

Programme structure for 2021 intakes

Semester

01

**HOSPITALITY
MANAGEMENT 1**

Location:
Pattaya Campus

Duration:
15 Teaching Weeks
2 Examination Weeks

Subjects: 7

Credits: 21



Semester

02

**HOSPITALITY
MANAGEMENT 2**

Location:
Pattaya Campus

Duration:
15 Teaching Weeks
2 Examination Weeks

Subjects: 8

Credits: 21



Semester

03

INTERNSHIP

Duration: 6 months

Subjects: 2

Credits: 10



Semester

04

PRACTICAL ARTS

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

Duration:
20 Teaching Weeks

Subjects: 17

Credits: 24



Semester

05

INTERNSHIP

Duration: 6 months

Subjects: 2

Credits: 10



Semester

06

**HOSPITALITY
MANAGEMENT 3
+ One Elective**

Location:
Bangkok Campus

Duration:
15 Teaching Weeks
2 Examination Weeks

Subjects: 7

Credits: 18



Semester

07

**SPECIALISED
SUBJECT
+ Two Elective**

Location:
Bangkok Campus

Duration:
15 Teaching Weeks
2 Examination Weeks

Subjects: 6

Credits: 18



Dual degree option
at one of Les Roches campuses in Spain or Switzerland*

*The dual degree programme is optional for AIHM students. If students acquire the correct entry criteria, then they can apply to Les Roches. AIHM students can also complete all of their studies in Thailand.

Semester **01**

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 **02**

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 **03**

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 **04**

PRACTICAL ARTS

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

Semester **05**

INTERNSHIP

Enter a professional internship placement designed to embed and develop the knowledge and skills gained in Semester 4.

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

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 one additional elective course*

***Require two additional elective courses*