nd Semester // 6 months

- Independent Banking and Finance Research Project

ROBERT GORDON UNIVERSITY ABERDEEN — MSc Degree

B.H.M.S. Business & Hotel Management School — Master Degree

Business, Banking and Finance Management
(180 Credits - 90 ECTS Equivalent)

Programme Overview

The MSc programmes are designed to enable graduates, or those wishing to develop their career path, the opportunity to enhance their business and specialist knowledge and capabilities with a higher qualification which can accelerate career progression. Through their choice of pathway, students will be exposed to a variety of industry case studies and business concepts to develop knowledge and competencies needed for a successful career in these, service and wider business sectors.

Independent Research

Students are required to undertake a capstone research project in their second semester. This allows students to develop and present an in-depth, critical research on a pathway specific topic of their choice depending on the programme.
Students on the Global Business and Business and Airline Management pathways can choose to either complete their research project alongside an optional internship or complete their research project on campus during semester 2, and progress to an internship of 6-12 months upon completion of all academic requirements. There are no optional internships linked to the banking and finance and sports and event management pathways.

Business and Airline Management

Admission Requirements:

- Bachelor Degree in any discipline
- IELTS 6.0 level or equivalent

1st Semester // 6 months

- Airline Operations Management
- Contemporary Airport Management
- Innovation in Aviation
- Leadership in Business
- International HRM
- Marketing and Branding in a Digital Society
- Strategic Business Management
- Research Methods

2nd Semester // 6 months

- Independent Airline Business Research Project
- Optional Internship

ROBERT GORDON UNIVERSITY ABERDEEN — MSc Degree

B.H.M.S. Business & Hotel Management School — Master Degree

Business and Airline Management
(180 Credits - 90 ECTS Equivalent)

Business, Sports and Event Management

Admission Requirements:

- Bachelor Degree in any discipline
- IELTS 6.0 level or equivalent

1st Semester // 6 months

- Global Sport Business
- Sport Marketing: Engaging the Modern Fan
- Sport Event Management
- Leadership in Business
- International Human Resource Management
- Marketing and Branding in a Digital Society
- Strategic Business Management
- Research Methods

2nd Semester // 6 months

- Independent Sports and Events Research Project

ROBERT GORDON UNIVERSITY ABERDEEN — MSc Degree

B.H.M.S. Business & Hotel Management School — Master Degree

Business, Sports and Event Management
(180 Credits - 90 ECTS Equivalent)

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

MBA with Specialisation

BHMS Business & Hotel Management School, in partnership with Robert Gordon University, presents MBA Degrees aimed at empowering young professionals to enhance their managerial expertise through experiential learning methodologies.

Students embark on a comprehensive six-month study block at the outset, meticulously designed to deepen their understanding of fundamental business principles and refine their leadership skills. They have the option to choose from one of seven specialisations shaping the framework of their MBA Research Project in the second semester.

Under the guidance of esteemed faculty members and enriched by real-world case studies, students gain invaluable insights to excel in managerial and executive roles.

Following this phase, students undertake their MBA Research Project, an independent research endeavour tailored to align with their career aspirations. They have the option to complete this project on campus, benefiting from tutorial support and industry visits.

The MBA programme at BHMS offers students the flexibility to complement their academic journey with real-world experience. They can choose to return to full-time positions during their second semester, applying their newfound expertise directly to their current roles. Alternatively, they can opt for a six-month internship in the hospitality business sector, either in Switzerland or globally, to further develop their skills and expand their professional network, as they complete their MBA Research Project.

Top up your MSc with an MBA in just 6 extra months of study

If you are looking to gain a competitive edge, are interested in discovering how practical skills and research might complement each other, or are simply passionate about learning more about the field, combining your MSc with an MBA is an excellent option. In just 18 months, earn both degrees and gain valuable industry experience through optional internships. Students have the option to choose from one of the 6 specialisation modules

MBA with Specialisation

Admission Requirements:

- Bachelor Degree in any discipline
- IELTS 6.0 or equivalent
- Recommended minimum two years of full-time work experience

1st Semester // 6 months

- Sustainable Business Models
- Driving Innovation and Cultural Evolution
- Value Creation through Business Development
- Strategic Global Business Management
- Finance and Accounting for Informed Decisions
- Strategic Marketing and Data Analytics
- Transformational Leadership in Human Resource Management
- MBA Research Methods
- Luxury Brand Management [1]
- AI and Digital Innovation [1]
- Innovative Start-Up Business Strategies [1]
- Cybersecurity and Big Data Management [1]
- Banking and Finance [1]
- Global Marketing and Sales [1]
- International Hospitality Management [1]

2nd Semester // 6 months

- MBA Research Project
- Optional Internship

ROBERT GORDON UNIVERSITY ABERDEEN | B.H.M.S. Business & Hotel Management School

MBA Degree

(180 Credits - 90 ECTS Equivalent)

[1] BHMS Specialisation

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

Contemporary Specialisations

Alongside the core Robert Gordon MBA curriculum, students have the opportunity to choose one of seven contemporary specialisations (40 hours) and base their MBA Research Project around this subject area. This leads to their BHMS MBA award with specialisation, adding a thematic emphasis to their study programme.

