As the first degree in the world with Swiss Hotel Association (SHA) endorsement, the Bachelor of International Hotel Management gives new definition to ICHM’s ‘Swissness’. “It is our flagship and signals a new era of cooperation between our two organisations”, says Dr Christoph Juen, Chief Executive of the SHA. The degree is one of two degrees offered by ICHM from 2012 under a new revamped program.

The two degrees, which can be completed in three years, comprise four academic semesters, 1500 hours of industry placement and proficiency in a second language.

ICHM’s Chief Executive Gerald Lipman says the qualifications are an impressive new offering in the highly competitive world of hotel management education and training. “Over the past 20 years we have provided our students with a passport to global jobs through the SHA diploma and, since 1999, the ICHM degree. ‘Our degrees are different to a typical double degree in that they are within the one program so can offer in-depth hospitality management focus. ‘This new academic program takes a century or more of SHA tradition and prestige to a whole new level, creating the most up-to-date academic qualification in its field. It’s the best of its kind anywhere’, says Gerald Lipman.

The two degrees were subject to a rigorous process of review that included the Bologna process in Europe, the SHA’s Ecole hôtelière de Lausanne and the Australian accreditation system.

Dr Christoph Juen said that ICHM’s Principal Dr Ian Whyte is to be congratulated for steering the degree through the challenging European system. “It made the curriculum as proposed easier for us to acknowledge and accept and less likely for the Australian Government to reject. ‘It is now our task to commit to an audit process as part of quality control built into the program, whereby in 2014 an Ecole hôtelière de Lausanne team will examine how the study program has translated into reality”, says Dr Juen.

In developing the degrees, Dr Whyte drew on the expertise of international hoteliers, including more than 20 graduates in top positions around the world. Among them, Caroline Hardman in Dubai, Peter Pysk in Taiwan, Melissa Pitt-Chalmers in London, David Picard in Singapore and Charmaine Turner in Vancouver. ‘As a result of this industry contribution we are confident we’ll attract more young people looking to reach the very top of the industry”, says Gerald Lipman.

Australian students are eligible for the Australian Government’s Fee-Help scheme.
Rich pickings

Bengt Baumgartner is another graduate making his mark in Melbourne. He picked up The Age Good Food Guide’s Sommelier of the Year award in 2011 for his wine education and service program at four iconic establishments, and is well on his way to achieving his ambition for the properties.

As well as his role covering 80 plus front-of-house staff at The European, City Wine Shop, Melbourne Supper Club and Siglo Bar—four diverse businesses housed at the one premises—Bengt is responsible for wine retail offerings, master classes and education courses for guests.

His efforts in 2011 earned him two other highly prized accolades—the Frankland Estate/Callaham Riesling Scholarship, a $10,000 prize to travel to Germany and Austria in June this year to visit key Riesling producers and see the great wine regions, and the Len Evans Tutorial, a week-long intensive wine course in the Hunter Valley.

Bengt says the calling of ‘restaurateur’ was his primary reason for entering the trade, well before starting at ICHM. ‘My experiences in hotels left me realising that the operating structure of restaurants was more flexible and encouraging of the type of service experience I wanted to deliver to guests’, he says.

Bengt had held various front-of-house positions in Canberra before enrolling at ICHM. He moved to Melbourne after finishing the program—to the much-loved Melbourne Wine Room at the old George Hotel, working with an excellent chef and an extensive list of local and European wines. ‘A great introduction to Melbourne restaurants’, he says.

Before travelling overseas for a year in 2007, he was restaurant manager at The European, returning as sommelier and then head sommelier for all four businesses in 2011.

He says ICHM taught him the fundamentals, in particular: ‘The importance of training and also working on my formal training skills, and how to build and document effective systems, focusing on wine education as a means to further opportunities. ‘My ambition is to be sought after by the trade for our reputation as the key venue in Melbourne, arguably Australia’s food capital.

Everything I did in those formative years at ICHM has come together to help me do what I do now.’

Simon says the intensity of the ICHM program suited him. ‘I liked the concept of learning a lot quickly, the industry training and development and being around foreign students.’ A Pernod Ricard scholarship took him to La Rochelle in France, and on to Switzerland, Sweden and Germany.

