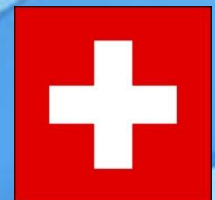




BHMS in SWITZERLAND

Education is the first step of the career





Education is changing?



- What the purpose of education ?
- Worldwide, many graduates have completed degree studies, but can not find a career entry job afterwards
- Employers worldwide complain that they do not want to teach graduates the practical work, and therefore employ graduates with work experience
- Hospitality Education is very different – it is a twin education program - we teach the degree and teach students how to work at the same time



What is Hospitality Management?



- **Hospitality Management is also called – Service Sector Management**
- Hotel, Tourism, Travel, Leisure, Hospitality Management
- This means Service Sector business educated and trained graduates become managers in Hotels, Resorts, Airlines, Tours and Travel, Restaurants, Cooking, Cruises, Fast Food, Industry Catering, Events Management, Sport Management, even in Marketing, Public Relations and Human Resources
- **This is the fastest growing, and most active industry sector and the biggest employer worldwide**

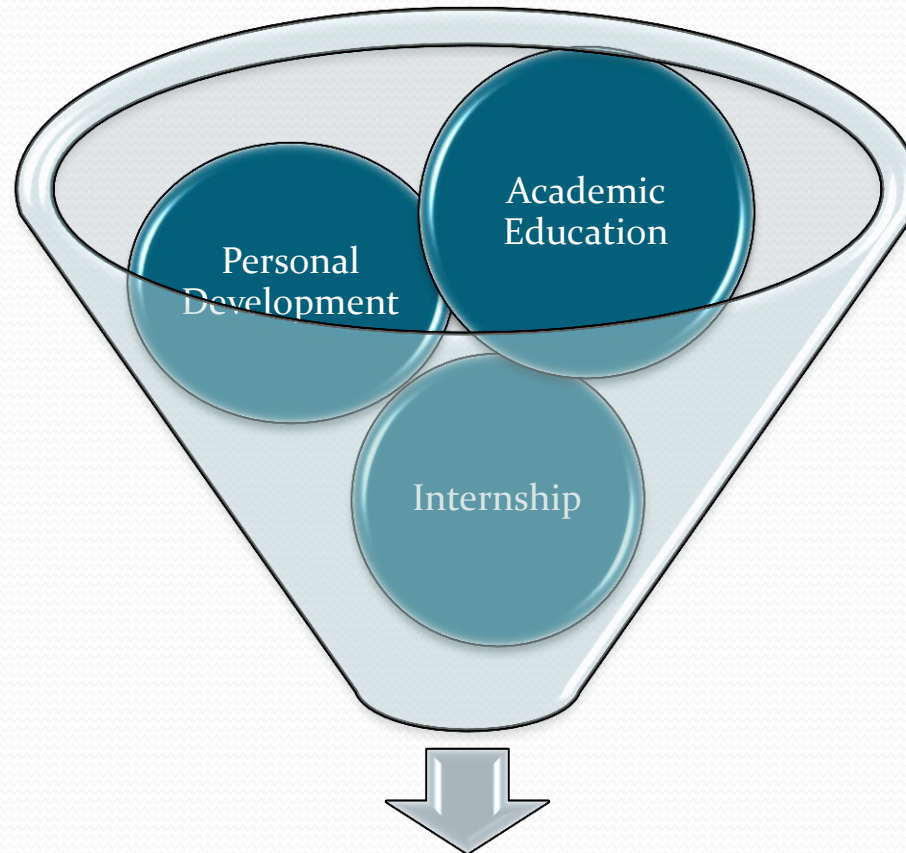


Why is Hospitality Management Education different?

- Hospitality Education in Switzerland and at BHMS is different, because
- We study three (3) key components
 - 1. Academic study - same content as in Universities
 - 2. Practical training - convert theory into practical application
 - 3. Professionalism - knowledge alone is not enough, graduates must also be professional, multi-skills and culturally diverse, who like work with and for people



The Swiss Three Pillars Approach



Lead to Diplomas and Degrees
and to Jobs and Careers

Hard Fact!

