

Master of Science HES-SO in Global Hospitality Business

Graduate program



EHL HOSPITALITY BUSINESS SCHOOL



Excellence
without
boundaries

Content

SECTION ONE

Introduction **4**

SECTION TWO

Program highlights **9**

SECTION THREE

Program overview **12**

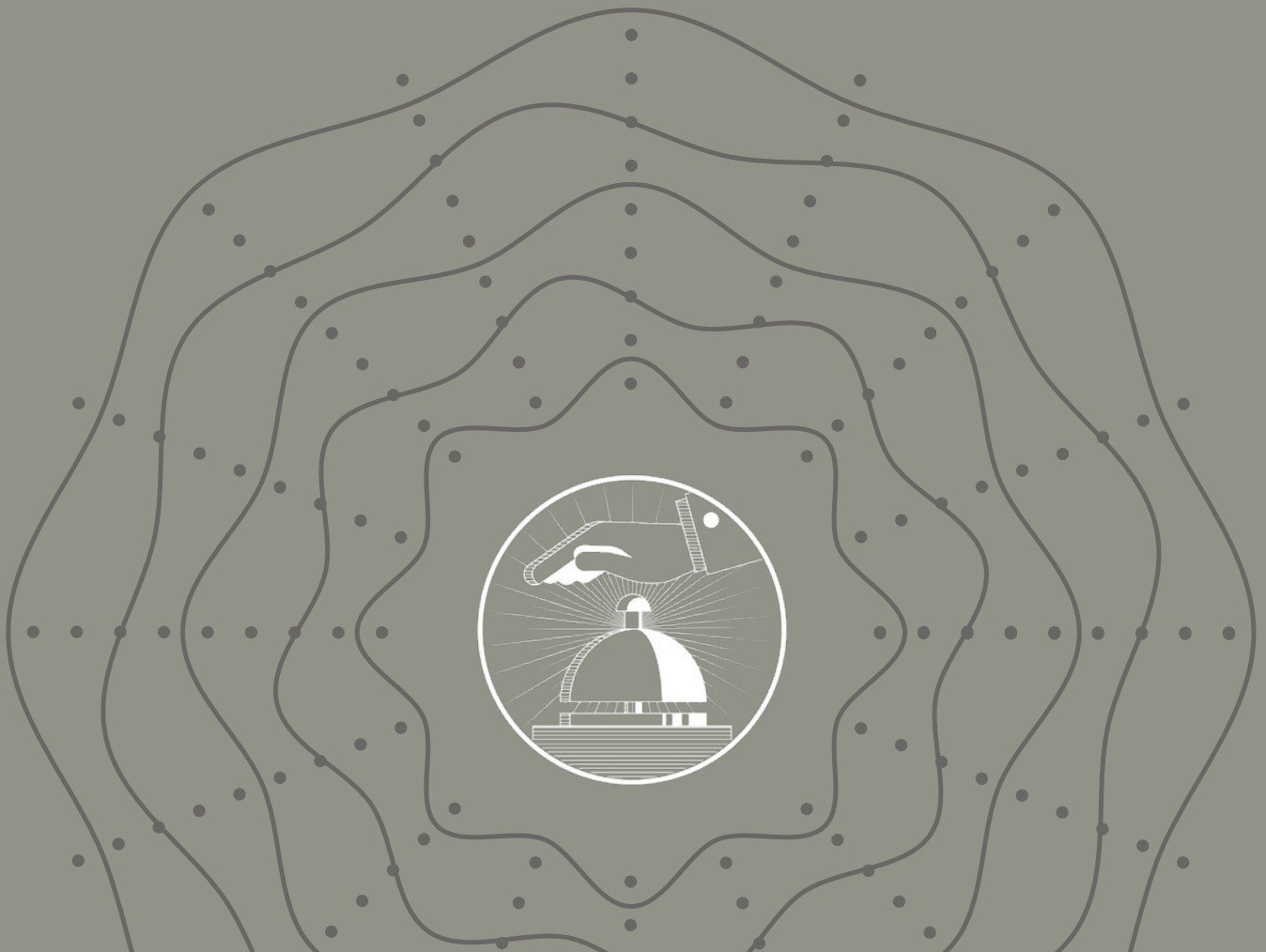
SECTION THREE

Admissions & Fees **20**

SECTION FOUR

Courses & Credits **24**

Introduction



Gain global insights and experience across three continents, in a single program

Everything about our Master of Science HES-SO in Global Hospitality Business is designed to make you into a top-flight professional with world-class skills. We can prime you for a global career.