Previously he’d done a year of a marketing degree, but dropped university studies to travel. He says that ICHM settled him down. ‘All I knew was that I loved food and travel and ICHM fitted the bill.

‘Although the focus is on hotel management, the business studies within that has really helped in the day-to-day running of my business. And the culinary training has been of enormous use, especially in relating to cooks and chefs. I have gained respect for knowing what food is going to do when it gets on the plate.’

ICHM 1998–2002

Industry placements
Chateau Whistler Resort, Canada (1 year)

Cultural exchanges

Nick didn’t take a day off for nine months when starting out, and even after 10 years he’s around six days a week, either back of house or on the floor. ‘It’s a labour of love that is paying off, with Gusto producing a steadily increasing revenue stream from day one.

Nick’s network, network network started early. He and three fellow graduates headed to work at a resort on the Hawaiian island of Maui after graduating, with a visa made possible by the father of a graduate, the property’s general manager.

Nick says he’s always been fascinated by hotels, contributing this to his father who was a travel agent. He topped his SHA diploma with a Bachelor of Business (Hotel Management) from the University of South Australia, going on to support his studies working part time at the Hilton after his first industry placement.

Like Simon Bajada, Nick says he found ICHM’S program intense, but whether in the office or on the floor ‘it helped me big time’. ‘Everything we learnt I’ve applied here, and it’s knowledge that could be used in any hotel or restaurant. It included the project management skills that enabled me to lead a major renovation a few years ago.’

ICHM’s Restaurateurs

Since it began operating in 1993, ICHM has educated and trained more than 2500 aspiring hotel managers from around 80 countries, contributed more than $150 million to South Australia’s economy and provided in excess of $2.5 million in scholarships. Its graduates are now at work around the globe—the majority in hotels, but others can be found in related fields such as human resources, marketing and sales, the wine industry and in restaurants, many as restaurateurs in their own businesses. A few are profiled here, and others can be found throughout Australia and worldwide.

Food & wine style

Melbourne

On a plate

He always knew he would work with food in some capacity, and today Simon Bajada is at the top of his game as a food stylist in Melbourne, arguably Australia’s food capital.

‘Everything we learnt I’ve applied here, and it’s helped me big time’. Like Simon Bajada, Nick says he found ICHM’S program intense, but whether in the office or on the floor ‘it helped me big time’. ‘Everything we learnt I’ve applied here, and it’s knowledge that could be used in any hotel or restaurant. It included the project management skills that enabled me to lead a major renovation a few years ago.’
**Overseas dispatches**

**Cambodia**

Bevan Rakoia  
Restaurant: El Camino  

‘I represent other inventors—the people and energy that went into building this place is a collective of experiences and ideas that have made it possible.’

Cook Islander Bevan Rakoia is a managing partner in El Camino, a contemporary Mexican cuisine tapas-style restaurant and bar ‘in an amazing country right next door to the Temples of Angkor’.

‘I am fortunate to be having this experience’, he says.

His industry placements were focused on the total guest experience, from their arrival and stay to post-departure. However, he says his food and beverage business experience was limited.

El Camino was a window of opportunity to partner in a restaurant and build this knowledge.

‘The restaurant allows us to focus on improving the food and beverage value chain, through agriculture projects, local governance, the arts community and the private sector.’

Bevan became managing partner in 2011.

His ambition is to gain quality business experience to take back to the Cook Islands to implement a sustainable tourism business in waste, energy and guest management.

He says the hotel and travel industry is continuously growing, and ICHM provides the foundation to understand and apply knowledge and experience to implement best practice.

‘ICHM empowers you to manage energy and waste products that apply to the total guest experience. This has helped me to apply those attributes within a business environment.’

**Tanzania**

Luisa Ponti  
Ristorante Bella Napoli  

In opening an Italian restaurant in Dar es Salaam Tanzania, East Africa, Luisa Ponti says she’s fulfilling more than her own aspiration.

‘It has always been a dream of the family to open a fine-dining Italian restaurant in Tanzania with real Italian food.