- **Singapore Strait Times newspaper Headline**
Saturday 07. March 2015 –
 - *We urge parents and students to change their view of education – “learning for skills and life is as important as grades”, and “employers hire based on a good education and the skills obtained”*
- **What skills do employer look for –**
 - *Ability to make decisions and solve problems*
 - *Ability to verbally communicate with persons inside and outside the organisation*
 - *Ability to obtain and process information*
 - *Ability to plan, organise and prioritise work*
 - *Ability to transfer skills to different areas and situations*

What does it take to become a successful hospitality manager ?





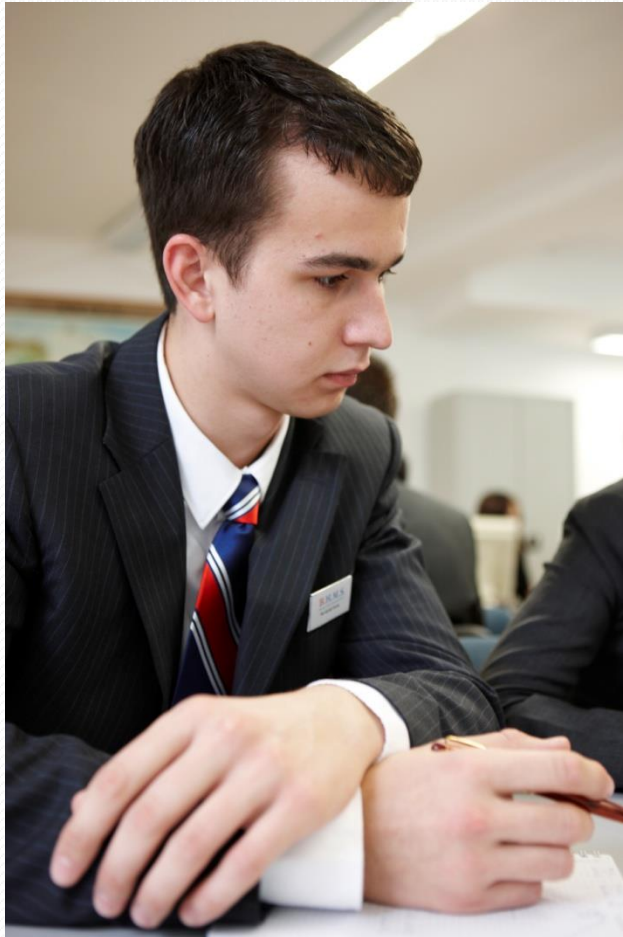
B.H.M.S.⁺
UNIVERSITY CENTRE

At **BHMS** - Education is
different

- We educate and train young people who are flexible, like people, can communicate, and want to become professional business people
- We offer the best of a Boarding school approach – safety, supervision and a structured study plan
- We offer practical knowledge in how to apply the theory (textbook) into practice – Managed Internship
- We guarantee each study year a paid internship and place most students afterwards into career starting jobs

We teach - a Hotel is a Business

Hotel Management students learn management and business, in a practical hotel environment



Our qualified lecturers will add to the Swiss learning experience, our teaching style is very interactive



