



Master of
Science HES-SO
in
Global Hospitality
Business



GRADUATE PROGRAM

ehl.edu

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WHY THIS MASTER

The Master of Science HES-SO in Global Hospitality Business gives you the academic strength and global industry insights of three prestigious academic institutions in one seamless program.



Built for today's global hospitality industry, this degree ensures your professional success by giving you the ability to manage the complexity of worldwide operations, with the local touch that makes great hospitality managers. What awaits you are three semesters packed with an exceptional blend of classes, cultural and business immersion periods on three continents, with industry seminars delivered by world-class speakers, a real-life business project, and three professional certifications.

Three world-leading hospitality management schools have joined forces to offer this global degree that spans three continents:

- 1 **EHL** (Ecole hôtelière de Lausanne) - The world's first hotel school, EHL consistently ranks among the best hospitality management schools in the world, according to industry professionals.
- 2 **The Polytechnic University** (PolyU) - PolyU's School of Hotel and Tourism Management is the leading hospitality management school in Asia.
- 3 **Conrad N. Hilton College**, University of Houston - Founded by hotel icon Conrad N. Hilton, this American college is ranked among the top hospitality programs in the world.



Program Highlights





Best-in-class academics

This program maintains small class sizes so you can benefit from personalized coaching sessions with professors who are recognized experts in their fields. Our intense 16-month curriculum focuses on areas of strong industry demand, such as revenue management, hospitality marketing and finance, with a specific adaptation to regional market dynamics.



A global experience

With your classmates, you will start your studies in Europe, the center of hospitality education. Then you will journey to two worldclass campuses in Asia and North America, to experience different cultures and cities renowned for their vibrant student life. You will see global hospitality businesses in action as you participate in field trips to hospitality hubs such as Paris, Berlin, New York, Shanghai and Macau among others.



Strong industry connections

We designed our program with leading hospitality partners to give you strong professional expertise and immediate value in the job market. In an exceptional professional community, you will participate in worldwide action planning, and develop leadership skills to emerge as a truly effective business leader.



Cultural learning

This program will teach you to do what world-class hoteliers and global hospitality managers do best: adapt strategies, behaviors and service offers to local markets. You will live, study and work in three of the world's strongest tourism markets, to build a business understanding of customers from all continents, and develop the skills necessary to lead multi-cultural, multi-language teams.



Get a dually-accredited degree

Your master's degree will carry two accreditations, for guaranteed international recognition. The degree is compliant with the Bologna agreement, recognized all over Europe, and EHL is accredited by the Commission on Institutions of Higher Education of the New England Association of Schools and Colleges (NEASC), in the USA.



Join the largest alumni network

Upon graduation, you will join the alumni network of all three institutions. You will be a member of the most professionally experienced and socially active networks and you are sure to find friendly and knowledgeable support wherever you are in the world. The alumni network is an ongoing source of contacts, coaching and advice for both graduates and current students.



