

# MASTER OF INTERNATIONAL BUSINESS IN HOTEL AND DESIGN MANAGEMENT

The Master of International Business in Hotel and Design Management is a professional master's designed for graduates who aim to accelerate their career by gaining advanced knowledge of theoretical and applied topics in the spheres of luxury, hotel design and executive leadership. Through the programme, you will acquire skills in analysis, critical evaluation, professional application and gain the ability to solve problems rigorously and independently. The Master programme has been designed in consultation with the industry and is endorsed by IHTTI's industry partners.

## HOTEL AND DESIGN MANAGEMENT

### SEMESTER 1 (18 weeks)

- Food & Beverage Service Practice & Supervision
- Food & Beverage Management
- Food & Beverage Theory & Menu Planning
- Housekeeping Management
- Front Office & Rooms Division Management & Concierge Services
- Hotel Information Systems
- Interior Design
- Visual Technology
- Professional Development: Communication & Web Design
- Managerial Accounting (AH&LA)
- Human Resources & Management Principles
- Marketing Management for the Service Industry
- French, German, Spanish or Mandarin

**Worldwide internship (local conditions apply) or paid in Switzerland\*** (4-6 months)  
*Minimum gross monthly salary in Switzerland: CHF 2,212.-*

## Postgraduate Diploma in International Hotel & Design Management

## HOTEL DESIGN AND LUXURY BUSINESS MANAGEMENT

### SEMESTER 2 (18 weeks)

- International Luxury Business Management
- Strategic Customer Relation Management
- Applied Corporate Finance for Hotel Managers
- Project Management
- Executive Professional Development
- Virtual Design Construction
- Interior Design Management
- AutoCAD
- Facility Development & Design
- New Venture Design Project
- French, German, Spanish or Mandarin (optional)

**Worldwide internship (local conditions apply) or paid in Switzerland\*** (4-6 months)  
*Minimum gross monthly salary in Switzerland: CHF 2,212.-*

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*Direct entries are accepted into semester 2 of the programme for graduates who hold a Bachelor Degree in Hotel Management (or related discipline) and have a minimum of four months work experience.*