The study and work concept

BA Degree (36 Months)
Hotel & Hospitality Management or
Global Management



**ROBERT GORDON
UNIVERSITY • ABERDEEN**

**Diploma
(Year 1)**

6 months
academic
studies

6 months
Paid Internship

**Higher
Diploma
(Year 2)**

6 months
academic
studies

6 months
Paid Internship

**BA Degree
(Year 3)**

6 months
academic
studies

6 months
Paid Internship



University Subject Tables 2015, 2016

Hospitality, Leisure, Recreation & Tourism

CUG Rank		University Name	Entry Standards	Student Satisfaction	Research Quality	Graduate Prospects	Overall Score
2016	2015						
1	1	Birmingham	419	4.07	3.44	87	100.0
2	3	Surrey	410	4.45	3.18	57	94.8
3	2	Loughborough		4.31	2.97		90.7
4	10	Oxford Brookes	370	4.15	2.65	64	90.5
5	5	Robert Gordon	372	4.17	2.53	56	88.8

theguardian

University LeagueTables 2016

Hospitality, Event Management & Tourism

UK universities ranked

Subject area		Hospitality, event management & tourism ▼								
Rank 2016	Institution	Guardian score/100	Satisfied with course	Satisfied with teaching	Satisfied with feedback	Student to staff ratio	Spend per student/10	Average entry tariff	Value added score/10	Career after 6 months
1	Surrey	100	93.1	93.8	83.5	22.3	10	409	9	68
2	Coventry	79.6	82.2	87.5	63.5	14.4	6	321	9	68
3	Robert Gordon	77.6	83.8	90.0	78.0	24	3	380	8	61
4	Oxford Brookes	75.6	90.1	89.6	72.4	26.5	10	374	7	-
5	Derby	74.1	84	85.8	76.8	11.8	-	303	8	42



**THE
ROBERT GORDON
UNIVERSITY**
ABERDEEN

We the undersigned Chancellor and
Principal and Vice-Chancellor of the University
certify that

ANNE OTHER

has been awarded the degree of

BACHELOR OF ARTS

having followed an approved programme in
HOTEL AND HOSPITALITY MANAGEMENT

1 April 1900




Sir Ian Wood
Chancellor


Professor William S. Stewley
Principal and Vice-Chancellor

The study and work concept

MBA Degree (24 months)
Hospitality Management **or** Global Management

CityUniversity
of Seattle

MBA

6 months
academic
studies

6 months
Paid Internship

MBA

6 months
academic
studies

6 months
Paid Internship

City University of Seattle

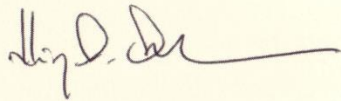
On the recommendation of the University Faculty the Board of Governors
hereby confers upon

Specimen S. P. Ecimen

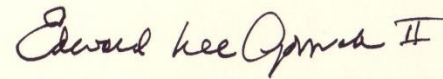
the degree of

**Master of Business Administration
Global Management**

with all of the honors, privileges and rights thereto appertaining
given under the Seal of the University this thirtieth day of June, two thousand eleven.



President of the Board



University President

The study and work concept

MSc Degree (12 months)
International Hospitality Business Management

B.H.M.S.
Business & Hotel Management School



**ROBERT GORDON
UNIVERSITY • ABERDEEN**



MSc

6 months academic
studies
(with Specialization)

6 months
Paid Internship

The study and work concept

Post Graduate diploma (12 months)
Hospitality Management
Culinary Management

B.H.M.S.
Business & Hotel Management School

Post Graduate Diploma

6 months
academic studies

6 months
Paid Internship

The study and work concept

BA Degree (36 months)
Culinary Arts

B.H.M.S.
Business & Hotel Management School



American Culinary Federation
Education Foundation

Diploma
(Year 1)

6 months
academic
studies

6 months
Paid Internship

**Higher
Diploma**
(Year 2)

6 months
academic
studies

6 months
Paid Internship

BA Degree
(Year 3)

