

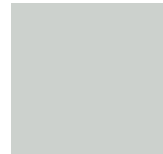


International Hospitality Management Bachelor of Arts



**HOTEL
AKADEMIE
DRESDEN**

A CAMPUS OF
SRH HOCHSCHULE BERLIN



International Hospitality Management



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 senior professionals who combine conceptual and strategic management skills with expert knowledge and practical experience.

Through rigorous academic study and practical work experience, the Bachelor's degree programme in International Hospitality Management will thoroughly prepare you to meet these demands. The study programme provided jointly by SRH Hochschule Berlin, an experienced provider of management education with an international orientation, and 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.

The key to success

- Qualification for managerial roles and career programmes in the international hotel and hospitality industry
- A fast start to your professional career through strong worldwide industry contacts and our Career Service
- Continuous transfer of theory into practice by combining practical work experience with academic study
- Laying the basis for an international career through a six-month internship abroad with a wide range of locations to choose from
- Possibility of continuing your academic studies in our Master's programme
- Optimal learning environment through teaching in small groups
- Option to improve intercultural skills through language courses for example in Chinese, Arabic or Russian





Career prospects

Potential employers are

- Hotels, hotel chains or hotel companies
- Club resorts
- Event-planning agencies
- Companies in the tourism industry
- Health and spa facilities
- Service providers in related industries

Our internationally 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.

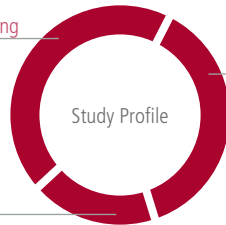
Admission requirements

- Qualification for entry to higher education according to German Law (qualifications acquired in countries other than Germany will be considered individually for recognition)
- Language requirements for the English-based programme are TOEFL (87 ibt; CBT 227; for a score between 79-86, a supplementary conditional agreement will be issued) or comparable certificates (e.g. IELTS Academic: at least 6.5; TOEIC: at least 785 or a school leaving certificate). A university degree completed in English will suffice as proof of language proficiency.
- A 4-week practical training placement at a hotel prior to the start of the programme (needs to be completed within the first year of study). This requirement may be waived if evidence of former work experience can be provided.

Study programme

- 7 semesters – divided into modules focusing on the themes of knowledge, methods, individual profile development and practical training

1. Profile & Practical training



3. Knowledge

2. Methods

- Practical training phases:
 - » 6 weeks between the 2nd and 3rd semesters
 - » 6 months international internship
 - » 4-month career-launching internship in the 7th semester
- Bachelor's thesis written parallel to the practical training phase in the 7th semester



Knowledge**Methods****Profile & Practical training****1st semester – Introductory phase**

Introduction to Business Administration
Introduction to International Hotel Management
Self Management & Presentation and Creative Techniques

Languages
Techniques of Academic Writing
Quantitative & Qualitative
Research

Preparatory internship for one month at a hotel

2nd semester – Furthering knowledge phase

Introduction to Economics
Law I (Foundations)
Accounting

Languages

Food & Beverage Management
Practical Phase I

3rd semester – Preparatory phase "Going International"

Financial and Management Accounting
International Marketing
Intercultural Communication
Law II (International Law)

Database-driven Information
Management

4th semester – Implementation phase "Being International"

International internship (6 months)

5th semester – Reflection phase "Running a Hotel"

Investments & Financing
Sales & Distribution Management
Moderation & Conflict Management

Food & Beverage Management
Rooms Division Management

6th semester – Specialisation phase "Hotel as a Project"

Strategic Management
Human Resource Management
Destination & Tourism Marketing
Quality & Process Management
Event Management

Hotel Development &
Project Management

7th semester – Profile Phase "Bachelor's thesis"

Practical Phase II (4 months)

Student service

For advice on topics such as study programmes, visa matters 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.

Application

An online application can be completed on our website at **www.hotel-akademie.com**

Tuition fees

The monthly fee is 570 EUR (6.840 EUR per year).
Registration fee: 250 EUR





Cooperation between SRH Hotel-Akademie Dresden and SRH Hochschule Berlin

The Bachelor of Arts degree programme in International Hospitality Management is offered in cooperation with SRH Hochschule Berlin, The International Management University. Students benefit from SRH Hochschule Berlin's long-standing success as an internationally renowned management school with about 900 students and from SRH Hotel-Akademie Dresden's expertise and high reputation in the hospitality industry.



A campus of SRH Hochschule Berlin
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KARRIERE STARTET HIER

