

Units of Study Bachelor of Business & Bachelor of International Hotel Management (Swiss Hotel Association)

Year 1

Unit 1	BBHM101	The Contemporary Hospitality & Tourism Industry
Unit 2	BBHM102	Food & Beverage Service Standards
Unit 3	BBHM103	Delivering Guest Services Practicum
Unit 4	BBHM104	Rooms Division Service Standards
Unit 5	BBHM105	Culinary Techniques & Standards
Unit 6	BBHM106	Marketing & Sales for Hospitality Businesses
Unit 7	BBHM107	Introduction to Monitoring Financial Performance
Unit 8	BBHM108	Hospitality Business Software Applications
Unit 9	BBHM109	Applied Business Communications
Unit 10	BBHM110	Career Development 1
	BBHM111	Industry Placement 1

Year 2

Unit 1	BBHM201	Supervising Culinary Operations
Unit 2	BBHM202	Professional Wine Studies
Unit 3	BBHM203	Supervising Rooms Division Service Standards Creating the Guest Experience
Unit 4	BBHM204	Human Resource Management
Unit 5	BBHM205	Property, Safety & Security Management
Unit 6	BBHM206	E-Marketing & Distribution
Unit 7	BBHM207	Hospitality Operational Planning & Control
Unit 8	BBHM208	Measuring Business Financial Performance
Unit 9	BBHM209	Career Development 2
Unit 10	BBHM210	
	BBHM211	Industry Placement 2

Year 3

Unit 1	BBHM301	Managing Business Financial Performance
Unit 2	BBHM302	Managing Productivity Through People
Unit 3	BBHM303	Customer Relationship Management
Unit 4	BBHM304	The Changing Economic Environment
Unit 5	BBHM305	Managing Business Information
Unit 6	BBHM306	Managing Food & Beverage Operations
Unit 7	BBHM307	Managing Rooms Division Operations
Unit 8	BBHM308	Sustainable Hospitality Environments
Unit 9	BBHM309	Career Development 3
	BBHM311	Industry Placement 3

Year 4

Core Subjects

Unit 1	BIHM401	International Hospitality Revenue Management
Unit 2	BIHM402	Managing International Guests Expectations
Unit 3	BIHM403	Corporate Social Responsibility & Community Engagement
Unit 4	BIHM404	Managing International Business Strategy

Units of Study Bachelor of Business & Bachelor of International Hotel Management (Swiss Hotel Association)

Unit 5 BIHM405 International Hotel Brand Management

Elective Subjects

BIHM406	International Wine
BIHM407	International Hotel Research Project
BIHM408	Research Methods for Managers
BIHM409	Entrepreneurship
BIHM410	Gastronomy
BIHM412	Management of Functions and Events
BIHM413	Managing Hospitality Technology
BIHM414	Art Design and Theatre in International Hotels
BIHM415	Hospitality and Tourism Industry International Development
BIHM416	International Human Resource Management
BIHM411	Industry Placement 4

Note:

Elective Subjects in Year 4

Student to nominate 3 elective subjects

Not all Elective subjects will be offered each semester