‘A lot of what I learnt at ICHM, especially in human resources, has helped me to do my job here. Also, the industry placements helped me better understand how the industry works.’

Luisa’s ambition for the restaurant is to introduce a new level of service and food quality to that part of the world.

‘The restaurant allows us to focus on cooking the food to the guests enjoying it and each other. The ingredients are the heat of the grill, the aroma of sauces and people—from those preparing, cooking and serving the food to the guests enjoying it and each other. It’s about relationships and the truth of the human condition’, he says.

It’s yakitori’s potential to bring everything together in a form of cultural exchange that’s exciting. The ingredients are the heat of the grill, the aroma of sauces and people—from those preparing, cooking and serving the food to the guests enjoying it and each other. It’s about relationships and the truth of the human condition’, he says.

Eddie says it was really good for him to go to ICHM. ‘The early culinary training gave me a taste for cooking and business studies provided me with a foundation on which to create a business’, he says.

After leaving school, Eddie intended heading to Switzerland or the United States to study hotel management. However, ICHM won out because of its SHA affiliation and culinary training.

‘I wanted to work in hotels—the travelling around and five-star image appealed to me. But from day one I found the cooking very interesting!’

Eddie says his family had a Chinese restaurant in Malaysia, and he remembers cooking with his grandmother at an early age, which he thinks may have provided the spark.

After ICHM, he went on to complete a Bachelor of Business (Hospitality and Tourism) at UniSA and he took up studies in patisserie and commercial cookery.

He says he is a natural for yakitori. Big in Japan, the cuisine consists of bite-sized pieces of chicken on bamboo skewers, basted with sauce while delicately grilled, usually over charcoal.

‘My dream was to open a hotel . . . and still is. But I had to start somewhere, get money coming in and above all build experience and a reputation. I was young starting out, no-one knew me and the banks would not lend me the money. Obviously you have to be serious and work hard, but a restaurant can be the cheapest and easiest business to get going in and once the money starts coming in you can begin to build.’

With Bel Piatto now well established, Patricia has three new businesses in the pipeline—Bel Piatto Deli, Bel Piatto Bed and Breakfast and Bel Piatto Bakery.

Bevan Rakoia  
Restaurant: El Camino  

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**ICHM 1999–2004**

Industry placements
1 Sheraton Mirage Port Douglas, Queensland, Australia  
2 Huka Lodge, Taupo, New Zealand  
3 Amangani, Jackson Hole, WY, USA

**Means to an end**

Malaysian-born Eddie Ye and his partners run the only yakitori restaurant in Adelaide and one of only four in Australia. According to Eddie, Takumi Yakitori is as much about the experience as it is about the food.
The newsletter of the International College of Hotel Management, Semester 1, 2012

Y www.ichm.edu.au

End of Course
16 December 2011

The End of Course Ceremony is the occasion at which SHA diploma and ICHM degree medals are awarded. Imalka Maddumapatabendi was Dux of Third Year (July–December 2011), and he went on, with Monica Chan, to give the farewell address on behalf of students.

End of Course Ceremony

Imalka Maddumapatabendi & Monica Chan

SHA Medal recipients

Degree Medal recipients

Formalities over

Industry placements January–June 2012

INTERNATIONAL

China
W Santiago
Md Sanchize, Dino

China
Le Royal Meridien Shanghai
Jiang, Jerry (Zhou)

Mullins, Louis
S pushpap, Max

Hong Kong
Hong Kong Convention & Exhibition Centre
Chan, Michael (Kam Hint)

Indonesia
Rita Carlon-Jakarta
Lukman, Michael

Morocco
Galaxy Macau
Tong Pena, Luis

The Netherlands
Park Plaza Victoria, Amsterdam
Sawa, Aleksandra

Tobacco
Grand Hyatt, Taipei
Wu, Yi Ting

Thailand
Aonang Resort Spa
Tangrammogk, Joe

United Arab Emirates
Monte Carlo Beach Club
Saatypat, Omar

Mullins, Louis
S pushpap, Max

Australia

Australian Capital Territory
Hyatt Hotel
Chung, Allek (Jan-Yi)

New South Wales
Four Points Hotel Sharian
Darling Harbour
Haridi, Adrian

Le, Trinh (Thi Kieu Trinh)