Program Overview





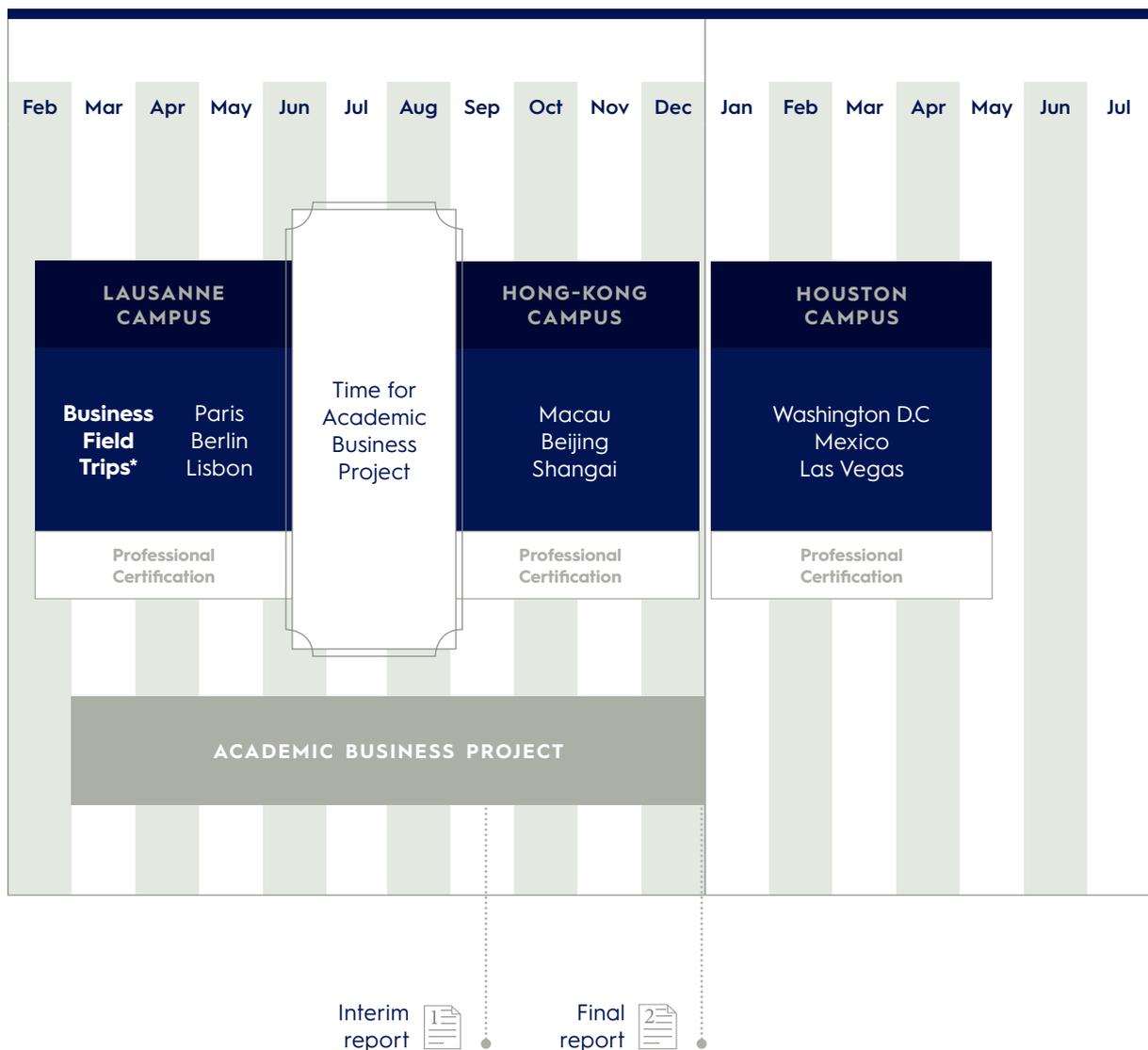
YOUR PROGRAM

The 16-month program is composed of three semesters,
each taking place on a different campus
and on a different continent.



