

# Curriculum Ba Hotel Management 2023 – 2024

|  | Level 1   | Levels 2 and 3  | End level   |                    |
|--|---|---|---|--------------------|
| <b>Phase</b>   | <b>Foundation phase<br/>60 credits</b>  | <b>Main phase<br/>120 credits</b>   | <b>Graduation phase<br/>60 credits</b>  |                    |
| <b>Study load</b>  | On average per week:<br>› 12 contact hours<br>› 28 self-study hours   | On average per week:<br>› 10 contact hours<br>› 30 self-study hours   | On average per week:<br>› 8 contact hours<br>› 32 self-study hours  |                    |
| <b>Topics</b>  | <p><b>1. Semester The Responsible Hospitality Host</b></p> <ul style="list-style-type: none"> <li>› Hospitality Organization</li> <li>› Internal Processes</li> <li>› Global Citizenship</li> <li>› Sustainable Mindset</li> </ul> <p>Design Challenge<br/>5 weeks practical training</p> <p><b>2. Semester The Competent Hospitality Professional</b></p> <ul style="list-style-type: none"> <li>› Hospitality Basics</li> <li>› Hostmanship</li> <li>› Business Networking</li> <li>› Operational Decision Making</li> </ul> <p>Design Challenge<br/>5 weeks practical training</p> | <p><b>1. Semester The Strategic Hospitality Manager</b></p> <ul style="list-style-type: none"> <li>› Methodical Analysis</li> <li>› Forecast</li> <li>› Industry Trends</li> <li>› Strategy Development</li> </ul> <p>Design Challenge</p> <p><b>2. Semester The Enterprising Hospitality Leader</b></p> <ul style="list-style-type: none"> <li>› Concept Development</li> <li>› Entrepreneurship</li> <li>› Business Development</li> <li>› Leadership</li> </ul> <p>Design Challenge<br/>5 weeks practical training</p> | <p><b>3. Semester The Responsible Global Citizen</b></p> <ul style="list-style-type: none"> <li>› Corporate Responsibility</li> <li>› Ethics</li> <li>› Applied Research</li> <li>› Inquiry Capability</li> </ul> <p>Design Challenge<br/>5 weeks practical training</p> <p><b>4. Semester Minor(s) of your choice</b></p> <p><b>Optional hospitality specialisation courses:</b></p> <ul style="list-style-type: none"> <li>› Wine certificate, SDEN 2</li> <li>› HACCP certificate</li> <li>› Social Responsibility certificate</li> <li>› Excel certificate</li> </ul> | Internship         |
| <b>Subjects (e.g.)</b>   | <ul style="list-style-type: none"> <li>› Finance</li> <li>› Economics</li> <li>› Law</li> <li>› HRM</li> <li>› Marketing</li> <li>› Sustainability</li> <li>› Gastronomy</li> <li>› Wines</li> <li>› Business English</li> </ul>  | <ul style="list-style-type: none"> <li>› Risk &amp; Strategic Management</li> <li>› Revenue Management</li> <li>› Sustainability</li> <li>› Statistics</li> <li>› Business English</li> <li>› Modern Foreign Language</li> </ul>  | <ul style="list-style-type: none"> <li>› Research</li> <li>› Law</li> <li>› Finance</li> <li>› Economics</li> <li>› Simulation games</li> </ul>   | Graduation project |
| <p><b>Personal and Professional Development</b><br/>Unlock your hospitality DNA, define your future dreams and work on your international and intercultural skills and attitude.</p> |   |   |   |                    |

\* This is an indication of the course structure. Actual course content and format may differ.