Artificial Intelligence (AI) and Digital Innovation
This module empowers students to streamline workflows and elevate customer experiences in the digital age. Through effective strategies, including enhancing online presence, adopting cutting-edge technology, optimising processes, and leveraging social media platforms, students learn how businesses can embrace innovation and AI to stay ahead of the digital curve.

Innovative Start-Up Business Strategies
This specialisation module equips students with the skills needed to ideate, innovate, and implement successful business ventures. From conceptualising innovative ideas to executing business plans and pitching to investors, students explore the value creation process and societal impact of entrepreneurship.

Luxury Brand Management
Students explore strategies to enhance brand presence, cultivate exclusivity, and deliver exceptional customer experiences. Emphasising brand positioning, heritage preservation, and crafting compelling narratives, students refine their skills to lead prestigious luxury brands to new levels of success, blending tradition with innovation to deliver excellence in brand management.

Banking and Finance
This module gives students a critical insight into key concepts and theories that underpin modern banking and corporate finance. Students will examine the function and structure of central banks, effect of macroeconomic factors on banking operations, and the regulatory framework governing the banking sector. Developments in FinTech in a rapidly changing international banking and financial environment, are are explored.

Cybersecurity and Big Data Management
This specialisation delves into digital security, analysing technological, legal, ethical, and regulatory frameworks crucial for safeguarding digital assets and managing cyber threats effectively. Students also learn how to extract valuable insights from extensive datasets to make informed decisions and gain a competitive advantage in the digital landscape.

Global Marketing and Sales
Students examine the strategies and technologies driving online retail success and gain practical insights into leveraging consumer insights to optimise e-commerce platforms and marketing strategies. Additionally, students explore emerging trends such as mobile commerce, voice commerce, and AI-driven personalisation.

International Hospitality Management
The aim of this module is to develop students' critical understanding and specialised knowledge in international hospitality management. It is designed to foster business acumen, a global strategic perspective, and leadership skills relevant to the hospitality sector. The module also reflects contemporary aspirations for sustainable practices and high ethical standards. Overall, it offers an innovative approach by integrating state-of-the-art practices from the global hospitality industry.

PGD in Hospitality Management

Programme Overview

The BHMS Postgraduate Diploma programme is the perfect choice for both career changers and seasoned professionals seeking to elevate their skills in the dynamic world of hospitality. Tailored to meet the needs of modern professionals, the flexible curriculum allows students to focus on specific areas of interest while adding new dimensions to their existing studies and experience. By combining core modules with a variety of business and hospitality electives, students have the opportunity to customise their learning journey to align with their career goals.

The PGD programme offers a direct pathway into our MSc programmes in International Hospitality Business or Global Business.

Integral Paid Industry Training

During their 6 month internship, students have the opportunity to apply what they have learned in their first semester and gain key professional skills. During the Swiss internship, students receive a trainee's gross monthly salary of approximately **CHF 2,390**. Students' performance, behaviour and professional attitude is assessed by employers.

[2] Elective Modules

- Introduction to Data Analytics in Business
- Small Business Management
- Menu Design
- Global Business
- Food and Wine Pairing
- Housekeeping Operations: Theory and Practice
- Beverage Studies
- Front Office Operations and Reservations: Theory and Practice
- Housekeeping Operations
- Kitchen Operations

12-month programme

Admission Requirements:

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

OR

- Bachelor degree in any discipline
- IELTS 5.0 level or equivalent

1st Semester // 6 months

- Study Skills
- eCommerce
- Business Sustainability
- Supervisory Development
- Hospitality and Tourism Structure and Products
- Food and Beverage Service Operations I (practical LAB)
- Food and Beverage Service Operations II (practical LAB)
- Hospitality Yield and Revenue Management
- Sustainable Change Management for Tourism
- German or French Communication
- 7 Elective Modules [2]

2nd Semester // 6 months

- Postgraduate Internship

B.H.M.S. Business & Hotel Management School

Postgraduate Diploma in Hospitality Management
(120 Credit - 60 ECTS Equivalent)

Accredited by

Institute of Hospitality ACCREDITED

Disclaimer: the 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 is the ideal starting point for passionate professionals who want to take their careers to the next level or transition into a completely new field. Students explore key hospitality business concepts delivered by experienced faculty and deepen their understanding of the trends shaping the global hospitality sector today. Upon successful completion, students can choose to exit with their award or have the option to progress to any of the MSc pathways.

10-week programme

Admission Requirements:

- Associate Degree or equivalent
- Minimum two years of full-time work experience
- IELTS 6.0 level or equivalent

Graduate Certificate* // 3 months

- Innovation and Change Management
- Diversity and Inclusion in the Service Sector
- Revenue and Resource Management
- Emotional Intelligence in the Hospitality Business

ROBERT GORDON UNIVERSITY ABERDEEN

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



Classroom



BeneGarten Zurich

BA in Culinary Arts

YEAR ONE

Culinary Arts (Diploma)

The BHMS 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.