Develop continent-spanning capabilities

The program is built around three absorbing semesters that will take you to three continents, where you will live, learn and experience the nuances of hospitality in different parts of the world. Each semester is packed with a blend of cultural immersion and business experience, seminars delivered by world-renowned industry experts, a real-world practical project, and professional certifications. Every aspect is designed to broaden and sharpen your view of hospitality management and trends across the world, and prepare you for the complex challenges of running an international hospitality business, consultancy firm, or similar premium service-focused organization. In essence, our program is created to precisely reflect the industry's future direction and demands.

This program's unique profile and prestige is made possible because three of the world's finest hospitality management schools have joined forces. Working in partnership, we deliver a truly global degree.

A hospitality degree with the power of three

Your studies will begin in Europe - the beating heart and historical center of hospitality education. The journey will then take you and your classmates to world-renowned campuses in Asia, where cutting-edge hospitality is being shaped, and North America, where the world's largest network of hotel chains is being renewed and revitalized.



SEMESTER 1

EHL Hospitality Business School

The world's first and oldest hospitality school, set in a thoroughly contemporary environment, EHL is consistently rated as one of the world's best by industry professionals.

Content includes:

- Hospitality Business Strategies in Europe, Middle East and Africa
- Real Estate Finance and Investments
- Advanced Corporate Finance and Concepts of International Finance
- Business Research Methods
- Project Management Tools
- Business Field Trips to Lisbon, Paris, Berlin*
- Professional Certificates: Managing Hotel Demand with Snapshot, Mastering Industry Analytics with STR*



**Business field trips and professional certificates are subject to change during the program*





THE HONG KONG
POLYTECHNIC UNIVERSITY
香港理工大學

SCHOOL OF HOTEL AND TOURISM MANAGEMENT

SEMESTER 2

Hong Kong Polytechnic University (PolyU)

The School of Hotel and Tourism Management (SHTM) at PolyU is Asia's leading hospitality management school. Based in the city, you commute to the university, so you really get to live the life of this stunning location.

Content includes:

- Hospitality Business Strategies in Asia. China Hotel and Tourism Business Studies
- Marketing Management in Hospitality and Tourism
- Revenue Management
- Quality Service Management
- Business Field Trips to Macau, Shanghai, Beijing*
- Professional Certificates: Doing Deals and Valuing Hotels with HVS*



**Business field trips and professional certificates are subject to change during the program*



Conrad N. Hilton College of
Global Hospitality Leadership
UNIVERSITY OF HOUSTON

SEMESTER 3

Conrad N. Hilton College of Global Hospitality Leadership

Based at the prestigious University of Houston, the college was founded by legendary hotelier Conrad N. Hilton. Its hospitality programs are among the finest anywhere. University life here is everything you would imagine it to be – all encompassing, inspiring and typically American.

Content includes:

- Hospitality Business Strategies in the Americas and the Caribbean
- Innovative Hospitality Technologies
- Organizational Behavior and Hospitality Leadership Strategies
- Business Field Trips to Washington, D.C., New York, Las Vegas*
- Professional Certificates: Mastering Industry Analytics with STR, the Hospitality Financial & Technology Professionals, UH Global Masters Certification*



**Business field trips and professional certificates are subject to change during the program*



Program highlights



These key strengths prepare you to run a service-centered business or consultancy firm anywhere in the world.

PERSONAL LEARNING AND TOP ACADEMICS

You benefit from small, diverse classes and plenty of individual exchanges with professors. Our faculty members are all recognized experts, who will lead you through our intensive 16-month curriculum, focusing on the areas that count, such as revenue management, marketing and finance.



GLOBAL INSIGHTS AND OVERSEAS EXPERIENCE

Your course brings you true cultural immersion across three continents. Beginning in Europe, the heart of hospitality education, you then journey to world-class campuses in Asia and North America. Gaining unique experience in cities famous for their vibrant student life, you will enjoy business field trips to legendary hospitality hubs such as New York, Las Vegas, Shanghai, Macau, Berlin and Paris*.