6 months
academic
studies

6 months
Paid Internship

Intakes & Dates

		Diploma	Higher Diploma	Bachelor Degree	MBA Degree	MSc Degree	Graduate Certificate	Culinary Diploma	Culinary Adv. Diploma	Culinary Bachelor	PGD Culinary	PGD Hospitality	English Foundation
2016	January 11 th	●	●					●	●		●		●
	February 29 th	●	●	●		●		●	●	●	●	●	●
	April 11 th	●	●		●			●	●		●		●
	May 23 rd	●	●				●	●	●		●	●	●
	July 4 th	●	●					●	●		●		●
	August 22 nd	●	●	●		●		●	●	●	●	●	●
	October 3 rd	●	●		●			●	●		●		●
	November 14 th	●	●	● ¹		●	●	●	●		●		●
2017	January 9 th	●	●					●	●		●		●
	February 27 th	●	●	●		●		●	●	●	●	●	●
	April 10 th	●	●		●			●	●		●		●
	May 22 nd	●	●				●	●	●		●	●	●
	July 3 rd	●	●					●	●		●		●
	August 21 st	●	●	●		●		●	●	●	●	●	●
	October 3 rd	●	●		●			●	●		●		●
	November 13 th	●	●	● ¹		●	●	●	●		●		●

Fees 2016

	Course Fee	Application Fee	Shared Standard Accommodation ¹	Meals Plan	Operating Expense ²	Total Fee CHF
Bachelor Program						
1 st Year Diploma	19,100	400	3,600	1,800	2,000	26,900
2 nd Year Higher Diploma	20,100	400	3,600	1,800	2,000	27,900
3 rd Year Bachelor Degree	21,100	400	3,600	1,800	2,000	28,900
MBA Program						
1 st Year MBA	21,100	400	3,600	1,800	2,000	28,900
2 nd Year MBA	17,500		3,600	1,800	2,000	24,900
MSc Degree	21,100	400	3,600	1,800	2,000	28,900
Culinary Program						
1 st Year Diploma	18,100	400	3,600	1,800	2,000	25,900
2 nd Year Advanced Diploma	18,100	400	3,600	1,800	2,000	25,900
3 rd Year Bachelor Degree	19,100	400	3,600	1,800	2,000	26,900
Postgraduate Diploma Culinary	19,100	400	3,600	1,800	2,000	26,900
Postgraduate Diploma Hospitality	21,100	400	3,600	1,800	2,000	28,900
Graduate Certificate	11,700		1,800	900	500	14,900
University English Foundation	4,400		1,800	900	500	7,600

¹ CHF3,600 surcharge for single standard accommodation.

CHF6,000 surcharge for single studio accommodation.

² Included in the Operating Expense:

- Mandatory health & medical insurance for 12 months.
- Industry placement service.
- Airport pick-up (for new students only).
- Registration and enrolment fees.

- Visa, B-permit and local tax.
- Access to e-library and internet.
- Excursions and fieldtrips.
- Job placement upon graduation.



Why is the practical work experience important

- **International real work experience is in demand**
 - International experience will bring new ideas, global views and experience, and an understanding how others work – and learn from it
- **Swiss internships (work experience) is regulated**
 - 6 full months of study and 6 full months of working
 - Working is based on multi skilling – you work in all areas of a hotel
 - Working is in real business operations and customers, and is fully paid
 - Apply the theory in practice – this has to be experienced
- **Hotel all over the world employ Swiss and BHMS graduates**
 - Swiss work experience – BHMS graduates know how to work in real situation, work in teams, under pressure and how to deal with people





Hotel Continental Zürich

Stämpfenbachstrasse 60
8006 Zürich – Switzerland
Tel. +41 (0)44 360 60 60 – Fax +41 (0)44 360 60 61
h1196@accor.com
www.continentalzurich.com

Zeugnis

NAME:

VORNAME:

GEBURTSDATUM:

HEIMATORT:

BESCHÄFTIGUNGSDAUER:

11.02.2013-10.08.2013

POSITION:

Service-Trainee

Seit März 2008 gehört das Hotel Continental Zürich zu Accor's exklusiven MGallery Kollektion. Bereits seit 1968 ist unser erstklassiges Geschäftshotel ein wichtiger Bestandteil der Zürcher Hotellandschaft und wurde in den vergangenen Jahren unter der Accor Marke Sofitel geführt. Im Stadtzentrum von Zürich gelegen, verfügen wir über 138 Zimmer, dem mellow bar & diner „l'entupada“ mit Gartenterrasse, dem Chinesischen Restaurant Luo mit 14 Gault Millau Punkten, 3 Konferenz- sowie 3 Banketträumen für Veranstaltungen von bis zu 80 Personen und einer eigenen Tiefgarage. Im Continental Zürich laden wir unsere Gäste ein, die Schweizer Lebensart inmitten der pulsierenden Großstadt zu erleben.