YEAR TWO

Culinary Arts (Higher Diploma)

The BHMS Higher 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.

YEAR THREE

Culinary Arts (BA Degree)

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

Admission Requirements:

- Completed secondary school diploma.
- IELTS 5.0 level or equivalent.
- 17,5 years of age.

1st Semester // 6 months

- 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
- Hospitality and Tourism Structure and Products
- Beverage studies
- German or French Communication
- Academic Study Skills

2nd Semester // 6 months

- Diploma Internship

B.H.M.S. Business & Hotel Management School

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

Accredited by

ACF American Culinary Federation Education Foundation

Institute of Hospitality ACCREDITED

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

YEAR TWO

Admission Requirements:

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

3rd Semester // 6 months

- A la Carte Cuisine LAB
- Global Cuisine LAB
- Themes & Concepts LAB
- Mediterranean Cuisine LAB
- Chef's table
- Chocolate Creations LAB
- Food & Beverage Service Operations LAB
- Menu Design
- Food & Beverage Cost Management
- Supervisory Development
- Culinary Business Analysis
- Food & Wine Pairing

4th Semester // 6 months

- Higher Diploma Internship

B.H.M.S. Business & Hotel Management School

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

Accredited by

American Culinary Federation Education Foundation

Institute of Hospitality ACCREDITED

YEAR THREE

Admission Requirements:

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

5th Semester // 6 months

- New Food Product Development
- Managing Culinary Resources
- Contemporary Culinary Operations
- Food Service Management
- Creativity & Entrepreneurship

6th Semester // 6 months

- BA Internship

ROBERT GORDON UNIVERSITY ABERDEEN

B.H.M.S. Business & Hotel Management School

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

Accredited by

American Culinary Federation Education Foundation

Institute of Hospitality ACCREDITED

Swiss Culinary Academy B.H.M.S.

BA in Culinary Arts & Patisserie

YEAR ONE

Pastry, Chocolate & Bakery (Diploma)

This diploma programme equips students with the skills and knowledge to master the art of pastry and baking. They explore the techniques behind crafting exquisite cakes, tarts, and pastries, discover the secrets to creating artisanal bread, and learn the art of creating decadent chocolate treats that delight the senses. After six months, students will be ready for their first paid internship in Switzerland or across the globe.

YEAR TWO

Pastry, Chocolate & Bakery (Higher Diploma)

The Higher Diploma programme equips students with a range of specialised techniques, from crafting advanced chocolate pralines to designing stunning showpieces. Students will also acquire the know-how to run a successful F&B business. The second half of the programme culminates in a paid internship in Switzerland or worldwide where students can put their skills to the test.

YEAR THREE

Culinary Arts and Patisserie (BA Degree)

The third and final year, leading to a Bachelor's Degree in Culinary Arts and Patisserie, 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, patisserie design, technology applications and managing teams in the pastry labs provide additional capstone learning in a variety of skill areas before students progress to their final industry training and job placement.

YEAR ONE

Admission Requirements:

- Completed secondary school diploma.
- IELTS 5.0 level or equivalent.
- 17,5 years of age.

1st Semester // 6 months

- Pastry & Bakery Foundations LAB
- Classic Patisserie LAB
- Boulangerie & Viennoiserie LAB
- Traditional European Cakes LAB
- Chocolate Work Foundations LAB
- Culinary Foundations LAB
- Food Safety
- Nutrition
- Academic Study Skills
- German or French Communication

2nd Semester // 6 months

- Diploma Internship

B.H.M.S. Business & Hotel Management School

Diploma in Pastry, Chocolate & Bakery

(120 Credits – 60 ECTS Equivalent)

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

YEAR TWO

Admission Requirements:

- Completed secondary school diploma.
- BHMS Diploma Pastry, Chocolate & Bakery or equivalent.
- IELTS 5.5 level or equivalent.

3rd Semester // 6 months

- Ice Creams & Plated Desserts LAB
- Advanced Chocolate Pralines LAB
- Petit Fours & Petit Gâteaux LAB
- Entremets Cakes LAB
- The Art of Show Pieces LAB
- Catering Operations LAB
- Small Business Management
- Creativity & Design
- Food and Beverage Cost Management
- Supervisory Development

4th Semester // 6 months

- Higher Diploma Internship

B.H.M.S. Business & Hotel Management School

Higher Diploma in Pastry, Chocolate & Bakery
(120 Credits – 60 ECTS Equivalent)

YEAR THREE

Admission Requirements:

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

5th Semester // 6 months

- New Food Product Development
- Managing Culinary Resources
- Patisserie Design and Innovation
- Food Service Management
- Creativity & Entrepreneurship

6th Semester // 6 months

- BA Internship

ROBERT GORDON UNIVERSITY ABERDEEN | B.H.M.S. Business & Hotel Management School

BA Culinary Arts & Patisserie
(120 Credits – 60 ECTS Equivalent)

Accredited by

ACF American Culinary Federation Education Foundation | Institute of Hospitality ACCREDITED

Swiss Culinary Academy B.H.M.S.