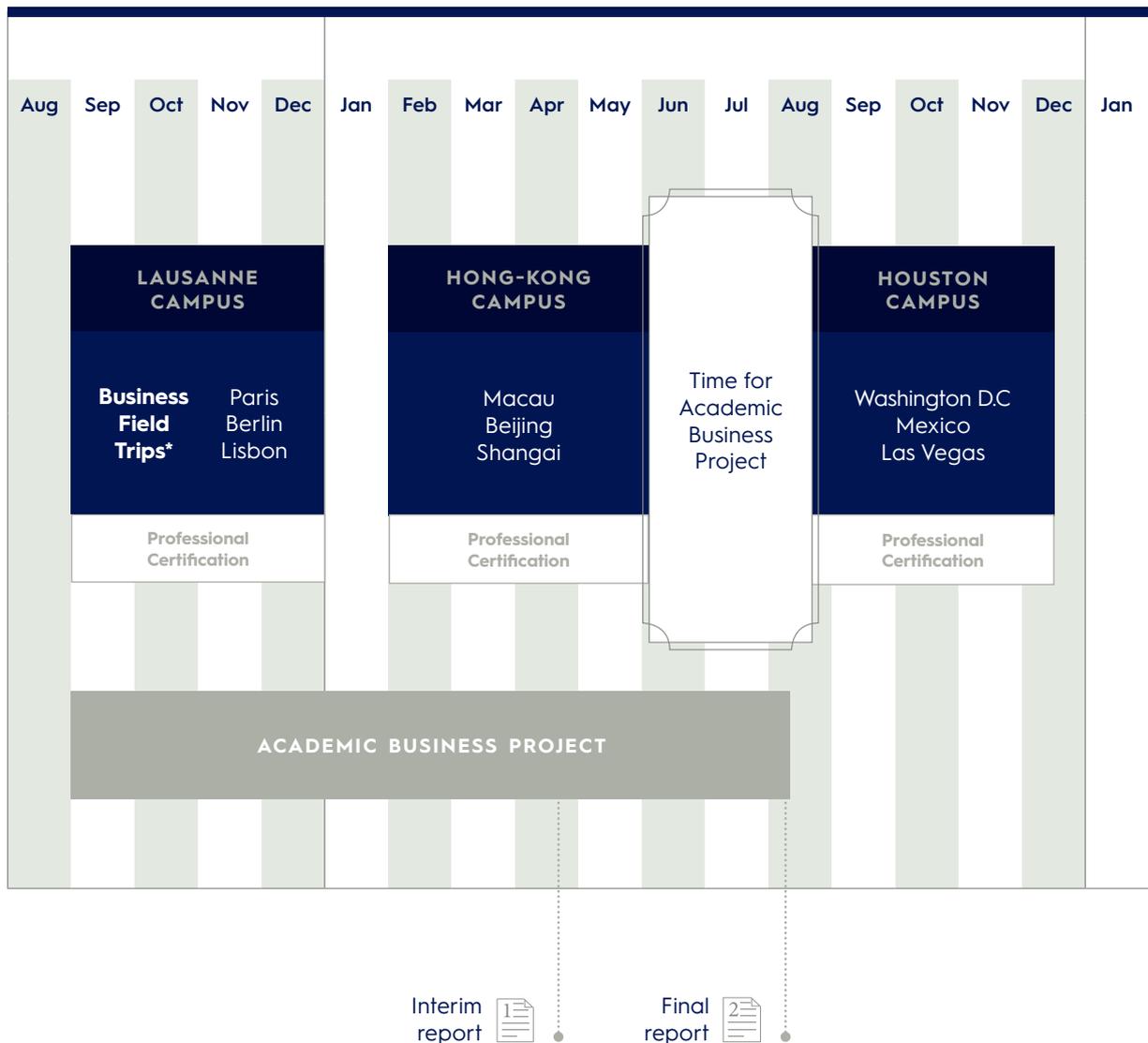
You will be immersed in professional contexts through professional certification, business field trips and an Academic Business Project with a partner company in the hospitality industry.

February Intake

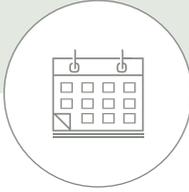


* Professional certifications and destinations are subject to changes

September Intake



* Professional certifications and destinations are subject to changes



SEMESTER 1

EHL - Ecole hôtelière de Lausanne

With a focus on Europe, Middle East & Africa, this semester sets foundations for strategic decision-making in the hospitality industry and provides insights into the complex relationships between finance and strategy. Throughout the semester, you will work with techniques, tools and faculty to develop your skills individually, including a career action plan and lifelong learning perspectives.



