

BACHELOR'S DEGREE (BBA) PROGRAM DETAILS

Semester 1

Hospitality Excellence (Practical Arts)

- Luxury Hospitality Culture
- Contemporary Gastronomy
- Hotel Operations
- Food and Beverage Concepts
- Trends and Innovation
- Business Communication
or
- Business English

**Two-week Masterclass at
École Ducasse – Paris Campus**

Practical Arts program

[Click below to watch the video](#)

Semester 2

Professional Immersion – Internship

- Online Applied Learning
in Practice Internship

Semester 3

Hospitality Fundamentals

- Hospitality Marketing Essentials
- Hospitality Financial Accounting
- Professional Communication
and Academic Writing
- People and Performance
in the Workplace
- Applied Mathematics and
Statistics in Hospitality Business
- IT Business Tools
- Language Elective

Semester 4

Hospitality Management

- Sales and Digital Marketing
in Hospitality
- Managerial Accounting
- Management of Rooms
- Economics for Hospitality
and the Tourism Industry
- Hospitality and Events
Operations
- Management of
Food and Beverage
- Language Elective

Semester 5

Management Practice – Internship

- Online Reflection on Practice
Internship

Semester 6

Integrative Business Strategies

- Business Development
and Strategy
- Corporate Finance
- International Law and Risk
Management
- Revenue Management and
Distribution Management
- Human Resources
Talent Management
- Business Ethics and Corporate
Social Responsibility
- Research Methods or
Project Management

Semester 7

Specialization and Business Project

- Luxury Brand Management
in Hospitality
or
- International Hotel Development
and Finance
or
- International Event Management
and
- Bachelor's Thesis or Applied
Business Project (In-line with
Specialization)
- Specialization-Based Field Trip
- Career Planning

Applied Business Project

[Click below to watch the video](#)



SPECIALIZE IN LUXURY BRAND MANAGEMENT IN HOSPITALITY

Add a Shine to Your Career

Luxury hospitality has never been so relevant to the overall luxury sector as it is today, with its focus on delivering exceptional personal service and creating memorable experiences for its clients and guests. Ranging from boutique hotels to palaces, from luxury travel and cruises to spas, from gastronomy and fine foods to fine wines and spirits, experiences continue to be the growth area within the luxury industry. Understanding luxury and the management of luxury brands provides a foundation for a career not only in the luxury and hospitality industry, but far beyond.

Subject 1	Subject 2	Subject 3	Subject 4	Subject 5
Analyzing the Economics of Luxury Industry	Building on Brand Identity in Luxury Hospitality	Leveraging the Marketing Mix in Luxury Hospitality	Achieving Service Excellence in Luxury Hospitality	Creating a Brand Experience in Luxury Hospitality
Background	Strategy and Planning		Implementation	



Career Opportunities

- Brand or Marketing Manager
- Guest Relations or Concierge Manager
- Customer Service Manager
- Public Relations Executive

Industry Sectors

- Luxury Hotels and Resorts
- Fine Dining, Food and Wine
- Personal Luxury Goods
- Yachts, Private Jets, Automobiles
- Other Brand and Service Industries

SPECIALIZE IN INTERNATIONAL HOTEL DEVELOPMENT AND FINANCE

Reach for the Sky in Corporate Strategy

Over the last two decades, the world of hospitality finance has grown more complex, creating opportunities for graduates who have a strong background in real estate development and asset management. This specialization will give you the skills to analyze the critical success factors in hotel asset management for hotel and resort development projects.



Career Opportunities

- Asset or Revenue Management
- General Management
- Area Management
- Investment Consultant



Industry Sectors

- Hotels and Resort Development
- Private Banking
- Investment Firms
- Corporate Finance

Subject 1	Subject 2	Subject 3	Subject 4	Subject 5
Hotel Asset Management Introduction	Hotel Feasibility and International Development	Hotel Finance and Valuation	Global Resort Development	EMEA Hotel Market Insight
Background	Strategy and Planning		Implementation	

SPECIALIZE IN INTERNATIONAL EVENT MANAGEMENT

Run the Business Behind the Show

Events come in many shapes and sizes, from massive sports events to regional music and film festivals, political summits, private weddings, exclusive VIP events, corporate workshops, and much more. One thing is for sure: events are happening every day all over the globe and no two events are ever the same. There is plenty of room to grow a career and the flexibility to choose when and where you work in event management.

Subject 1

Analyzing the Economics of Event Management

Subject 2

Leveraging Events in Hospitality and Integrated Resorts

Subject 3

Developing Strategic Relationships in Events

Subject 4

Achieving Customer and Client Satisfaction

Subject 5

Creating an Event Experience

Background

Strategy and Planning

Implementation



Career Opportunities

- International Sports Events
- International Sports Governing Bodies
- Music, Film and Cultural Events
- Political Summits
- Event Management Companies
- Event Venues
- Theme Parks
- Hotels, Convention Centers and Integrated Resorts
- Brands and Sponsorship

Industry Sectors

- Hotels and Resorts
- Event Management
- Sports
- Entertainment