MSc Culinary Entrepreneurship

The MSc in Culinary Entrepreneurship is a one-year programme designed for ambitious culinary professionals and aspiring food innovators. It combines culinary creativity with strategic business knowledge to help you transform a food concept into a real venture – from idea development to an investor-ready pitch.

Through courses in innovation, digital marketing, leadership, and global wine entrepreneurship, students gain the entrepreneurial and financial skills needed to launch restaurants, cafés, food startups, or lead F&B brands. The programme also features a business incubation studio, mentorship from industry experts, and an optional 6-month internship in Switzerland or abroad, providing valuable real-world experience and global networking opportunities.

Need to develop your culinary practical skills before starting the MSc Culinary Entrepreneurship?
Join one of our intensive, 3 month certificate programms to give you the perfect blend of hands-on skills, business acumen and entrepreneurial spirit.

- Certificate in Culinary Operations
- Advanced Certificate in Culinary Operations
- Certificate in Pastry, Chocolate and Bakery
- Advanced Certificate in Pastry, Chocolate and Bakery

Culinary Entrepreneurship

Admission Requirements:

- Successfully completed the BHMS Postgraduate Diploma in Culinary Arts or,
- A recognised bachelor's degree in a culinary subject area or,
- A recognised degree in a non-culinary discipline combined with a passion for food and/or food and & beverage experience
- IELTS 6.0 level or equivalent

1st Semester // 6 months

- Innovation & Technologies: Shaping the Future of Food
- Culinary & Wine Imaging & Visual Storytelling
- Emerging Trends in Global Wine Entrepreneurship (incl. WSET 2)
- International Human Resource Management
- Leadership in Business
- Marketing and Branding in a Digital Society
- Strategic Business Management
- Research Methods

2nd Semester // 6 months

- Culinary Start-up Business Plan
- Optional Internship

ROBERT GORDON UNIVERSITY ABERDEEN	B.H.M.S. Business & Hotel Management School
MSc Degree	Master Degree
Culinary Entrepreneurship (180 Credits - 90 ECTS Equivalent)	

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

PGD Culinary Arts

Programme Overview

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 elementary food preparation skills with more advanced techniques and creativity in the latter part of the programme.

Highlights of the programme include classic European cooking methods, cuts, stocks and sauces as a foundation stone, before practicing these skills with international and contemporary menus in a working restaurant environment. The industry essentials of food safety and nutrition are also taught in preparation for the students' industry training placement.

Industry Training

During their 6 month internship, students have the opportunity to apply what they have learned in their first semester and gain key professional skills. Students' performance, behaviour and professional attitude is assessed by employers.

[4] Elective Modules

- Cakes and Creams LAB
- Bakery and Breads LAB
- Chef's Table
- Chocolate Creations LAB
- Food & Wine Pairing
- Menu Planning
- Food and Beverage Cost Management
- Beverage Studies

Postgraduate Diploma

Admission Requirements:

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

OR

- Bachelor degree in any discipline
- IELTS 5.0 level or equivalent

1st Semester // 6 months

- Essentials of Culinary Operations LAB
- Food Preparation Techniques LAB
- European Cuisine LAB
- Global Cuisine LAB [3]
- Themes & Concepts LAB [3]
- Mediterranean Cuisine LAB [3]
- A la Carte Cuisine LAB [3]
- Nutrition
- Food Safety
- German Communication
- Elective Modules [4]

2nd Semester // 6 months

- Internship

B.H.M.S. Business & Hotel Management School

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

Accredited by

Institute of Hospitality ACCREDITED

[3] Students select four modules

Swiss Culinary Academy B.H.M.S.

BHMS Accreditation & Ranking

Accreditation

BHMS is an eduQua certified institute in the State of Lucerne. eduQua is the Swiss quality label for adult education and is certified by the the Swiss Quality Assurance Systems comnpany (SQS).

BHMS has a long-standing partnership agreement with Robert Gordon University, Aberdeen in the UK to offer the Bachelor of Arts Degrees (BA), Master of Science degrees (MSc) as well as the Master of Business Administration (MBA) degree. 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.

Years 1 and 2 of the Hospitality and Business programs incorporate the internationally recognised Pearson BTEC curriculum at level 4 and 5.

To the right is a list of the BHMS's main accrediting organisations as well as partner education institutions.