InterContinental
Cherryhev, Kate
(Shukergn)

Northern Territory
Mantra on the Esplanade,
Darwin
Dhakal, Rashida

Queensland
Lizard Island Resort
Cunniff, Paige
Mcintosh, Cheville
Pullman Reef Casino
Charn, Charlie (Wei-Ming)

Ji, Janet (Hyungjae)

Sharian-Noosa Resort & Spa
Grant, Jordan

Vannicke, Linda

Sherian-Mirage Port Douglas
Burbey, Rene

Hyatt Regency Cological
Betho, Fedenico

Giesell, Michael

Sherian-Mirage Resort & Spa Gold Coast
Chu, Amity (Te-Tien)

Lee, Ron (Myung Kyu)

Peggyross Broadbeach
Perks, Kile (Paulann)

South Australia
Hotel Grand Chansonier
Marina, Margaret
Lizemea, Alex
InterContinental
Temen Mattis, Omar

Medina Treasury
Park, Jesse

Stamford Plaza
Girs, Megan

Horsley, Jan (Hyung)

Lima, Venus (Hui Chi)

Kanata, Rita

Southern Ocean Lodge,
Kangaroo Island
Glaser, Dina

Port Lincoln Hotel,
Port Lincoln
Jagota, Jarrhead

Victoria
Grand Hyatt
Chen, Robert (Juan-Chung)

Corine, Cate

Li, Kitty

King, Nicholas

Nguyen, Saland

Hilton on the Park
Furr, Jan

Harley, Morgan

Kamino, James

Kas, Amy

Langham
Hida, Tom

Vl, Lin

Melbourne Convention Exhibition Centre
Cameron, James

Evans, Amy

Sofitel
Hicks, Tom

Vo, Le

Travelodge Docklands
Lim, Alvin

Travelodge Southbank
Chiu, Anna (To Young)

Westin
Grossma, Rochelle
Pee, Nicholas

Western Australia
Duxion Hotel
Lin, Kimbley (Ching Hi)

Hyatt Regency
Chen, Knida Ph-Jung

Chow, Miranda (Te-Lin)

Mathur, Thomas

Sum, Mike (Ying Chun)

Pan Pacific
To, Chin

Gobierno, Van (Yuit)

Events

1 Imalka Maddumapatabendi
2 Imalka Maddumapatabendi & Monica Chan
3 SHA Medal recipients
4 Degree Medal recipients
5 Formalities over
Course Commencement 10 February 2012

‘Welcome to our new students from around the world—from Argentina, Nepal, Malaysia and many other countries—and to returning students. This is our opportunity to “turn the tables”, with you as our invited guests.

‘Course Commencement has been a tradition of ICHM for close to 20 years, but the 2012 ceremony marks a new beginning. You are the first students to be studying our two degrees, including the SHA-badged Bachelor of International Hotel Management about which we’re very excited’, said lecturer Derek Milligan, Master of Ceremonies at Course Commencement.

Derek acknowledged Dr Christoph Juen who was in Adelaide from Switzerland attending his first Course Commencement Ceremony. Georgina Forwood, a graduate of ICHM and now HR Business Partner for hospitality and food service provider Delaware North Companies Australia, was also mentioned. In another first, 2012 is the first year Delaware has awarded an ICHM prize.

Certificates of Academic Achievement (1st Year) went to Melanie Buckland, Indya Dwyer, Hannah Mansfield, Matthew John and Simone Friemian (acknowledged); and 2nd Year Poppy Bowen, Murphy Loh and Fintan Tuttle.

Sagar Sadarangani and Anastasia Kakridas gave the welcome address on behalf of students.
Language studies

Proficiency in a second language is a prerequisite for ICHM’s commitment to the concept of ‘Swissness’—one of the eight graduate qualities that ICHM is intent on producing in its graduates.

The concept of ‘Swissness’ includes linguistic ability and a global mindset, developed through a combination of language studies and international travel.