Passend zum Hotelthema servieren wir im mellow bar & diner „l'entupada“ unsere Vision der urbanen Schweizer Küche. Das Diner im ersten Stock verfügt über 16 Sitzplätze und die angrenzende Bar über 32 weitere Sitzmöglichkeiten. Im Sommer verwöhnen wir unsere Gäste auf der idyllischen Gartenterrasse im gleichen Rahmen. Bankette servieren wir für bis zu 80 Personen und Steh-Aperos für bis zu 120 Gäste.

Gerne bestätigen wir, dass Frau _____ während oben genannter Dauer als Servicetrainee beschäftigt war. In dieser Funktion hatte sie in folgenden Aufgaben Einblick:

- Gästeempfang
- A la carte, sowie Bar-Service im l'entupada
- Frühstücks-Service
- Room-Service
- Betreuung der Seminare

Wir haben Frau _____ in ihrer Anstellungszeit als eine sehr fleissige und freundliche Praktikantin kennen- und schätzen gelernt. Ihre gepflegte Erscheinung und ihr freundliches, ruhiges Wesen machten sie sehr beliebt bei unserer anspruchsvollen Kundschaft, wie auch bei Kollegen. Die ihr übertragenen Aufgabenbereiche erledigte sie exakt und zu unserer guten Zufriedenheit.

Frau _____ verlässt uns heute, nach erfolgreich abgeschlossenem Praktikum. Wir möchten es nicht versäumen, ihr an dieser Stelle für ihren Einsatz zu danken und wünschen ihr für die Zukunft alles Gute.

HOTEL CONTINENTAL ZÜRICH

Restaurant Manager

Zürich, 10.08.2013

P. BONWEN

Human Resources Manager

[Signature]



Internship Salary Structure in Switzerland with BHMS



	CHF per Month	THB per Month*
Minimum Salary (Guaranteed)	2,172	76,900
Expenses (from 700 to 1,000 approximately) Accommodation, Food, Taxes, etc.	1,000	35,000
Net Salary per Month **Exclusive of Tips**	1,172	41,500
NET INCOME per one academic year (6-month industry training)	7,032	250,000

*Currency exchange 1 CHF = 35.4149 THB as of Wednesday 9 March 2016

Source: www.xe.com/currencyconverter



- There is no ranking in Switzerland

Top 30 Hotel Management Schools in the world 2014

by

HotelierMiddleEast.com

- Most schools are located in the mountains, whilst BHMS is located in the centre of Switzerland's foremost tourist city

BHMS is different - we devote much of our time to develop individual future managers – no mass production

BHMS price structure is 12% to 20% below other Swiss schools





BHMS is part of Benedict Education Group



- **The Benedict Education Group is a Swiss based global education group** with 5 major schools in Switzerland and a global franchise program with over 50 destinations worldwide (IT, languages)
- We are hosting 18000 students each year in Switzerland, and 800 selected students at BHMS for Hotel Management.
- We are for now teaching students for 87 years, and Hotel Management for 15 years
- **The Faculty of Hotel Management is called BHMS.** BHMS has 4 campus venues in Luzern City and hosts 800 international students from over 74 nations

Key Data **B.H.M.S.**



87

**YEAR OF
EXPERIENCE**



74

DIFFERENT NATIONALITIES



15

**UNIQUE
PROGRAMMES**



800



**60 Chinese
speaking
students (PRC,
TWN, HKK, MAL**



ASIAN ASSOCIATION OF SCHOOLS OF BUSINESS INTERNATIONAL

Organised 2011 under the laws of the State of Delaware

B.H.M.S.