BHMS IS A CERTIFIED INSTITUTE BY	EDUQUA
10 DIPLOMAS + DEGREES ACCREDITED BY	Institute of Hospitality ACCREDITED
ALL CULINARY AND PASTRY AWARDS ACCREDITED BY	ACF American Culinary Federation Education Foundation
BA + MSc DUAL DEGREES AWARDED BY	RGU ROBERT GORDON UNIVERSITY ABERDEEN
MBA DUAL DEGREE AWARDED BY	RGU ROBERT GORDON UNIVERSITY ABERDEEN
BHMS IS AN EDUCATION PARTNER OF	WORLDCHEFS EDUCATION PARTNER



Heinrich Meister Hall Lakeside Campus

QS Ranking & Rating 2026

QS WORLD UNIVERSITY RANKINGS

- **Ranked #12 worldwide** in Hospitality and Leisure Management (2026)
- **Ranked #07 worldwide** for Employer Reputation (QS World University Subject Ranking 2026)

- **Rated a Five-Star establishment**

QS SUBJECT RANKING // 5 Stars	★★★★★
TEACHING // 5 Stars	★★★★★
EMPLOYABILITY // 5 Stars	★★★★★
FACILITIES // 5 Stars	★★★★★

Preparatory English Programme

This 10-week Preparatory English Programme (PEP) is an intensive course designed for hospitality, global or culinary management students whose English does not yet meet the entry requirements of their chosen programme. The programme is offered at three different levels to ensure students maximise their development before starting a full academic programme.

The Preparatory English Programme is a dynamic course involving active learning that promotes English listening, speaking, reading and writing skills. Key academic skills such as brainstorming (generating ideas), outlining, drafting and structuring will also be internalised by students through the activities undertaken throughout the 10 weeks.
Our Preparatory English Programme comprises 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 each of the four key language areas.

This 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.



Student Restaurant City Campus

Industry Internships

At BHMS, students are prepared for successful careers through a unique educational model where each academic semester is followed by a 6-month internship placement. The extensive network of Swiss and international industry partners ensures students gain real-world experience and a competitive edge in the job market.
The career services team assists students in securing internship positions in the hospitality sector, taking into account their prior experience, language skills, and career aspirations. Internships in Switzerland offer an approximate monthly salary of **CHF 2,390**, allowing students to earn while they learn.

Upon graduation, the careers services team guides students in exploring their options, whether they choose to return home or participate in special programmes for young graduates in Europe, the Middle East, and the USA.

MARRIOTT ZURICH

INTERCONTINENTAL HOTELS & RESORTS
Geneva

CROWNE PLAZA HOTELS & RESORTS
Zurich & Geneva

SHERATON Zurich Hotel

MÖVENPICK Hotel & Resorts
Zurich & Lausanne

ACCOR
Zurich & Geneva

THE LEADING HOTELS EST·1928
Zurich, Bern & St. Moritz

Grand Hotel des Bains Kempinski
St. Moritz

Radisson BLU
Zurich & Basel

Holiday Inn EXPRESS
Zurich & Geneva

SMALL LUXURY HOTELS OF THE WORLD
Zurich & Geneva

Hilton
Zurich & Davos

Dorint Hotels & Resorts
Zurich Airport

PARK HYATT ZÜRICH™

ibis HOTELS
Zurich, Geneva & Basel

BÜRGENSTOCK HOTELS & RESORT

Central Switzerland

CANDRIAN CATERING

Zurich, Basel & St. Gallen

LSG Sky Chefs

Zurich Airport

HOTEL PRESIDENT WILSON

Geneva

VICTORIA-JUNGFRAU GRAND HOTEL & SPA INTERLAKEN

The Dolder Grand

Zurich

THE CHEDI

ANDERMATT, SWITZERLAND

ASTORIA

THE LEADING FIRST-CLASS HOTEL LUCERNE SWITZERLAND

BAUR AU LAC

ZURICH SWITZERLAND

International Internships

THE RITZ-CARLTON

USA, Japan, Thailand, Malaysia & Hong Kong

INTERCONTINENTAL HOTELS & RESORTS

USA, Germany & Romania

NIKKI BEACH RESORT & SPA

Porto Heli, Greece

GAYLORD OPRYLAND RESORT & CONVENTION CENTER

Nashville

Hilton

USA, UK & UAE

Marriott INTERNATIONAL

MANDARIN ORIENTAL THE HOTEL GROUP

Jumeirah BEACH HOTEL

UAE

MÖVENPICK Hotel & Resorts

Netherlands & UAE

International Job Placement

Masterwork, a company owned by Benedict Education Group Switzerland, provides global career and placement opportunities for BHMS. BHMS also works with numerous international placement agencies that specialise 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.

