



5 STARS INSTITUTION



**B.H.M.S.** 

Business & Hotel Management School

Lucerne, Switzerland

## PREPARING GLOBAL LEADERS

[bhms.ch](http://bhms.ch)



A Member of the **Benedict** Education Group Switzerland

04.25





*Beautiful.*

*Timeless.*



*Swiss.*

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.»*





# 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 hotel management 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.



# Why 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.

Here are the average journey times by train from Lucerne to major Swiss and European cities:

- Zurich 45 min. (42 daily trains)
- Geneva 3 hours
- Milan 3 hours
- Munich 3 ½ hours
- Frankfurt 4 hours
- Paris 5 hours



**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.»





# BHMS Campuses

1

2

3

<sup>2</sup>City Campus

<sup>1</sup>Lakeside Campus

<sup>3</sup>Sentipark

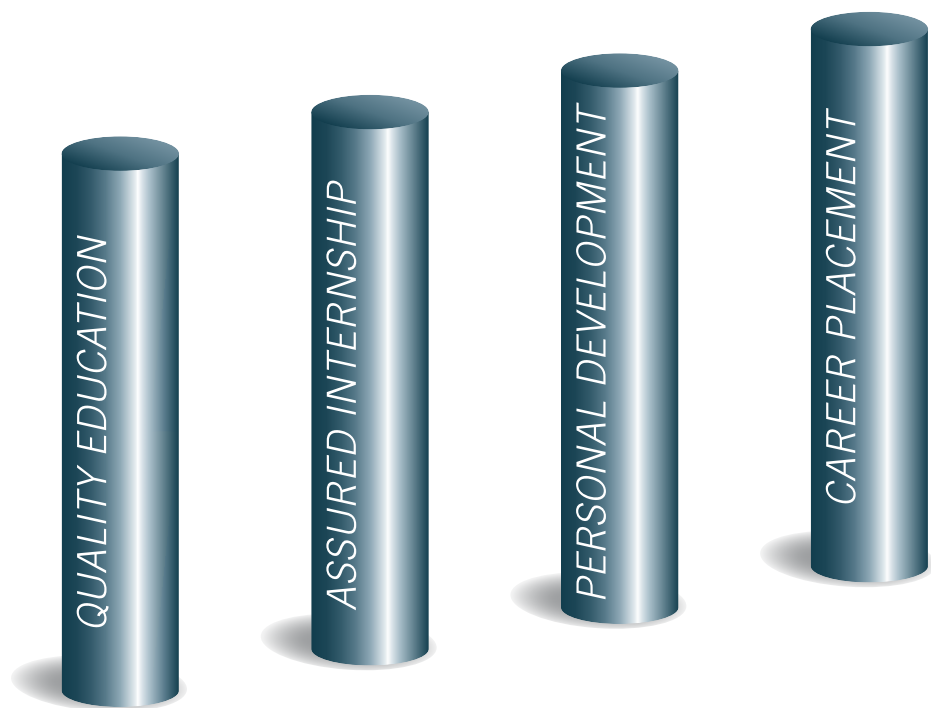


# BHMS Swiss Education Concept

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.



# 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 three specialisation pathways) may be completed within a 36-month period while the BHMS-RGU Dual MSc Degree (with two 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.

**In the Heart of Lucerne:**  
The BHMS Business & Hotel Management School has 3 main buildings located in the heart of Lucerne; City Campus, Sentipark and Lakeside Campus. The City Campus and Sentipark are located accross the street from each other and situated right beside the historical quarter of Lucerne, by the famous river Reuss. The Lakeside Campus is just a stone throw away from Lake Lucerne and a 10 minutes walking distance from the other two buildings.



Wine Tasting Class



Classroom



Auditorium



Graduation Ceremony

# BA in Hospitality or Global Business

## DIPLOMA

### Business & Hospitality Management (Year One)

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.

## HIGHER DIPLOMA

### Business & Hospitality Management (Year Two)

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, accounting, sales and 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.

## BA DEGREE

### Hotel & Hospitality Management (Year Three)

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.