MODULES	HOURS
<i>Hospitality business strategies in Europe, Middle East, Africa</i>	40
<i>Hospitality real estate finance and investments</i>	40
<i>Advanced corporate finance & concepts of international finance</i>	40
<i>Business research methods</i>	20
<i>Project management tools</i>	20

Business field trips*: Paris, Berlin, Lisbon

Professional certificates*: Mastering Industry Analytics with STR



**PARIS, BERLIN
LISBON**



**MASTERING INDUSTRY
ANALYTICS WITH STR**

*Business field trips and professional certificates are subject to change during the program



SEMESTER 2

The Polytechnic University,
School of Hospitality & Tourism Management

During this semester, you will explore the core subjects of strategic decision making within operations management: revenue, marketing, and service quality management. You will learn how key concepts in each subject area are practically applied in the rapidly changing hospitality and tourism industry. You will also practice strategic decision making in a regional context that considers contemporary issues affecting the evolution and development of the hospitality and tourism industry in Asia.



MODULES

HOURS

<i>Hospitality business strategies in Asia: China hotel and tourism business studies</i>	39
<i>Quality service management for the hospitality & tourism industry</i>	39
<i>Marketing management in the hospitality & tourism industry</i>	39
<i>Revenue management in the hospitality industry</i>	39

Business field trips*: Macau, Shanghai, Beijing

Professional certificates*: Doing deals and valuing hotels with HVS



MACAU, BEIJING
SHANGHAI



DOING DEALS AND VALUING
HOTELS WITH HVS

*Business field trips and professional certificates are subject to change during the program



SEMESTER 3

University of Houston,

Conrad N. Hilton College of Hotel & Restaurant Management

Focusing on two of the world’s highly developed tourism markets, the Americas and the Caribbean, this semester will develop your ability to manage people and technology within a global organization. By exploring the science and practice of leadership and organizational behavior, you will build awareness of industry trends and develop your strengths as a leader.



MODULES	HOURS
<i>Hospitality business strategies in Americas, & the Caribbean</i>	45
<i>Innovative hospitality technologies</i>	45
<i>Organizational behavior and hospitality leadership strategies</i>	45
<i>Variable module (based on current market needs)</i>	45

Business field trips*: Washington DC, Mexico, Las Vegas

Professional certificates*: The Hospitality Financial & Technology Professionals / UH Global Masters Certification



**WASHINGTON D.C
MEXICO, LAS VEGAS**



**UH GLOBAL MASTERS
CERTIFICATION**

**Business field trips and professional certificates are subject to change during the program*

ACADEMIC BUSINESS PROJECT

The Academic Business Project aims to provide you with exposure to real-world challenges in diverse business environments. Equivalent to a master's thesis, this academic project is conducted in collaboration with global industry partners. You will work in teams to provide industry partners with important insights and actionable solutions on hospitality business issues, which often cross department functions (e.g. Marketing, Finance, Operations) and are strategic in nature. Throughout this project, you will learn to design solutions that involve multiple stakeholders and that are based on a thorough, fact-based analysis.



“Six Senses Hotels Resorts Spas has successfully wedded the enjoyment of environment and surroundings with responsibility to the planet and communities. Working with master students on selected business projects provides us with knowledge and expertise that allows Six Senses to innovate our hospitality concepts.”

Bernard Bohnenberger
President
Six Senses Hotels Resorts Spas



Admission & Fees



Who we look for

We look for candidates with the intellectual capacity to handle a challenging academic program and the interpersonal skills and customer orientation necessary to succeed as future global hospitality managers. You should demonstrate a good mix of the following qualities:

- **Motivation and talent for the industry**
- **Academic abilities**
- **Work experience and leadership potential**
- **International outlook and cultural openness**

Admission requirements



Academic

A recognized bachelor's degree in hospitality or tourism, or a related field such as business management.
An excellent academic record (final GPA of 3.0 or above on a 4.0 cumulative average scale).



Professional

A minimum of one year of work experience in the hospitality or tourism industry (including internships).



English language

For non-native English speakers: a minimum score of 100 on the TOEFL or 7.0 on the IELTS exams.

Admission Process

Your application must be submitted on the ehl.edu website with the following documents:

- **A CV or resume**
- **A motivation letter**
- **A copy of your transcripts and diploma in English**
- **TOEFL or IELTS test scores for non-native English speakers**
- **A copy of your passport**

A fee of CHF 175.- must be paid by credit card to complete your application. Please note that this amount is not refundable nor transferable to another application.