Business & Hotel Management School

Start your career in Switzerland

Annual Award for Excellence

Kaiwo Maru II in Yokohama Harbour - wikipedia

Sakulna Sae-Kim

Sakulna Sae-Kim
Secretary Treasurer



Michael Schemmann

Michael Schemmann
Director

HotelierMiddleEast.com Top 30

Hotel Management Schools in the World 2014 and 2015



Certificate



SQS herewith certifies that the company named below has a management system which meets the requirements of the normative bases specified below.

B.H.M.S.

Business & Hotel Management School

CH-6003 Luzern

Certified area

Further Education

Normative base

eduQwa

Certification of institutions
with further education courses

Swiss Association for Quality and
Management Systems SQS
Bermstrasse 103, CH-3052 Zollikofen
Issue date: November 16, 2010

This SQS Certificate is valid up to
and including November 15, 2013
Scope number 37
Registration number 34198

V. Schemmann
V. Schemmann, President SQS

T. Zahner
T. Zahner, Managing Director SQS



ASIAN ASSOCIATION OF SCHOOLS OF BUSINESS INTERNATIONAL

Certificate of Accreditation

Awarded to:

BHMS

Business & Hotel Management School

in recognition of compliance with the Institute's Generally Accepted
Education Principles for an initial period of three years from 1st March
2014 to 28th February 2017.

James W. Smith
Director for the Americas

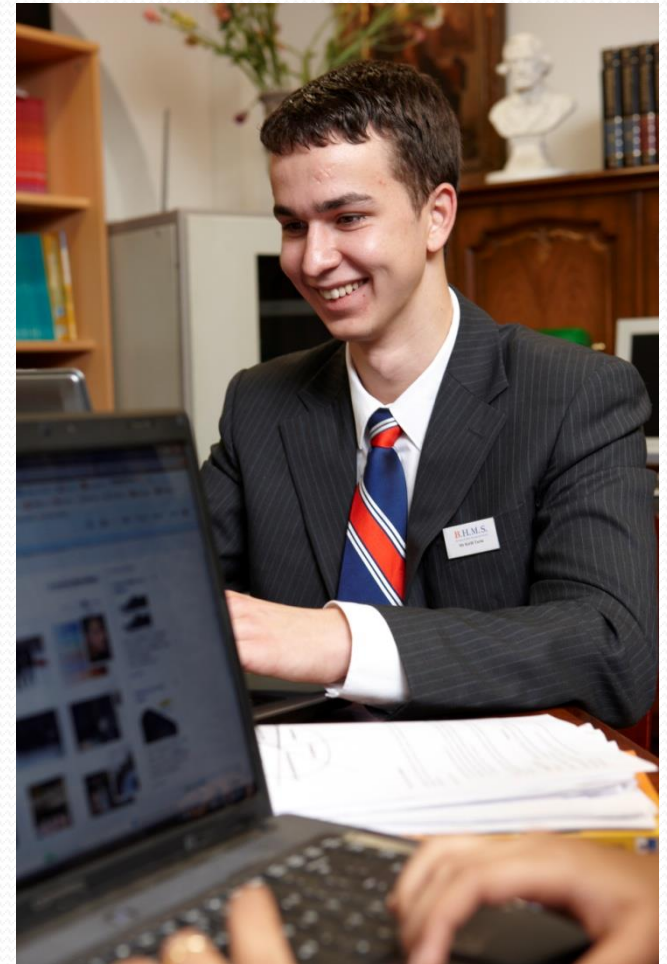


Michael Schemmann
Member of the Board of Directors

**Our students – over 74 nations are represented
no nationality is more than 10% of all students**



**We are international
40% are Caucasian students**



BHMS students are now working all over the world
We have our own International Placement
Company on campus

