

INTERNATIONAL HOTEL MANAGEMENT

BACHELOR OF ARTS (B.A.)

STUDY PROGRAMME

The international hospitality industry faces wide-ranging challenges. Demanding guests expect tailor-made services and high quality at reasonable prices. At the same time, international competition is increasingly intense. In this dynamic environment a thorough understanding of the industry and modern management concepts are indispensable. There is a need for professionals who combine conceptual and strategic management skills with expert knowledge and practical experience.

Through academic study and practical work experience, the Bachelor's degree programme in International Hotel Management will thoroughly prepare you to meet these demands. The study programme is provided by SRH Hochschule Berlin, as the experienced international management university, at the Campus SRH Hotel-Akademie Dresden, which has an excellent reputation in the hospitality industry, will equip you to embark on a successful career in top-class hotels around the world.

CAREER PROSPECTS

Are you dreaming of a career in International Hotel Management? We will provide you with the most important tools for success: Theory & Experience. Perspectives will be open to you worldwide in the departments of:

- Administration (Bookkeeping, Controlling, Human Resources, Upper Management)
- Sales & Marketing (Revenue Management, Public Relations, Convention Sales)
- Rooms Division (Reception, Guest Relation/Guest Services, Executive Floor, Housekeeping)
- Food & Beverage (F & B Back Office, Banquet, Bar Management, Room Service)

Our international recognised Bachelor's degree, which is accredited by the FIBAA, also qualifies you for admission to a Master's degree programme in Germany or abroad.

AT A GLANCE

DEGREE

Bachelor of Arts, B.A.

CREDIT POINTS

210 ECTS

DURATION

7 semesters

STUDY CONCEPT

Full time, 12 months international internship periods

LANGUAGE

English

TUITION FEES

€ 570 per month EU/EEA students*

€ 590 per month Non-EU/EEA students*

€ 250 enrolment fee (once)

*Valid for the October 2018 and April 2019 intake. Please check our Website for the fees for our October 2019 intake.

CAMPUS

Dresden

CUSTOMIZE YOUR STUDIES

We promote interdisciplinary thinking and studying through the extracurricular offers of other study programmes and universities.

OVERVIEW CURRICULUM

1. Semester	2. Semester	3. Semester	4. Semester	5. Semester	6. Semester	7. Semester
Introduction to Business Administration	Introduction to Economics	Introduction to Controlling	International Internship	Law II	Human Resources Management	Internship for Career Entry
Introduction to International Hotel Management	Law I	Introduction to Marketing		Online-Marketing & Sales	Quality & Process Management	
Self-Management	Introduction to Accounting	First Internship		Introduction to Event-management	Business Intelligence	
Academic Writing	Food & Beverage Management	Operations in Hospitality		Elective module I*	Strategic Management	
Language I	Language II	Moderation and Conflict Management		Quantitative and Qualitative Research	Distribution & Revenue Management	Company Project
Language III	Language IV	Computerbased Methods		Intercultural Competences	Elective module II**	Bachelor Thesis

 BUSINESS KNOWLEDGE

 FOCUS ON HOSPITALITY

 SKILLS & METHODS

 PRACTICE

* Elective module I: You can choose from International Destination and Tourism Management or a module from a parallel course

** Elective module II: You can choose from Hospitality Start-up Project or Hospitality Consulting Project

Languages: Besides German (as a foreign language), we offer Spanish, French, Russian, Arabic, Chinese and Italian.

STUDY ADVISOR



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COME TO KNOW US

+SAMPLE LECTURES

+OPEN DOORS

+STUDY FAIRS

ADMISSION & APPLICATION

The main admission requirements are: an university entry requirement according to German Law and a proof of sufficient English proficiency. We accept TOEFL, IELTS, TOEIC, Cambridge Certificate (CAE, CPE) or equivalent.

You can apply under **campus.hotel-akademie.com**. We will then invite you to a personal interview.

STUDY FEES & FINANCING

The tuition fees are € 270* per month for EU /EEA students and € 590* per month for Non-EU/EEA students. Most German citizens may apply for the German study loan BAföG. Information on other financing options may be provided.

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ABOUT US

With over 12,000 students the SRH Holding is one of the leading education providers in Germany. Our educational establishments offer and expect the highest standard in education, studies, instruction and research. Conveniently located within the heart of Dresden the SRH Hotel-Akademie, as being part of SRH Hochschule Berlin with 1000 students from 80 nations, provides study programmes in Hospitality & Tourism. Through covering study programmes in both English and German language we created an international environment enhanced by a cosmopolitan atmosphere. For advice on study programmes, visa matters, career opportunities or living in Dresden, make an appointment to speak either face-to-face or over the telephone to an advisor in our International Office. We will be glad to assist you and provide further details.