MASTERWORK
PLACEMENT AND CAREER

CENTARA
HOTELS & RESORTS
Corporate Partner

INTERCONTINENTAL.
HOTELS & RESORTS
Corporate Partner

Kempinski
HOTELS & RESORTS

FOUR SEASONS
Hotels and Resorts

Emirates

Fairmont
HOTELS & RESORTS

HYATT

Hilton

SOFITEL
LUXURY HOTELS

SWISS

MANDARIN ORIENTAL
THE HOTEL GROUP

SHERATON

Sandals

SHANGRI-LA
HOTELS and RESORTS

RIXOS
HOTELS

International Career Days

THE RITZ-CARLTON
DOVE MOUNTAIN

FRENCHMAN'S CREEK
BEACH & COUNTRY CLUB

GAYLORD OPRYLAND™
RESORT & CONVENTION CENTER
Nashville

WHITE LODGING

1863
THE ARTS CLUB

RELAIS & CHATEAUX

JW MARRIOTT.
HOTELS & RESORTS

BILTMORE®

COMO
HOTELS AND RESORTS

Service Sector Job Placement

Christian Dior
COUTURE
Fashion & Luxury Goods

KIRCHHOFER
Swiss Luxury Beauty

UBS
Banking

CHANEL
Fashion & Accessories

CITRIX
IT Industry

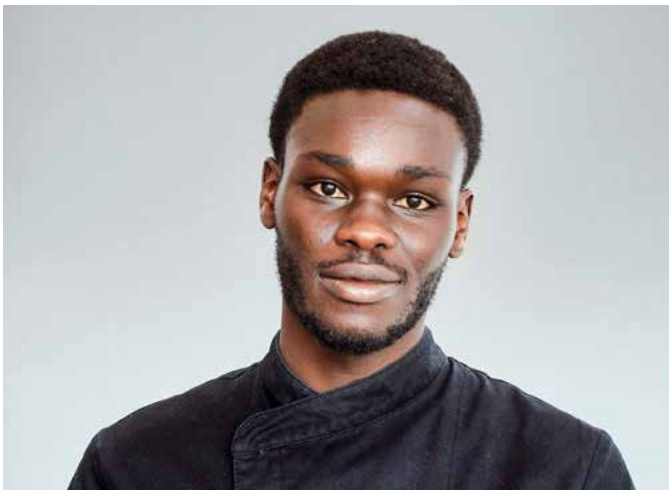
marcusevans
Conferences & Marketing Events

My Career After Graduation



Mario Mariño Cespedes completed his MBA Degree in 2016 and presently works as an **Assistant Director of Finance and Accounting** at the St. Regis Bal Harbour Resort, Miami Beach, Florida, **USA**.

«*BHMS was my springboard into the hospitality field. I decided to complete an MBA degree at BHMS, as I wanted to get an in-depth knowledge within the industry. My professional journey brought me to three different continents, where I had a chance to work in diverse positions. Analyzing my way of becoming Assistant Director of Finance and Accounting, I can tell that being humble, treating everyone respectfully and fairly helped me to grow and succeed so far.*»



Ben Orora completed both his Bachelor's Degree in Culinary Arts and Master of Science degree in Global Business Management at BHMS and presently works as a **Private Chef** and as **Chef de Partie** at Norths Collective in **Australia**.

«*The hands-on experience, creativity in the classroom, exposure to diverse cuisines, and the chance to work in Swiss fine-dining establishments at BHMS were life-changing. It's what launched my career.*»



Jun Wong completed the BHMS/RGU Bachelor's Degree Global Business in 2019 and presently works as a **Human Resources Manager** at the Four Points by Sheraton **Hong Kong**.

«*At the Four Points by Sheraton Hong Kong Tung Chung, I am a member of the pre-opening team. Being part of a hotel pre-opening team was one of my dreams due to the extensive experience involved in all areas related to hotel development, staff recruitment and training.*»

Manal Al Faez completed her Bachelor's in Culinary Arts at BHMS in 2020 and now works as a **Senior New Product Development Chef** at Calo Inc., a **Bahrain**-based company that provides personalised meal plans for busy people through nutritional algorithms. In her current position, her focus is on elevating culinary education in Bahrain and the Middle East.

«BHMS played a pivotal role in propelling me towards a successful career as a chef, primarily due to its exceptional educational standards.»



Hamad Mustafa completed the BHMS/RGU Bachelor Degree at BHMS in 2012 and presently works as a **Director of Sales** at Leylaty Group, Jeddah, **Saudi Arabia**. Prior to his new assignment he worked as a Director of Sales at Hilton Riyadh and Assistant Director Catering and Conference Service Manager at the Ritz Carlton Hotel in Riyadh.

«I am so proud to be a graduate of BHMS Switzerland and the Robert Gordon University. 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.»



Kateryna Bugrova completed the BHMS/RGU Bachelor's Degree Global Business Management in 2018 and presently works as a **Talent Acquisition & Recruiting Manager** at Allianz Technology, Munich, **Germany**.

«*My studies at BHMS Switzerland taught me how to make use of every chance to learn and grow as a professional as well as a person. We should never limit ourselves to passively accepting the learning process, but always look for new opportunities to improve and advance our career.*»



My Career After Graduation



Jékabs Bodnieks completed the BHMS/RGU Bachelor's Degree Global Business in 2019 and presently works as a **Group Purchasing Executive** at the Arora Group in London, **England.**

«*It is crucial for me to have fun in everything I do. Serving food, bookkeeping, leading a team, or anything. As far as you're having fun, it gets much easier, and you get better and stronger every day.*»



Anh Nguyen Thao graduated with an MBA from BHMS in 2017 and currently shares her passion for hospitality with countless students as a **Lecturer** at Hanoi University in **Vietnam**.

«They say that you don't choose the career, the career chooses you, and it definitely feels like that's been the case for me. The hands-on experience I gained during my time at BHMS was key in shaping my career.»



