# 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

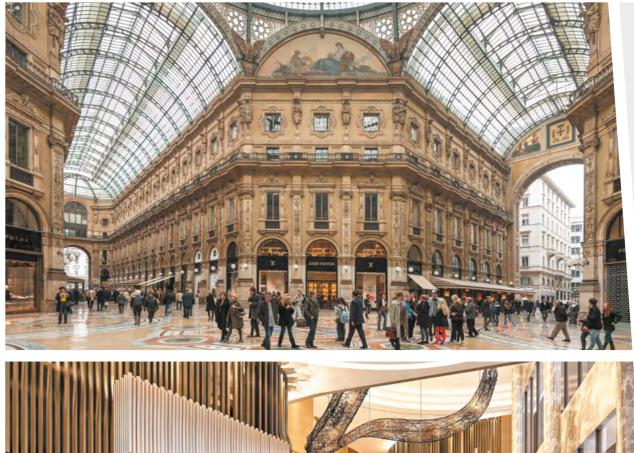


# SPECIALIZE IN LUXURY BRAND MANAGEMENT IN HOSPITALITY

## 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<br>Economics of<br>Luxury Industry | Building on Brand<br>Identity in Luxury<br>Hospitality | Leveraging the<br>Marketing Mix in<br>Luxury Hospitality | Achieving Service<br>Excellence in<br>Luxury Hospitality | Creating a Brand<br>Experience in<br>Luxury Hospitality |
| Background                                       | Strategy   | Strategy and Planning                                    |  | mentation   |





## 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.

| Subject 1                                 | Subject 2   | Subject 3                      | Subject 4                    | Subject 5                    |
|---|---|--------------------------------|------------------------------|------------------------------|
| Hotel Asset<br>Management<br>Introduction | Hotel Feasibility<br>and International<br>Development | Hotel Finance<br>and Valuation | Global Resort<br>Development | EMEA Hotel<br>Market Insight |
| Background                                | Strategy  | Strategy and Planning          |                              | plementation                 |





## Career Opportunities

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

## Industry Sectors

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

# 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  | Subject 2   | Subject 3   | Subject 4   | Subject 5                          |
|--|---|---|---|------------------------------------|
| Analyzing the<br>Economics<br>of Event<br>Management | Leveraging<br>Events in<br>Hospitality<br>and Integrated<br>Resorts | Developing<br>Strategic<br>Relationships<br>in Events | Achieving<br>Customer<br>and Client<br>Satisfaction | Creating<br>an Event<br>Experience |
| Background   | Strategy a  | Strategy and Planning                                 |   | ementation                         |







## 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