**Destinations can change depending on developments and circumstances*

PEER-BASED, SOCIAL LEARNING CONTEXT

Classes are made up of talented, committed individuals from all over the world. This provides you with a rare opportunity to learn cultural aspects and insights from your peers – and contribute your own.





CONNECTIONS TO THE BEST-IN-BUSINESS NETWORK

You will gain exceptional professional expertise and become immediately attractive to employers, thanks to the way your course is designed and strengthened by input from our leading hospitality partners. Developing and learning within a top-flight professional community, you will be involved in global action planning, honing your leadership skills and becoming a true business leader.

GLOBAL LEADERSHIP SKILLS

Everything you learn and do will prepare you for the complex challenge of running a prestigious international hospitality business. You will become skilled at adapting strategy and service to suit local markets through living, learning and working in three of the worlds premier tourism markets. Step by step, your understanding of international customer needs will grow, as you gain the professional confidence to lead multi-cultural, multi-language teams.



AN INTERNATIONALLY RECOGNIZED DEGREE

Your master's degree guarantees international accreditation. It's compliant with the Bologna agreement, which is recognized across Europe. EHL is accredited by the New England Commission of Higher Education [NECHE] in the USA.

AN ALUMNI NETWORK LIKE NO OTHER

Once you've graduated, you will join an alumni network that spans all three institutions. You will belong to a global group of the most experienced hospitality professionals – a socially active network that can support you with valuable advice and support throughout your career. It's a great foundation for building your international career and forging friendships on three continents.