Durgesh Varma completed his Postgraduate Diploma Hospitality Management in 2011 and presently works as a **Senior Manager** at Marina Bay Sands, **Singapore**. The Marina Bay Sands is the most iconic hotel for the world's largest rooftop infinity pool, award-winning dining, and a wide range of shopping and entertainment facilities.

«*From the very beginning I believed in my goals and myself. At BHMS I learned how to respect others, how to work in a team and how to appreciate the culture differences among us. And these were my fundamentals for a successful career at an iconic establishment like the Marina Bay Sands.*»

Succorine Mavzekar graduated from BHMS in 2008 with a Postgraduate Diploma in Hospitality Management. Her dedication and hard work during her internship paid off and she has been working at the Hotel des Alpes in Geneva, **Switzerland** ever since. She is now the **Assistant Manager** of this renowned establishment.

«The BHMS experience was absolutely amazing. It gave me an opportunity to build a strong foundation for my career, starting out as a trainee, moving on to become a full-time employee and finally today being a manager.»



Roy Wu completed his MBA Degree in 2012 and presently works as a **Senior Consultant** at Deloitte, Shanghai, **China**.

«Effective communication and empathy are key skills of a successful leader in my field. The MBA programme at BHMS equipped me with the soft and hard skills I need to excel in my consulting career.»



Anna Voblaia completed her Higher Diploma Culinary Arts in 2015 (with distinction) and presently works as an **FP&A Analyst** at Eataly Toronto and an **Adjunct Professor** at Centennial College, School of Hospitality, Tourism and Culinary Arts, Toronto, **Canada**. Eataly is a chain of large format/footprint Italian dining.

«As a Manager at Eataly, I am in charge of hiring, training, cost optimization, analysis, and product sourcing. I recently started my academic journey at Centennial College, teaching Kitchen Management at the Culinary programme. I am extremely grateful for the years I spent at BHMS and the essential knowledge I gained across many industries and sectors.»



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 90 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 (City Campus) offers accommodation with a 24 hour reception service, a restaurant and a lounge. Students are hosted in modern rooms equipped with a bathroom, a kitchenette and WLAN. Premium and studio accommodations are available upon request at an additional charge. Students 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 & Language Lab

Residence and campus buildings are equipped with WLAN. Additionally, students have free access to the Benedict language lab facilities located at the Lakefront Centre.



Leisure time at BHMS facilities

Dress Code

The BHMS Business & Hotel Management School 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 a 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 educational institution. At the BHMS Business & Hotel Management School, all academic staff hold recognised university degrees and/or have a recognised professional title and many years of managerial experience in relevant industry sectors. The BHMS Business & Hotel Management School invites industry guest speakers from Switzerland and abroad to enrich its quality education.



Zach Zeet
Singapore

«Learning German is a valuable investment in my future and will open up new career opportunities.»