## BA DEGREE

### Global Business Management (Year Three)

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 5.0 level or equivalent
- 17,5 years of age

### 1<sup>st</sup> Semester // 6 months

Business Communication  
Study Skills  
Consumer Marketing and Research  
Organisational Citizenship  
Economics for the Global Service Industry  
German Communication  
Hospitality and Tourism Structure and Products  
Food and Beverage Service Operations I & II (LAB)  
Housekeeping Operations: Theory and Practice  
Beverage Studies  
Personal and Professional Development

### 2<sup>nd</sup> Semester // 6 months

Diploma Internship

**B.H.M.S.** <sup>+</sup>  
Business & Hotel Management School  
**Diploma in Business & Hospitality Management**  
(120 Credits – 60 ECTS Equivalent)

Accredited by



## YEAR TWO

### Admission Requirements:

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

### 3<sup>rd</sup> Semester // 6 months

Business Performance Analysis  
Business Sustainability  
E-Commerce  
Emotional Intelligence in the Workplace  
Event Concepts and Planning  
Front Office and Reservations: Theory and Practice  
Global Business  
Introduction to Data Analytics in Business  
Kitchen Operations (LAB)  
Supervisory Development  
Advanced Food and Beverage Dining Services (LAB) <sup>2</sup>  
Current Themes in Food and Beverage <sup>2</sup>  
Hospitality Yield and Revenue Management <sup>2</sup>  
Hotel and Restaurant Design <sup>2</sup>  
Inclusion, Diversity and Active Citizenship <sup>2</sup>  
Small Business Management <sup>2</sup>  
Sustainable Change Management for Tourism <sup>2</sup>  
Food and Wine Pairing <sup>2</sup>  
German or French Communication <sup>2</sup>

### 4<sup>th</sup> Semester // 6 months

Higher Diploma Internship

**B.H.M.S.** <sup>+</sup>  
Business & Hotel Management School  
**Higher Diploma in Business & Hospitality Management**  
(120 Credits – 60 ECTS Equivalent)

Accredited by



<sup>2</sup> Elective Modules.

## YEAR THREE

### Admission Requirements:

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

### 5<sup>th</sup> 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

### 6<sup>th</sup> Semester (6 months)

BA Internship

**RGU** **ROBERT GORDON**  
**UNIVERSITY ABERDEEN**

**B.H.M.S.** <sup>+</sup>  
Business & Hotel Management School

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

## YEAR THREE

### 5<sup>th</sup> Semester // 6 months

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

### 6<sup>th</sup> Semester // 6 months

BA Internship

**RGU** **ROBERT GORDON**  
**UNIVERSITY ABERDEEN**

**B.H.M.S.** <sup>+</sup>  
Business & Hotel Management School

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

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



# MSc in Hospitality or Global Business

### Programme Overview

The MSc programmes are designed to enable graduates, or those wishing to develop their career path, the opportunity to enhance their hospitality 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 the hospitality, service and wider business sectors.

### Independent Research

Students are required to undertake a capstone research project in their second semester, alongside an optional internship to complete their final credits. This allows students to develop and present an in-depth, critical research on a hospitality or business topic of their choice depending on the programme.

## International Hospitality Business Management

### Admission Requirements:

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

### 1<sup>st</sup> Semester // 6 months

- Financial Performance in Hospitality Enterprises
- Sustainable Tourism Development
- Contemporary Hospitality & Tourism Performance & Data Analysis
- Marketing & Branding in a Digital Society
- Strategic Business Management
- Leadership in Business
- International Human Resources Management
- Research Methods
- Food Service Operations<sup>3</sup>
- German or French Communication<sup>3</sup>

### 2<sup>nd</sup> Semester // 6 months

- Independent Research
- 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)

Accredited by



<sup>3</sup> Support modules for students wishing to undertake an internship in Switzerland.

## Global Business Management

### Admission Requirements:

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

### 1<sup>st</sup> Semester // 6 months

- Advanced Accounting for Decision Makers
- Business Ethics for Global Enterprises
- International Business Law
- Marketing & Branding in a Digital Society
- Strategic Business Management
- Leadership in Business
- International Human Resources Management
- Research Methods
- International Hospitality Management<sup>3</sup>
- Food Service Operations<sup>3</sup>
- German or French Communication<sup>3</sup>

### 2<sup>nd</sup> Semester // 6 months

- Independent Research
- 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)

Accredited by




<sup>3</sup> Support modules for students wishing to undertake an internship in Switzerland.

## Top up your MSc Degree with an MBA

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.