Upon receipt of your full application, the Admissions Office will evaluate it and decide if you are selected for the interview. The interview is conducted via video-conference by a member of EHL as well as a member from one of the partner universities. Within one month following the interview, the Admissions Office will make a final decision and contact you with an answer.

Application deadlines

The Admissions team operates on a rolling admissions process. Candidates are encouraged to apply as early as possible. The final deadline to submit your application for:

→ **September intake: 1st of April**

→ **February intake: 1st of October**

The program starts twice a year: February & September.

Tuition fees & expenses

Tuition & Fees		in CHF*	in CHF*	in CHF*
	Ref.	EHL	Polytechnic University*	Houston University*
Compulsory expenses Tuition	1	24,000	17,280*	19,920*
Facilities and services	2	2,270	-	-
Prepaid food and beverage	3	1,620	-	-
Field trips	4	7,000	3,360*	3,880*
Total		34,890	20,640*	23,800*

(*) The above fees apply to students seeking their degree from EHL. Fees are in Swiss Francs and include VAT where applicable. All prices are indicative, subject to change and may also be adjusted depending on exchange rates. Chart uses 24.03.2020 exchange rates: 1 HKD=0.12 CHF, 1 USD =0.97 CHF.

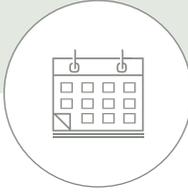
For full tuition and fees details, please visit the fee section on the ehl.edu website.



Estimated additional expenses

Additional living and travel expenses are estimated at CHF 1,800 per month on average over the 16-month period, including on-campus accommodation, flights, health insurance (5), local living taxes and inscription fees with the Swiss Authorities (6).

These prices are defined based on the inflation rate forecasted by the Swiss National Bank (BNS). If there is a strong variation, EHL will make adjustments accordingly. For further information please consult our website: www.ehl.edu. This is a non-contractual document and is subject to modification.



SEMESTER 1

EHL - Ecole hôtelière de Lausanne



MODULES	COURSE HOURS	ECTS CREDITS	US CREDITS
<p><i>Hospitality Business Strategies in Europe, Middle East, and Africa</i> provides students with a framework to develop their analytical thinking, decision-making, and their ability to deal with complex business situations in the hospitality industry.</p>	40	4,5	3
<p><i>Hospitality Real Estate Finance & Investments</i> is an analytically intensive course that builds the fundamental understanding of debt and equity financing. Independent of the ongoing debate on asset-heavy versus asset-light hospitality enterprises, real estate decisions remain critical to hotel investment and finance.</p>	40	4,5	3
<p><i>Advanced Corporate Finance & Concepts of International Finance</i> provides a thorough understanding of key financial decisions made by companies evolving in an international environment. These include capital budgeting, debt and equity raising and pay-out policies, as well as corporate strategy.</p>	40	4,5	3
<p><i>Business Research Methods</i> teaches students to carry out applied research in order to help managers in their decision-making process. The course will make students "statistically literate" in gaining a broad overview of the statistical landscape.</p>	20	2,25	1,5
<p><i>Project Management Tools</i> teaches students how to manage a complex and strategic business project. The content of this intensive course is organized in two main areas. Students will learn how to apply core project management techniques at any typical project phase, from project initialization and planning, to monitoring of execution and closure.</p>	20	2,25	1,5
<p><i>Business Field Trip: Europe</i> aims to develop the students' awareness of managerial issues and challenges within varying competitive frameworks and cultural contexts. The field trips bring to life themes developed within the academic curriculum. Students will be able to evaluate and assess hospitality business issues across European markets with varying infrastructures and cultural contexts.</p>	80	6	4



