

B.H.M.S. 

Business & Hotel Management School

Lucerne City, Switzerland

EXECUTIVE DIPLOMA PROGRAMMES



PREPARING PROFESSIONALS
IN A CHANGING WORLD

bhms.ch

A Member of the **Bénédict** Education Group Switzerland



OVERVIEW

Your managerial career path brings you new levels of responsibility and complexity. You must be able to lead multiple functions or businesses. The BHMS Executive Diploma Program brings you the confidence and influence to lead and manage successfully, at a personal and business level. With eight different specializations to choose from, you will be able to acquire managerial and technical skills to effectively lead business organizations in global environments.

YOUR BENEFITS

- Interactive teaching methods combine theoretical know-how and practical approaches.
- Company visits are integral in each specialization course.
- Work with branch-related case studies and business games to solve managerial challenges.
- Familiarize with contemporary trends and issues affecting your managerial career.
- Build up an international network of colleagues and friends.
- International faculty members with extensive managerial experience.
- Become a confident, fulfilled manager and business leader.



ENTREPRENEURSHIP & INNOVATION

This intensive 10-week program allows budding entrepreneurs to develop the knowledge and gain the tools to be able to innovate, test and justify new product and service ideas in an international context. Participants will investigate new business opportunities presented by the digital economy and develop their own start-up concept from fledgling idea to full business plan. Market research, sales forecasts, budgeting, resourcing and financing options are all reviewed to provide a solid business foundation to evaluate commercial viability. Participants will also explore the transition from start-up to an established business model and growth strategies available to move the business forward.

PARTICIPANT PROFILE

Entrepreneurs, team leaders or managers responsible for the performance of teams, task forces, or autonomous work groups.

program structure

Innovation in a Digital Era

In just a few years, companies like Facebook, Amazon, Uber have changed the face of the global economy. This module provides a knowledge toolkit for the ongoing digital revolution.

The Business/Social Entrepreneur in Action

Explore opportunities to create social change and familiarize with the process of establishing a venture to address a social or environment problem.

The Business Prototype & Plan

Familiarize with the benefits and the usage of prototypes in communicating your vision to stakeholders.

Entrepreneurial Growth & Management

This module focuses on managerial issues during different phases of the new venture's expansion and transitions.

Case Studies & Company Visits

Case studies and company visits on business models, business plans, entrepreneurial finance, founder-succession and social entrepreneurship.



DIGITAL LEADERSHIP & MARKETING

This intensive 10-week program provides participants with the fundamentals of conducting business and communicating with their potential consumers in the digital economy.

Participants will explore how emerging digital technologies can be used to create more value for customers, generate new business models, and provide opportunities for new business ventures. The key principles of digital design, customizing content and data tracking are integrated into the program to ensure participants have both the theoretical and practical skills to successfully innovate in their chosen career paths.

PARTICIPANT PROFILE

Professionals responsible for managing teams and need guidance on how to lead effectively in a digital age.

program structure

Relationship Marketing & Customer Behaviour

Learn how to design powerful relationship marketing strategies to create loyal customer and positively impact the business bottom-line.

Digital Design and Video Editing

Learn advanced editing and post-production techniques and create animated motion graphics.

Digital Campaigns and Measurements of Success

Exploring the digital campaign strategy, planning, controlling, digital channels as well as designing a compelling message to the target audience.

Innovation in a Digital Era

In just a few years, companies like Facebook, Amazon, Uber have changed the face of the global economy. This module provides a knowledge toolkit for the ongoing digital revolution.

Case Studies & Company Visits

Digital campaigns best practice within Europe and around the world.



STRATEGIC FINANCE & CONTROLLING

This intensive 10-week program introduces participants to the world of finance, investment strategies and financial controlling which is crucial to all business sectors today. The modules examine the global financial market and the cause and effect of changes in the external environment before moving to the concepts behind investment decisions, developing portfolios and managing risk. The program is focused on developing the knowledge and skills needed to make informed financial management decisions applicable to a variety of sectors.

PARTICIPANT PROFILE

Financial professionals or business executives seeking to refresh and broaden their understanding of the newest financial concepts and tools.

program structure

Financial Statements & Business Decisions

Core financial statements, types of audits, statements analysis framework and accounting cycle.

Strategic Corporate Finance

Analyze a company's financial health and calculate relevant cash flows, evaluate project investments, manage an M&A deal and define a proper dividend policy.

Investment Strategies

Explore the various strategies of investments, professional money managers, portfolio diversification, and effect of taxes on investments.

Enterprise Risk Management

Explore enterprise risk strategies, risk appetite, risk profile, risk governance and define risk monitoring and reporting framework.

Case Studies & Company Visits

Various case studies and field trips on corporate finance, risk management and Swiss financial market best practice.



SPORTS & EVENTS MANAGEMENT

This intensive 10-week program develops both the theoretical and practical skills of participants looking to develop a successful managerial career in the sports and events sectors. Topics such as event planning & measuring the success of events, venue, stakeholders and volunteer management and sports marketing are explored in details. Participants will also examine sponsorship options, celebrity endorsements and licensing considerations using a variety of case studies and examples. Event campaigns, social media and digital communities are the main focus in event communication strategies.

PARTICIPANT PROFILE

Sport manager, event manager or professionals interested to explore the fast-growing segment of sports and events.

program structure

The Sports and Events Spectrum

Gain the business skills and event management expertise required to organize and market sports events, recruit and motivate volunteers and find sponsors at the corporate, professional or amateur level.

Event Planning and Management

An overview of how to successfully plan and organise an event. Event planning process and legal regulations are explored.

Event Advertising and Media

Explore events campaigns, social media, celebrity endorsements and the role of digital communities in promoting the sport event.

