



**Swiss Hotel Management School**  
A World Leader in Hotel Management

## **Master in International Business (MIB) and Hotel, Resort and Spa Management**





Dear Student,

At SHMS we are committed to offering our students the best possible preparation for their future in the exciting, international world of hospitality management. The SHMS Master in International Business (MIB) and Hotel, Resort and Spa Management is designed for aspiring individuals, seeking to achieve their management potential and to stand out from the crowd.

By offering a two year Master Programme with a combination of academic study and practical experience, SHMS is responding to industry demand for well-educated hospitality professionals. With its blend of experiential learning, management theory and strategy, the MIB is a challenging and exciting programme, delivered by a passionate team of professionals.

During their first year of study students are able to choose to focus on hotel management, events management, tourism management or hotel operations management. The academic semester is an intensive introduction to all areas of hospitality and is followed by a one term practical internship placement.

During their second year of study students will follow specialist modules in hotel, resort and spa management providing them with essential professional skills and knowledge. Alongside this students will follow management modules developing their leadership, managerial and entrepreneurial skills.

If you aspire to a career in the international hospitality business the SHMS MIB provides the best possible start to your future.

Emanuel Douglas Donhauser  
SEG Executive Director, Academic

## YEAR I Academic Pathways

### Hotel Management

- Food & Beverage Service & Production Theory
- Food & Beverage Management
- Food & Beverage Cost Control
- Housekeeping Management
- Front Office & Rooms Division Management
- Financial Accounting
- Marketing Management for the Service Industry
- Human Resource Management
- Information Systems 2
- Researching & Reporting
- Facilities Design & Management
- Management Projects
- French, German or Spanish (optional)

### Hotel Operations Management

- Food & Beverage Production & Service Theory
- Food & Beverage Service Practice
- Food & Beverage Production Practice
- Food & Beverage Management
- Food & Beverage Cost Control
- Wine & Bar
- Housekeeping Management
- Housekeeping Operations
- Front Office & Rooms Division Management
- Front Office Operations (Opera)
- Banqueting & Events
- Human Resource Management
- French, German or Spanish (optional)

### Events Management

- Food & Beverage Service & Production Theory
- Front Office & Rooms Division Management
- Human Resource Management
- Food & Beverage Management
- Management Projects
- Banquet & Events
- Management Projects
- Researching & Reporting
- MICE Markets
- Logistics & Supply for Events
- Event Project Planning
- Event Project Management
- French, German or Spanish (optional)

### Tourism Management

- Marketing Management for the Service Sector
- Human Resource Management
- Researching & Reporting
- Management Projects
- Intercultural Communications
- Food & Beverage Management
- Economics of Tourism
- Geography of Travel & Tourism
- Travel, Transport & Logistics
- Impacts & Tourism
- MICE Markets
- Logistics & Supply for Events
- French, German & Spanish (optional)



### Internship: 4 / 6 Months (optional)

Paid internship in the Hospitality Industry in Switzerland or abroad; Monthly Salary in Switzerland: CHF 2160.- to CHF 2450.- (Deductions for food, accommodation, tax and insurance approximately CHF 1000.-)

## YEAR 2

### International Business and Management Modules

#### Specialist Modules

- Resort Management Cross-Training
- Spa Operations Management
- Introduction to Resort and Spa Management
- Spa Financial and Retail Management
- Resort and Spa Management Project

#### Hotel Operations Management

- Current Trends in the Hospitality Industry
- Public Relations and E-Marketing
- Managing Cultural Diversity
- Developing Business Leadership Skills
- Operations and Project Management

The specialist modules are designed to provide students with the base knowledge and understanding pertaining to the subject areas of resort and spa management. The modules of “Resort Management Cross-Training” and “Spa Operations Management” include hands-on shadowing in areas of operations management within SHMS, providing students with the skills and competencies that will enhance their degree of employability.

The management theory modules provide students with detailed insight into industry trends as well as public relations, e-commerce and cross-cultural communication. The modules “Developing Business Leadership Skills” and “Operations and Project Management” give students the opportunity to apply these theories and strategies.

#### Internship: 4 / 6 Months (optional)

Paid internship in the Hospitality Industry in Switzerland or abroad; Monthly Salary in Switzerland: CHF 2160.- to CHF 2450.- (Deductions for food, accommodation, tax and insurance approximately CHF 1000.-)



## ENTRY REQUIREMENTS

- Bachelor Degree in any discipline OR at least 3 years work experience in a supervisory position in any industry.
- English level equivalent to TOEFL 500, IELTS 5.0 or 56 points on the SEG English placement test.
- Minimum age: 21 years
- Graduates from SEG Postgraduate Diploma programmes are eligible for direct entry into the second year of the MIB programme.





### **Location**

The MIB programme is run at the SHMS Leysin campus, housed in two former hotels, the Mont-Blanc Palace and the Belvédère. Thanks to its quiet and peaceful atmosphere, Leysin is an ideal place to study and offers students a fantastic quality of life in a stunning alpine setting.

### **Accommodation and Meals**

Accommodation and all meals are included in student fees. For further information please visit [www.shms.com](http://www.shms.com), contact a representative in your country or the school directly.

### **Dates and Fees**

SHMS offers two possibilities for students to begin their studies each year, in February or September. Please find the exact dates and fees online at [www.shms.com](http://www.shms.com)

### **Visits**

SHMS welcomes visits from interested students year-round. Please contact SHMS to arrange a suitable date.



### **Swiss Education Group**

SHMS is a member of SEG, an alliance of three of Switzerland's leading Hotel Management Schools: SHMS, Swiss Hotel Management School, HIM, Hotel Institute Montreux and IHTTI, Neuchâtel.

### **Contacts:**

#### **SHMS, Swiss Hotel Management School**

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**[www.shms.com](http://www.shms.com)**