Program overview



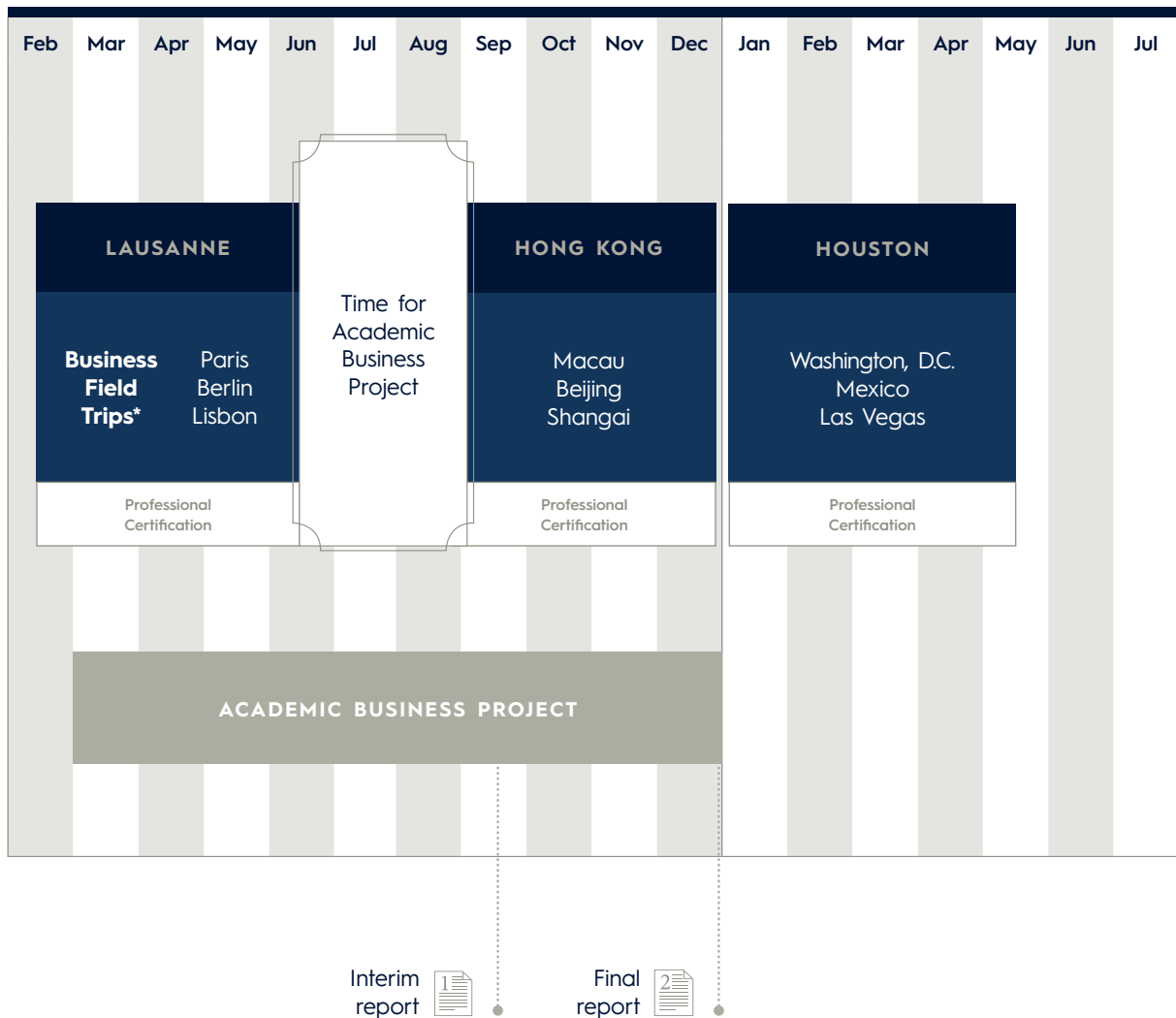
Your program, step by step

Three packed semesters, three top campuses
and three different continents

Throughout your program you will gain the most valuable and varied real-world experience, through field trips and an academic project with one of our exclusive partner companies. Earning your professional certification will be rewarding and absorbing at every step.

