

PROGRAMME STRUCTURE

Semester

01

PRACTICAL ARTS

Location:
Bangkok Campus,
Anantara Riverside
Bangkok Resort and
Avani+ Riverside
Bangkok Hotel

Duration:
20 Teaching Weeks

Subjects: 17

Credits: 24



Semester

02

INTERNSHIP

Duration: 6 months

Subjects: 2

Credits: 10



Semester

03

**HOSPITALITY
MANAGEMENT 1**

Location:
Pattaya Campus

Duration:
15 Teaching Weeks
2 Examination Weeks

Subjects: 7

Credits: 21



Semester

04

**HOSPITALITY
MANAGEMENT 2**

Location:
Pattaya Campus

Duration:
15 Teaching Weeks
2 Examination Weeks

Subjects: 8

Credits: 21



Semester

05

INTERNSHIP

Duration: 6 months

Subjects: 2

Credits: 10



Semester

06

**HOSPITALITY
MANAGEMENT 3
+ 1 Elective**

Location:
Bangkok Campus

Duration:
15 Teaching Weeks
2 Examination Weeks

Subjects: 7

Credits: 18



Semester

07

**SPECIALISED
SUBJECT
+ 2 Elective**

Location:
Bangkok Campus

Duration:
15 Teaching Weeks
2 Examination Weeks

Subjects: 6

Credits: 18



Exchange Programme Option

at one of Les Roches campuses in Spain or Switzerland*

Dual degree option

at one of Les Roches campuses in Spain or Switzerland*

Semester **01**



PRACTICAL ARTS

- Innovation, Entrepreneurship and Communication
- From the Farm to the Table
- Guest Relations and Hotel Operations
- Skills and Techniques in Food & Beverage
- Restaurant Laboratory

Semester **02**

INTERNSHIP

Enter a professional internship placement designed to embed and develop the knowledge and skills gained in Semester 1.



Semester **03**



HOSPITALITY MANAGEMENT 1

- Principles of Sustainability and Innovation
- Hospitality Financial Accounting
- Managing Diversity in the Global Workplace
- Marketing for the Hospitality Industry
- Academic Communication Skills
- Fundamentals of Data Analysis and Visualisation

Semester **04**

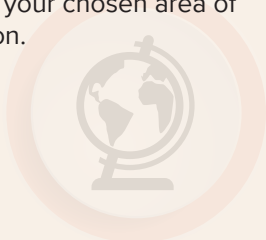
HOSPITALITY MANAGEMENT 2

- Food and Beverage Management
- Hospitality Managerial Accounting
- Leading Teams to Success
- Digital Marketing and Sales
- Rooms Inventory and Control Management
- Hospitality Facilities Management
- Fundamentals of Economics

Semester **05**

INTERNSHIP

Further investigate a specific area of hospitality within the wider sector. Begin an internship anywhere in the world, with any brand, and dive deeper into your chosen area of specialisation.



Semester **06**



HOSPITALITY MANAGEMENT 3*

- Hospitality Financial Management
- People and Talent Management
- Models for Problem Solving and Decision Making
- Customer Relationship Management
- Revenue and Pricing Management
- Data Analytics for Business Optimisation

**Require 1 additional elective course*

Semester **07**

SPECIALISED SUBJECT**

- Option 1:
Integrated Business Strategies**
- Innovation in Hospitality
 - Projects, Ethics and Legal Considerations
 - Hospitality Forecasting and Modelling
 - Digital Marketing and Content Creation

Option 2:
Digital Marketing Strategies**

- Innovative Sales Strategies
- Brand Management
- Marketing 4.0
- Global Strategic Marketing

Option 3:
Hotel Financial Performance Management**

- Performance Management
- Corporate Financial Decision Making
- Global Financing and Risk Management Strategies
- Hospitality Finance Forecasting and Modelling

***Require 2 additional elective courses*