### Top-Up MBA // 6 months

- Sustainable Business Models
- Driving Innovation and Cultural Evolution
- Value Creation through Business Development
- International Hospitality Management<sup>4</sup>
- Digital Transformation in Tourism Management<sup>3</sup>
- Luxury Brand Management<sup>3</sup>
- AI and Digital Innovation<sup>3</sup>
- Innovative Start-Up Business Strategies<sup>3</sup>
- Cybersecurity and Big Data Management<sup>3</sup>
- Global Marketing and Sales<sup>3</sup>

**ROBERT GORDON**  
UNIVERSITY ABERDEEN

**MBA Degree**

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

**Master Degree**

**MBA Degree**  
(180 Credits - 90 ECTS Equivalent)

<sup>3</sup> BHMS Specialisation

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# 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.

MBA with Specialisation

Admission Requirements:

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

1<sup>st</sup> 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

Digital Transformation in Tourism Management <sup>4</sup>

Luxury Brand Management <sup>4</sup>

AI and Digital Innovation <sup>4</sup>

Innovative Start-Up Business Strategies <sup>4</sup>

Cybersecurity and Big Data Management <sup>4</sup>

Global Marketing and Sales <sup>4</sup>

International Hospitality Management <sup>4</sup>

2<sup>nd</sup> Semester // 6 months

MBA Research Project

Optional Internship

RGU

ROBERT GORDON

UNIVERSITY ABERDEEN

B.H.M.S.

Business & Hotel Management School

MBA Degree

(180 Credits - 90 ECTS Equivalent)

<sup>4</sup>BHMS Specialisation

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## Contemporary Specialisations

Alongside the core Robert Gordon MBA curriculum, students have the opportunity to choose one of six 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.

### Digital Transformation in Tourism Management

This specialisation encourages entrepreneurship and innovation within the tourism sector, empowering students to pioneer initiatives that enhance customer experiences (CX). Through an immersive, real-world approach, students gain invaluable knowledge and the skills required for success in an evolving global market.

### 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.

### 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.

14 BHMS Diplomas Degrees

15



# 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 2,385**. Students’ performance, behaviour and professional attitude is assessed by employers.

### <sup>5</sup> 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

### 1<sup>st</sup> 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<sup>5</sup>

### 2<sup>nd</sup> Semester // 6 months

- Postgraduate Internship



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

Accredited by



# 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 the MSc International Hospitality Business Management or MSc Global Business Management.

## 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



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

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# BA in Culinary Arts

## DIPLOMA

### Culinary Arts

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.

## HIGHER DIPLOMA

### Culinary Arts

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.

## BA DEGREE

### Culinary Arts

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.

### 1<sup>st</sup> 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

### 2<sup>nd</sup> Semester // 6 months

- Diploma Internship



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

Accredited by



## YEAR TWO

### Admission Requirements:

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

### 3<sup>rd</sup> Semester // 6 months

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

### 4<sup>th</sup> Semester // 6 months

- Higher Diploma Internship



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

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## YEAR THREE

### Admission Requirements:

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

### 5<sup>th</sup> Semester // 6 months

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

### 6<sup>th</sup> Semester // 6 months

- BA Internship



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

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# BA in Pastry, Chocolate & Bakery

## DIPLOMA

### Pastry, Chocolate & Bakery

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.

## HIGHER DIPLOMA

### Pastry, Chocolate & Bakery

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.

## BA DEGREE

### Culinary Arts

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.

### 1<sup>st</sup> 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

### 2<sup>nd</sup> Semester // 6 months

Diploma Internship

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

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

## YEAR TWO

### Admission Requirements:

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

### 3<sup>rd</sup> 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

### 4<sup>th</sup> 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.

### 5<sup>th</sup> Semester // 6 months

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

### 6<sup>th</sup> 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**

**ACF**  
American Culinary Federation Education Foundation

**Institute of Hospitality**  
ACCREDITED

**Disclaimer:** the above 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. Managerial skills are enhanced through key, applied theory courses to ensure a balanced conversion award.

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. During the Swiss internship, students receive a trainee's gross monthly salary of approximately **CHF 2,385**. Students' performance, behaviour and professional attitude is assessed by employers.