For example, in 2011 Joel Bentley, Jake De Simoni and Casey Hutchison studied Italian in Florence. This year, Alex Blunden, Cameron McKenzie and Krystal Wood are in Argentina’s capital, Buenos Aires, at the Spanish language school VOS-Club Cultural Español en Buenos Aires. The three have taken up homestay accommodation to achieve even greater language immersion.

Krystal reports:
‘As the fresh new year began we set off on a new adventure, and so far we’ve learnt much more than we could have ever dreamed possible. We have been given the opportunity to experience a new culture, lifestyle and environment unimaginable back in Adelaide.

A lifetime, one never to forget.’

We attend classes 9am-5pm Monday to Friday. No class is the same, as each day we progress in our learning and experience the true Argentinean lifestyle by taking excursions to many places, including ice-cream stores, parks, supermarkets and shops.

The school is building quite a name in the media with recognition on local radio stations, local and national newspapers, and television news reports, including Argentinean CNN.

Our time here is flying by quickly and we are enjoying each day by taking in the new and wonderful experiences being offered. We are putting network, network, network into action every day making friends and meeting new people from all corners of the globe, each with incredibly interesting stories and experiences.

With many more adventures to undertake and lessons to be learnt we can be quite certain this will be the experience of a lifetime, one never to forget!’

Scholarships 2012

In 2012 four students were awarded scholarships worth $20,000, spread over four years.

Jay Park
The Knox School, Victoria

‘I am convinced that ICHM encapsulates all of the elements a student needs to capture the essence of what it is to be an international hotelier.’

Alison McKay
Somerville House, Queensland

‘As an avid traveller and a keen student of languages (Japanese and Spanish), I would like to manage international relations within a major hotel.’

Tom Machniak
Masoned College, Victoria

‘With ICHM’s program I would be capable of fast tracking into human resources, managing the people relations within an industry of my choice.’

Lachlan Sinclair
Melbourne High School, Victoria

‘I would thrive on the excitement of managing front of house, making sure that my customers were happy right from their first steps in the door.’
In a good cause

Students contributing to the community through getting involved in and making donations to causes are expressions of social responsibility, a concept promoted by ICHM. It took many forms in 2011.

Mo Bros

Movember (the month formally known as November) is a month-long global charity to raise awareness, support and funding for serious men’s health issues, specifically prostate cancer and male depression.

On 1 November, Nick Piva (centre) and fellow ICHM ‘Mo Bros’ registered with Movember and began sprouting their Mos (moustaches), joining thousands of men in 10 countries who effectively become walking, talking billboards for these causes for 30 days.

ICHM’s Mo Bros’ efforts raised a healthy $A641, adding to the more than $82 million worldwide.

Congratulations Mo Bros. Great effort!

Daffodil Day

Daffodil Day is an annual event of the Cancer Council, which raises funds to back research, prevention programs and support services for patients and their families.

In 2011, the second semester Student Representative Council (SRC) decided to take part by ordering Daffodil Day merchandise to sell and promoting a ‘wear yellow day’.

Through its endeavours and the generosity of staff and students, the SRC raised $A57.

ICHM also takes part in The Butterfly Movement’s shoe drive, donating shoes for East Africa to help prevent lesions caused by Jiggers, a sand flea that burrows into feet, particularly children’s feet.

Heroes for a day

‘Pose for Charity: We Can Be Heroes, Just for One Day’, was the theme for a photoshoot organised by the Pose for Charity Team on 19 November, to help raise awareness of and funds for HIV Australia as part of World AIDS Day.

The event raised $A561, and contributions came in many forms—volunteering for the awareness video, making a donation and buying red ribbons, a Pose for Charity calendar and custom-labelled wine.

Alex Larumbe, AIDS Australia’s chief executive officer, flew to Adelaide to champion the cause with the team.

The Pose for Charity Team thanks all their heroes who made time to attend and support the cause.

Third years wearing the merchandise

At the end of each semester, ICHM has arrangements in place with the Salvation Army to collect any unwanted clothes, shoes, bags and other items. Uniforms that are in good repair and unwanted textbooks are also recycled, including to hotel schools in the Philippines, Malaysia, Kenya and Nepal.

Vintage ICHM
Chief Executive’s comments

It is fitting here that I reiterate some of the features of our Bachelor of International Hotel Management (Swiss Hotel Association) and the reasons that make it so immeasurably proud of our new flagship qualification.