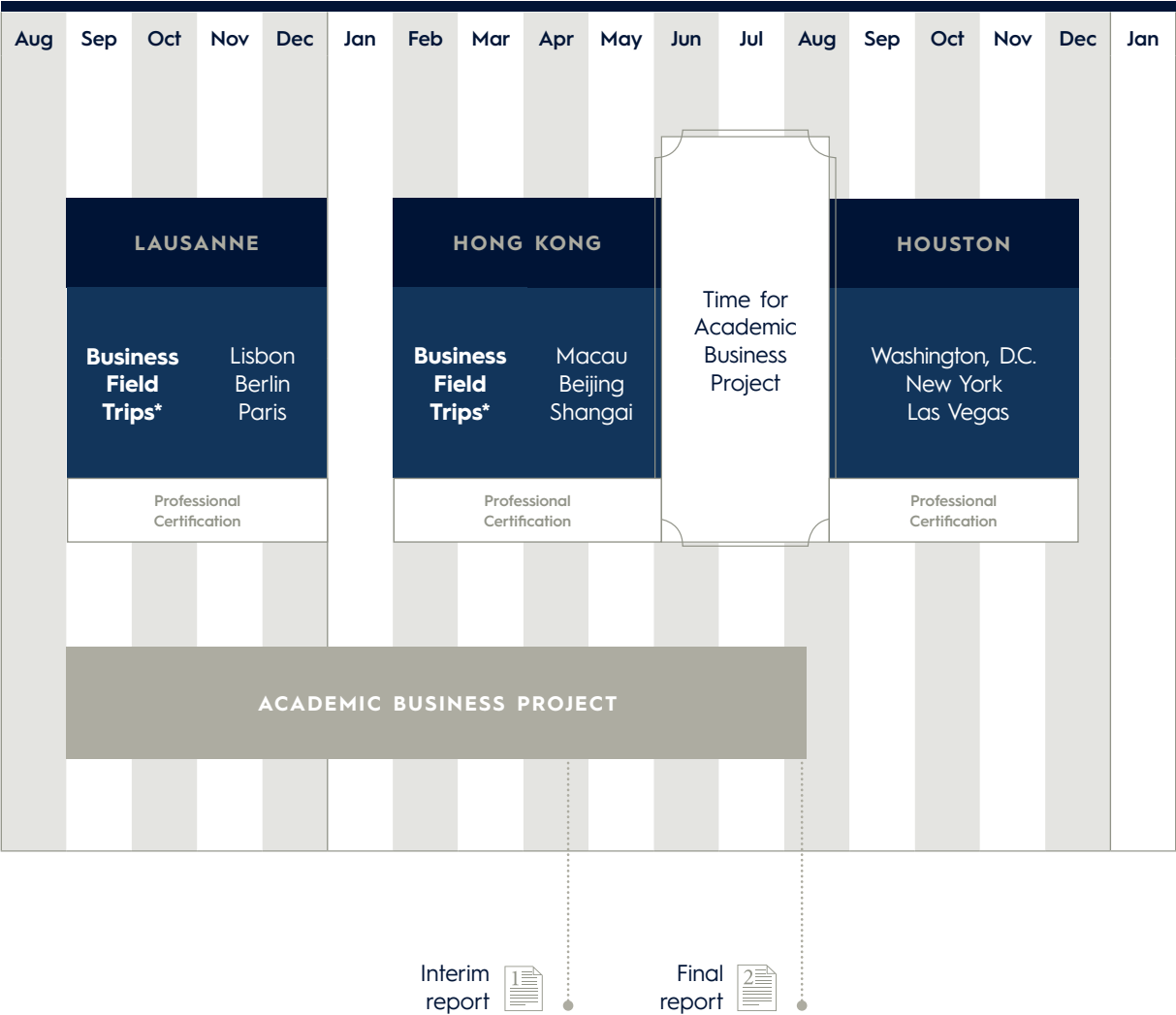


February Intake



**Business field trips and professional certificates are subject to change during the program*

September Intake



**Business field trips and professional certificates are subject to change during the program*



SEMESTER 1

EHL Hospitality Business School

Campus Lausanne, Switzerland

This is where you'll build the foundations for strategic decision making, and gain detailed insights into the vital relationship between finance and strategy. From the start you'll work with techniques and tools that develop your individual skills. In the first semester, the focus is firmly on Europe, Middle East and Africa.

MODULES	HOURS
Hospitality business strategies in Europe, Middle East, Africa	40
Hospitality real estate finance and investments	40
Advanced corporate finance & concepts of international finance	40
Business research methods	20
Project management tools	20

Business field trips*: Paris, Berlin, Lisbon

Professional certificates*: Mastering Industry Analytics with STR



**PARIS, BERLIN
LISBON**



**MASTERING INDUSTRY
ANALYTICS WITH STR**

**Business field trips and professional certificates are subject to change during the program*



SEMESTER 2

The Hong Kong Polytechnic University

School of Hospitality & Tourism Management

In semester two, you will gain expertise in strategic decision making within operations management, from revenue and marketing to service quality management. During this semester, you will also get the opportunity to practice your strategic decision making, considering all the latest issues affecting the future development of hospitality and tourism across Asia.

MODULES	HOURS
Hospitality business strategies in Asia: China hotel and tourism business studies	39
Quality service management for the hospitality & tourism industry	39
Marketing management in the hospitality & tourism industry	39
Revenue management in the hospitality industry	39

Business field trips*: Macau, Shanghai, Beijing

Professional certificates*: Doing deals and valuing hotels with HVS



MACAU, BEIJING
SHANGHAI



DOING DEALS AND VALUING
HOTELS WITH HVS

**Business field trips and professional certificates are subject to change during the program*



SEMESTER 3

University of Houston

Conrad N Hilton College of
Global Hospitality Leadership

Semester three immerses you in two of the world's most advanced and exciting tourism markets: the Americas and the Caribbean. Developing your talent for managing people and technology within a global organization, you will explore the science and practice of leadership. The semester will be a prime opportunity to build your expertise in industry trends and your abilities as a leader.

MODULES	HOURS
Hospitality business strategies in Americas, & the Caribbean	45
Innovative hospitality technologies	45
Organizational behavior and hospitality leadership strategies	45
Variable module (based on current market needs)	45

Business field trips*: Washington, D.C., New York, Mexico, Las Vegas

Professional certificates*: The Hospitality Financial & Technology Professionals / UH Global Masters Certification