SEMESTER 2

The Polytechnic University,

School of Hospitality & Tourism Management



MODULES	COURSE HOURS	ECTS CREDITS	US CREDITS
<p><i>Hospitality Business Strategies in Asia: China Hotel & Tourism Business Studies</i> will introduce the evolution, development, and contemporary issues of the hospitality and tourism industry in China. Students will learn how to examine those critical issues that are significant to the industry's current and future development from both practical and academic points of view.</p>	39	4,5	3
<p><i>Marketing Management in the Hospitality & Tourism Industry</i> is an essential component of successful business operations. The purpose of this subject is to provide students with the opportunities to learn the up-to-date principles and theories in marketing at the management level.</p>	39	4,5	3
<p><i>Revenue Management in the Hospitality Industry</i> is designed to provide students with knowledge of the fundamental concepts and applicable tools of revenue management for the hospitality industry. The course will emphasize not only the conceptual part of revenue management, but also the practical applications used in the hospitality industry, especially hotel and restaurant industries.</p>	39	4,5	3
<p><i>Quality Service Management for the Hospitality & Tourism Industry</i> emphasizes conceptual, analytical, and problem solving skills which integrate service management models, service marketing, service quality, customer satisfaction, and customer loyalty.</p>	39	4,5	3



SEMESTER 3

University of Houston,
Conrad N. Hilton College of Hotel & Restaurant Management



MODULES	COURSE HOURS	ECTS CREDITS	US CREDITS
<p><i>Hospitality Business Strategies in the Americas & the Caribbean</i> will help students identify how a hospitality enterprise achieves and sustains a high level of success and the role the general manager plays in this process. The course covers analytical tools and conceptual frameworks necessary in formulating (analysis) and implementing (action) strategy in the Americas and the Caribbean.</p>	45	4,5	3
<p><i>Innovative Hospitality Technologies</i> will familiarize students with the unique role of IT in the value chains of hospitality businesses. Lectures, discussions, case studies, hands-on projects, and guest speakers will reinforce the concepts discussed in class.</p>	45	4,5	3
<p><i>Organizational Behavior & Hospitality Leadership Strategies</i> will explore the science and practice of leadership, with an emphasis on leadership, with an emphasis on leadership in organizational settings. In order to evaluate various approaches to the study of leadership, we will study leadership as it is played out in modern organizations, fiction, drama, and in each student's life.</p>	45	4,5	3
<p><i>One additional variable module</i> will be announced when starting the semester in Houston. This module will change based on market evolution to give students access to the latest trends of the hospitality industry. The module is mandatory. Past courses include Wine appreciation and Market Analysis.</p>	45	4,5	3



Academic Business Project



MODULES

COURSE HOURS

ECTS CREDITS

US CREDITS

The Academic Business Project aims to provide students with exposure to realworld challenges in diverse business environments. Equivalent to a master's thesis, the project mandates students to conduct an academic project in collaboration with global industry partners. Students work in teams to provide industry partners with important insights and actionable solutions on hospitality business issues that are often transversal across functions (e.g. Marketing, Finance, Operations) and of a strategic nature. Throughout this project, students will learn to design solutions that involve multiple stakeholders and that are based on a thorough, fact-based analysis.

900

30

20

The project calls on students to apply industry, academic, and personal knowledge and skills acquired throughout the program to a real-life scenario. It requires students to not only master distinct program course competencies, but also provides an opportunity to further develop their skills through applied learning and academic coaching.

A challenging element of the program, the project offers students a context for autonomy, and fosters the development of intellectual skills and competences that are essential to a leadership role in global hospitality business.



EHL ALUMNI

A Powerful Network that Spans the Globe.



EHL students and alumni benefit from the support of our powerful alumni network composed of thousands of influential individuals leading the way in diverse sectors and organizations around the globe. This privileged relationship brings opportunities to our students and graduates, it creates a valuable networking platform, and it feeds the industry with fresh ideas and talent as alumni return to our campuses throughout their careers.

EHL Alumni Succeeding Everywhere

30,000+
Alumni

in **150**
Countries Worldwide

64% of Graduates are in
senior management positions

Ecole hôtelière de Lausanne (EHL) is a pioneer in hospitality education since 1893. With undergraduate, graduate and certificate programs, EHL offers students a range of on-campus and online education opportunities for different stages of their professional journey.

EHL is consistently recognized as the best hospitality management school in the world with the highest graduate employment rates in the industry.



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