As mentioned in our cover story, the degree has the imprimatur of the Swiss Hotel Association to create the first degree in the world with the stamp of this famous century-old association.

The degree was developed with the involvement of ICHM’s graduate advisory group. As members of the group are fresh faces operating at top level in many facets of hotel management, we are confident that the curriculum is up with the very latest trends and job requirements.

Indeed, the degree required a complete rewrite of the curriculum, with significant input from a range of international experts. As part of this, we have been able to move the early years of the program out from vocational education into higher education (or university) sector status.

Our successful students will graduate with a double degree—the Bachelor of Business (Hospitality Management) and Bachelor of International Hotel Management (Swiss Hotel Association). We use the phrase ‘one program, two degrees’ in our marketing efforts as it differentiates our degrees from the duality of a typical double degree.

These are some of the features that give us cause for confidence in the attractiveness of ICHM’s program. But there is another factor that makes this course unique. It is the first time an Australian hospitality program—and possibly any Australian degree—and we foresee more students from Europe actively seeking out such a program. Other students too, over time, will realise the difference between ICHM’s degrees and others, not only for the superior Bologna assessment, but also the subjects on offer and the program mix of 50% on campus study and 50% in industry placements.

So, in 2012 ICHM has much to celebrate in the build up to its 20th anniversary, especially our continuing ties with the Swiss Hotel Association, made even stronger this year with the BHMA SHA (as it is becoming widely known). Our commitment to ‘Swissness’ has been embedded into the program through our eight Graduate Qualities, developed to articulate our intentions in relation to our graduates.

And as always we celebrate the success of our graduates not only within hotels, but also in other fields. This On Course includes a snapshot of graduates paving a new way as restaurateurs in Australia and around the world (pages 2 & 3). They acknowledge that at ICHM they gained the foundation knowledge and skills on which they’ve built their businesses. Our new degrees, with core subjects such as E-Marketing & Distribution and electives such as Entrepreneurship and Gastronomy, will continue to do just that for our graduates into the future.

Gerald Lipman

ICHM appreciates being able to publicise graduate success stories and others on On Course. While most graduates value the profile, others chose to take a more conservative stand. It is ICHM policy to contact graduates in the preparation of any item or article, and if ‘no publicity’ is your preference please clearly decline our request.

Luke Causer and Marc Dusan (right) with Georgina Forwood, ICHM graduate and DNCA’s HR Business Partner

Someone’s got to do it!
The awarding of a scholarship and allocating places for students on industry placement signal the start of ICHM’s budding relationship with Delaware North Companies Australia (DNCA). Last semester, Luke Causer and Marc Dusan were the first students to go DNCA’s Great Barrier Reef Lizard Island Resort. The property is ranked 3rd in Australian Traveller’s top 10 luxury lodges list for 2011!

Firstly they wanted to make it easy to someone’s got to do it! The Europeans had a number of goals. Italy in 1999 (hence its title). About 13 years ago a number of countries in Europe—both European Union countries as well as neighbouring nations like Switzerland, Norway and Russia—signed an agreement that set standards for higher education qualifications—Bachelor, Masters and Doctorate. There are now 47 signatories to the agreement, which was signed in Bologna in northern Italy in 1999 (hence its title). The Europeans had a number of goals. Firstly they wanted to make it easy to move from one country to another to study or work. Secondly, as Europe has an established and highly regarded higher education sector, it was appropriate that qualifications from within the region were compatible so that students, educational institutions, professional organisations and employers from outside the region could deal with them on a unified basis. Thirdly, it would lead to a convergence with Anglo Saxon countries, where Bachelor, Master and Doctorate terminology had been in use for a long time.

The measuring point of the agreement is the European Credit Transfer Standards (ECTS), with an ETS made up of 35–50 student work hours (defined as the total of classroom and self-study hours).

There are 850–345 ECTS in a Bachelor degree; ICHM’s Bachelor of International Hotel Management (Swiss Hotel Association) has been assessed as having 256 ECTS. Importantly, Bologna recognises the importance of industry placement, which had been in use for a long time.

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