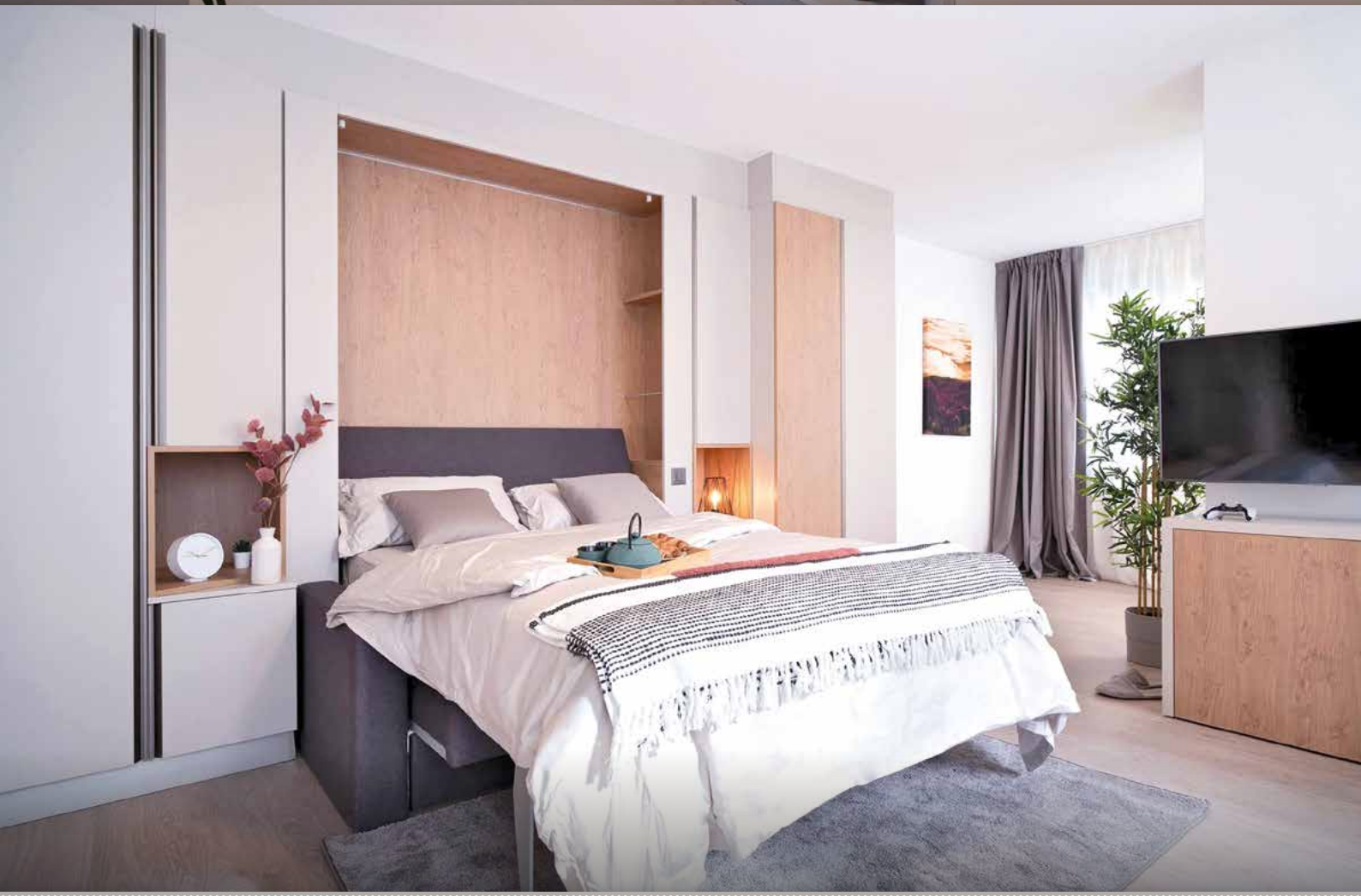
Graduation Ceremony 2022

LUCERNE ACCOMMODATION









Extra-Curricular Activities

At BHMS we believe that what you learn and experience outside of the classroom is just as important for your personal growth and for creating unforgettable memories. Whether it's participating in a cooking competition, attending a themed party, or exploring world cuisines, there's always something happening on campus.

It's easy to stay active in Lucerne with its convenient access to indoor and outdoor sports activities. From sport pitches, swimming pools, bike trails, jogging routes, there's something for everyone.

01 Winter fun in the nearby Alps

02 BHMS vineyard experience and wine tasting

03 Making new friends at the Orientation Welcome Dinner

04 A visit at the Technopark Zurich

05 A trip at Jungfraujoch (3,454 meters above sea level)

06 A tour at a horse farm in central Switzerland

07 A thrilling rope park excursion at Lucerne's very own mountain: Pilatus

08 An indoor climbing trip (bouldering) at City Boulder Park

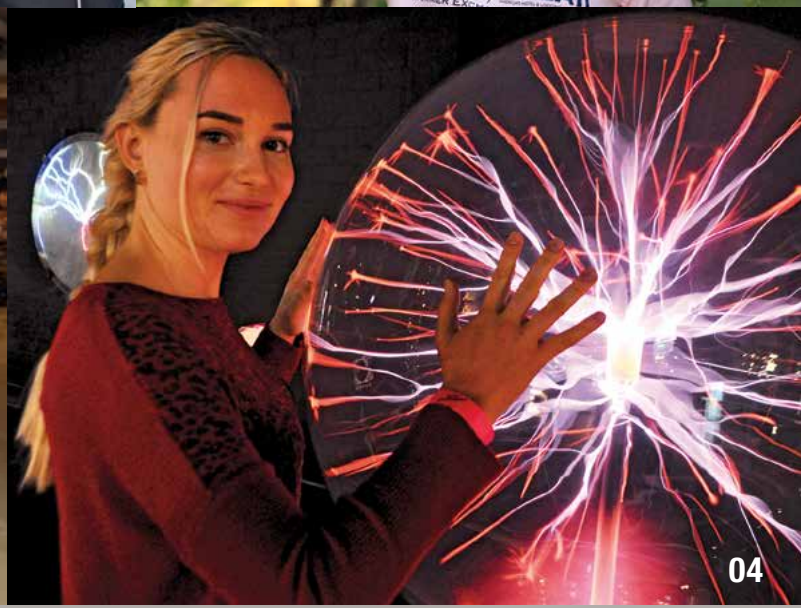
09 A full-day excursion at Alpamare, Europe's largest water park

10 BHMS students crossing the finish line at Lucerne's Marathon











05


06


07


08


09



10



FAST-TRACK EDUCATION

IN THE HEART OF EUROPE



DUAL DEGREES WITH A TOP UK UNIVERSITY PARTNER

B.H.M.S.

Business & Hotel Management School

BHMS Business & Hotel Management School
Campus Lucerne // Guetschstrasse 2-6 // 6003 Lucerne // Switzerland
Phone +41 (41) 248 70 00 // study@bhms.ch
Campus Zurich // Vulkanstrasse 106 // 8048 Zurich // Switzerland
Phone +41 (44) 298 17 30 // zurich@bhms.ch
www.bhms.ch