



# ADVANCE YOUR EXECUTIVE CAREER IN THE INTERNATIONAL BUSINESS ARENA

*"I recruit people for the entire  
hospitality industry in Vietnam."*

**Son Xuan Nguyen** (Vietnam)  
Consultant Sales and Marketing, Manpower, Hanoi / Ho Chi Minh City, Vietnam




# MASTER PROGRAMMES OVERVIEW

These programmes are designed for university graduates or candidates with extensive work experience who seek a career change or to advance in their existing career in the global hospitality and tourism industry.

## HOSPITALITY AND TOURISM BUSINESS MANAGEMENT

9 months	6 months (optional)
Brig Campus 3 academic terms (1 term: 11 weeks)	Paid internship in Switzerland or worldwide (minimum monthly gross salary in Switzerland: CHF 2,168.–)
<b>Select a Master degree</b> You can continue your education in the Master programme that fits best to your career aspirations.	

Brig Campus 1 academic term (1 term: 11 weeks)	Brig Campus 2 academic terms (1 term: 11 weeks)	Brig Campus 2 academic terms (1 term: 11 weeks)
 <b>Master of Arts in International Business in Hotel &amp; Tourism Management</b>	 <b>Master of Science in International Hospitality Management</b>	 <b>Master of Science in International Tourism and E-Business Management</b>



Manchester  
Metropolitan  
University

All Master courses are validated  
by Manchester Metropolitan University (UK).

# MASTER OF ARTS

## INTERNATIONAL BUSINESS IN HOTEL AND TOURISM MANAGEMENT

This challenging Master degree programme will satisfy the academic, professional and personal needs of candidates seeking top management careers in the hospitality industry. The Master of Arts, which is validated by Manchester Metropolitan University (UK), aims to assist candidates in achieving their entrepreneurship and leadership potential through business-plan projects, network and personal coaching.

### University Centre Brig Campus

#### Term 1 (11 weeks)

- Food & Beverage Service Management\*  
Inclusive of: Operations, Event Management, Menu Planning & Budgeting, Food Quality & Safety
- Information Technology & E-Business
- Language 1 (optional)

#### Term 2 (11 weeks)

- Management Accounting & Finance
- Consumer Behaviour & Strategic Marketing
- Language 2 (optional)
- Specialization 1 (optional)

### University Centre Brig Campus

#### Term 3 (11 weeks)

- Human Resource Management & Organizational Behaviour
- Research Methods\*
- Language 3 (optional)
- Specialization 2 (optional)

#### \*Double-weighted subjects

#### Six-month paid internship (optional)

Students that choose to do an optional internship after Term 3 must complete 3 levels of either French or German.



Postgraduate Diploma  
in International  
Hospitality Management

### University Centre Brig Campus

#### Term 4 (11 weeks)

- Business Plan Project  
- Development and presentation of a realistic business strategy  
- Virtual hotel simulation
- Specialization 3 (optional)



Master of Arts  
in International Business  
in Hotel & Tourism  
Management

In partnership with



Manchester  
Metropolitan  
University

## SPECIALIZATIONS

#### International Business

- International Business
- Global E-Commerce
- Revenue Management
- Marketing Strategy & Development
- Destination Marketing
- Front Office Operations

#### Business Start-Up

- Entrepreneurship: Starting your Own Business
- The Art of Business Negotiation

#### Culinary Trends in partnership with the Culinary Arts Academy Switzerland

- Food Media
- Culinary Trends & Gastronomy
- Advanced Wine & Beverage Management

#### Tourism & Sustainability Management

- Contemporary Issues in International Tourism
- Sustainable Tourism Ventures
- Strategic Tourism Management

#### Languages

- French (Levels 1 to 3)
- German (Levels 1 to 3)

Specializations may vary each term and are subject to availability.