Case Studies & Company Visits

Variety of case studies and best practice of sport events advertisement, social media practice, celebrity endorsements and licensing considerations.



THE GENERAL MANAGER

This 10-week program takes on strategic property-level issues with depth and precision. You will concentrate on hotel-management issues and collaborate to expand the foundation of your knowledge, broaden your viewpoint, and produce new solutions to the problems you face. Through interactive classroom discussions and informal breakaway chat sessions, participants dissect theory-based ideas and learning, and relate these to current issues in the industry. This program shapes decision-makers into strategic thinkers.

PARTICIPANT PROFILE

Industry professionals including full-service hotel general managers and their immediate successors.

program structure

Leadership & Team Building

Gain insight into your own leadership style and apply motivational concepts and techniques to draw exceptional performance from teams.

Human Resources Strategy

Learn how to link the HR program with the strategic management process of your hotel, including alignment within the HR function.

Financial Management for Value Creation

Understand the competing interests within a hotel and learn how to enhance the hotel's ability to create value.

Hotel Asset Management

Understand the contemporary asset management practice and the owner's view of an individual asset strategic planning

Strategic Marketing and Brand Management

Adopt a strategic marketing orientation and familiarize with the concepts and principles for developing, managing and growing brands



THE RESTAURANT MANAGER

This 10-week program examines the issues and challenges of the foodservice industry and strategies that contribute to a successful foodservice operation. Participants will learn how to manage the major areas of menu planning, purchasing, receiving, storage, production, and control systems. They will assess the effectiveness of several foodservice systems, use a service blueprint to improve the service delivery process and increase profits, and examine such variables as client flow, menu planning, dining time, optimal table mix, meal duration, and variable pricing.

PARTICIPANT PROFILE

Industry professionals including restaurant managers, restaurant owners and their immediate successors.

program structure

Meeting the Challenges of Foodservice Management

Learn strategies for managing trends in the foodservice industry, and discover the opportunities and risks associated with incorporating trends.

Marketing, Service, and HR Systems of Foodservice

Explore the integral part the menu plays in conveying the personality of the foodservice, and shows how the operational systems are used to ensure quality and yield.

Control Systems

Explore various devices such as schedules, forecasts, and operational statements managers use to guide their operations and monitor the effectiveness of each of the other foodservice systems.

Restaurant Revenue Management

Learn the key concepts of revenue management and how to apply it to your restaurant operation.



7

BAKERY & PASTRY

This intensive 10-week program delivers a practical, hands-on training in the specialist area of bakery and pastries for those looking to hone their culinary craftsmanship in this field. Participants will study modern baking methods and the basics of pastry to produce a variety of European and international breads, pies and tarts. Hot and cold desserts, creams, cakes, special occasion creations and decoration techniques are learnt before concluding the course in the delicate art of sugar work and chocolate making.

PARTICIPANT PROFILE

Bakery and pastry professionals and those aiming to launch their own bakery, pastry and chocolate business.

program structure

Bakery, Doughs and Breads LAB

Contemporary Desserts LAB

Decoration Techniques & Sugar Artistry LAB

Chocolate and Confectionery LAB

Swiss Chocolate Factory Visit

Swiss Bakery Visit



HOTEL REAL ESTATE INVESTMENTS

This 10-week program will give participants the knowledge needed to understand the financial and operational aspects of hotel asset and real estate investment management. You'll examine leasing agreements to learn about valuation and explore financing, equity structuring and exit strategies. Upon completion, participants are to develop a superior hotel real estate management and execution plan.

PARTICIPANT PROFILE

Mid- to senior-level hospitality and real estate managers or private equity managers.

program structure

Financial Analysis of Hotel Investments

Evaluate hotel investments and hotel financing decisions and structure deals that meet the needs of the owner, the operator, and the lender.

Developing an Asset Management Strategy

Examine the role of the asset manager in real estate portfolio management and develop a strategic vision for asset management.

Achieving Hotel Asset Management Objectives

Administer and renegotiate management contracts, evaluate capital expenditures and manage their execution, and monitor expenses to reduce costs.

Valuing Hotel Intellectual Property

Value the intellectual property rights created in management contracts and franchise agreements and learn how debt and equity capital markets are used to financially engineer value enhancements of the real estate.



GENERAL INFORMATION

Program Duration

10 taught weeks

Course Location

All courses are delivered at BHMS campus in Lucerne

Conditions for Admission

- A Bachelor Degree or Associate Diploma in any discipline
- A min. of 2 years of professional or managerial experience
- English level of IELTS 5.5 or equivalent

BHMS online English test: www.testpodium.com (level 2)

Intake Dates 2018

- January 8th
- April 9th
- July 2nd
- October 1st

Intake Dates 2019

- January 7th
- April 8th
- July 1st
- September 30th

course fees

CHF 14,900 (Shared Standard Accommodation)

CHF 16,400 (Single Standard Accommodation)

CHF 17,900 (Single Studio Accommodation)

Fees include

- Accommodation and full meals for 12 weeks
- Course learning materials and manuals
- Fieldtrips and company visits
- Access to e-campus and internet
- Airport pick-up

Disclaimer: The BHMS Business and Hotel Management School reviews the courses offered and therefore reserves the right to vary, add or delete any of the courses, or parts thereof, referred to in this brochure without prior notice. All courses run subject to enrollment of a minimum number of learners. Maximum limits may also apply.



Since 1998

B.H.M.S. 

Business & Hotel Management School



Since 1928

Bénédict 

Benedict Education Group Switzerland

BHMS Business & Hotel Management School
Baselstrasse 57 // 6003 Lucerne // Switzerland
Phone +41 (41) 248 7070 // Fax +41 (41) 248 7004
admission@bhms.ch // www.bhms.ch

connect with us