### <sup>7</sup> Elective Modules

- Cakes and Creams LAB
- Bakery and Breads LAB
- Garde Manger II LAB
- 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

### 1<sup>st</sup> Semester // 6 months

Essentials of Culinary Operations LAB  
Food Preparation Techniques LAB  
European Cuisine LAB  
Global Cuisine LAB <sup>6</sup>  
Themes & Concepts LAB <sup>6</sup>  
Mediterranean Cuisine LAB <sup>6</sup>  
A la Carte Cuisine LAB <sup>6</sup>  
Nutrition  
Food Safety  
German Communication  
Elective Modules <sup>7</sup>

### 2<sup>nd</sup> Semester // 4-6 months

Internship

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

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

Accredited by



<sup>7</sup>Students select one module only

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

# Culinary Certificate Courses

Our 10-week certificate courses in Culinary Arts and Pastry, Chocolate, and Bakery are designed for both amateurs and seasoned culinary professionals alike.

## Certificate Culinary Operations

### Admission Requirements:

- Completed secondary school diploma.
- IELTS 5.0 level or equivalent.

### 10 Weeks

Essentials of Culinary Operations LAB  
Food Preparation Techniques LAB  
Garde Manger LAB  
Cakes & Creams LAB  
Nutrition  
Food Safety

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

**Certificate in  
Culinary Operations**

## Certificate Pastry, Chocolate & Bakery

### Admission Requirements:

- Completed secondary school diploma.
- IELTS 5.0 level or equivalent.

### 10 Weeks

Pastry & Bakery Foundations LAB  
Classic Patisserie LAB  
Boulangerie & Viennoiserie LAB  
Chocolate Work Foundations LAB  
Food Safety

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

**Certificate in  
Pastry, Chocolate & Bakery**

## Advanced Certificate Culinary Arts

### Admission Requirements:

- Recognised culinary qualifications and/or minimum one year culinary experience.
- IELTS 5.5 level or equivalent.

### 10 Weeks

Themes & Concepts LAB  
Garde Manger II LAB  
Chocolate Creations LAB  
A La Carte Cuisine LAB OR Global Cuisine LAB  
Food & Wine Pairing  
Supervisory Development

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

**Advanced Certificate in  
Culinary Arts**

## Advanced Certificate Pastry, Chocolate & Bakery

### Admission Requirements:

- Recognised culinary qualifications and/or minimum one year patisserie experience.
- IELTS 5.5 level or equivalent.

### 10 Weeks

Ice Creams & Plated Desserts LAB  
Advanced Chocolate Pralines LAB  
Petit Fours & Petit Gâteaux LAB  
Small Business Management  
Supervisory Development

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

**Advanced Certificate in  
Pastry, Chocolate & Bakery**



# BHMS Accreditation & Ranking

## Accreditation

BHMS is an eduQua certified institute in the State of Lucerne. eduQua is the Swiss Association for Quality & Management Systems (SQS), which certifies education institutions in Switzerland.

BHMS has a partnership agreement with Robert Gordon University, Aberdeen in the UK to offer the Bachelor of Arts Degree in Hotel & Hospitality Management, Global Business Management, Culinary Arts, the Graduate Certificate, MSc Degrees in International Hospitality Business Management and in Global Business Management, as well as MBA programme. 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.

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



10 DIPLOMAS + DEGREES  
ACCREDITED BY



ALL CULINARY AWARDS  
ACCREDITED BY



BA + MSc DUAL DEGREES  
AWARDED BY



MBA DUAL DEGREES  
AWARDED BY



BHMS IS AN  
EDUCATION PARTNER OF



## QS Ranking & Rating 2024

- **Ranked #14 globally for Employer Reputation** (QS World University Subject Ranking 2024)
- **Rated a Five-Star establishment** (QS Stars Rating 2023)

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.



Heinrich Meister Hall Lakeside Campus



Student Restaurant City Campus



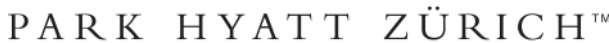
# Industry Internships

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 2,385, 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.



## International Internships





# 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

## MASTERWORK PLACEMENT AND CAREER

employment as well as assistance with visa applications. BHMS also participates in numerous career fairs to expose its graduates to global career opportunities.



## International Career Days



## Service Sector Job Placement





# 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 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?



### 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.

### 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.



Leisure time at BHMS facilities



Graduation Ceremony 2022







# 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 Making lasting memories at an international event planned by students
- 03 Welcoming new students with a lavish dinner
- 04 A visit at the Technopark Zurich
- 05 A trip at Jungfrauoch (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





FAST-TRACK EDUCATION

IN THE HEART OF LUCERNE



DUAL DEGREES WITH TOP UK UNIVERSITY PARTNERS

**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](mailto:study@bhms.ch)

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