WASHINGTON, D.C.
NEW YORK, MEXICO, LAS VEGAS



UH GLOBAL MASTERS
CERTIFICATION

**Business field trips and professional certificates are subject to change during the program*

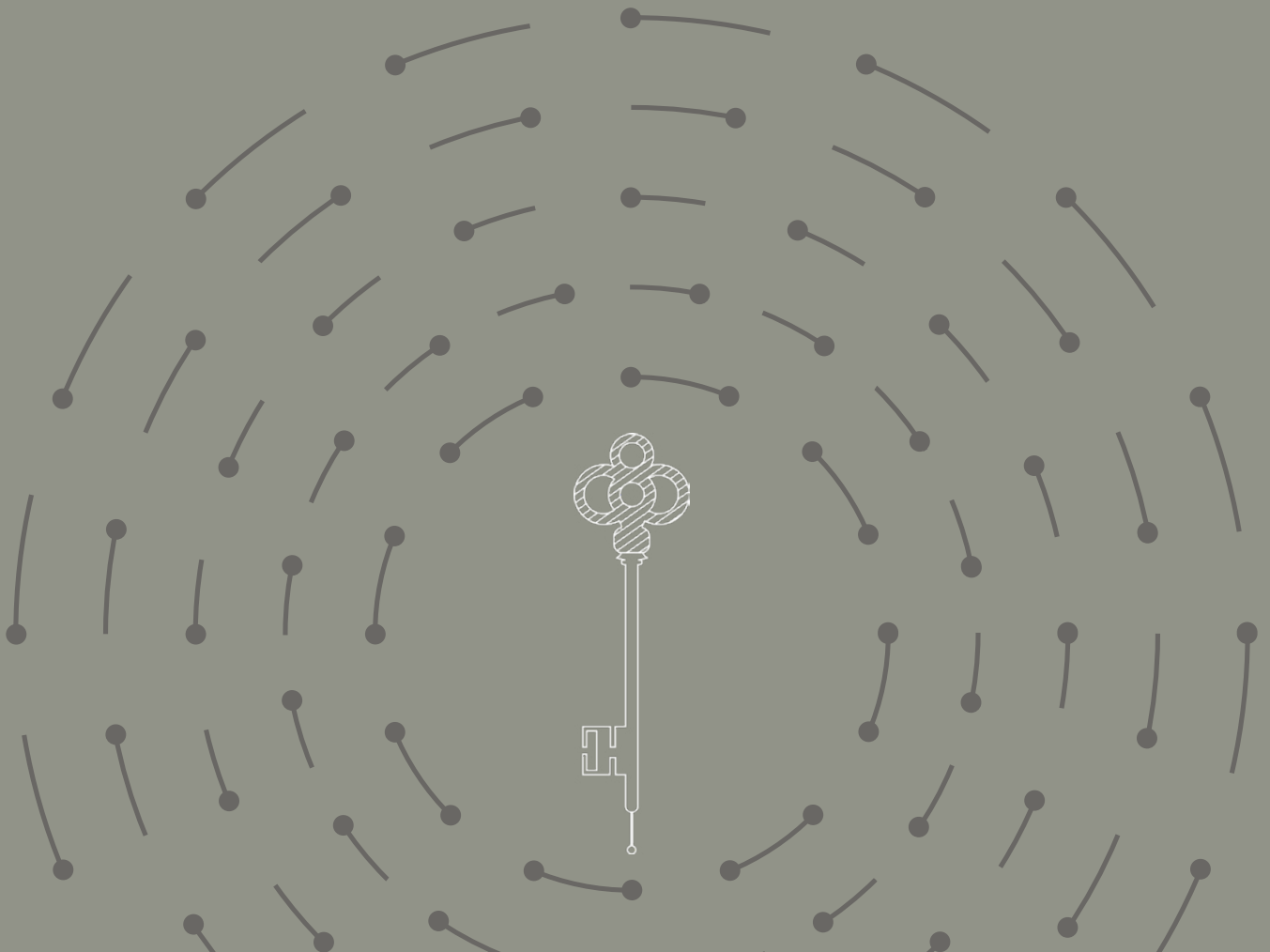
Academic excellence, real-world challenges

The Academic Business Project provides you with exposure to real-world challenges in diverse business environments. Equivalent to a master's thesis, this academic project is conducted in collaboration with global industry partners. You will work in teams to provide industry partners with important insights and actionable solutions on hospitality business issues, which often cross department functions (e.g. marketing, finance, operations) and are strategic in nature. Throughout this project, you will learn to design solutions that involve multiple stakeholders and that are based on a thorough, fact-based analysis.

“Six Senses Hotels Resorts Spas has successfully wedded the enjoyment of environment and surroundings with responsibility to the planet and communities. Working with master students on selected business projects provides us with knowledge and expertise that allows Six Senses to innovate our hospitality concepts.”

BERNARD BOHNENBERGER
FORMER PRESIDENT SIX SENSES
HOTELS RESORTS SPAS

Admissions & Fees



Equipped to succeed

To benefit from everything that this world-class degree offers, you will need intelligence and commitment to meet the challenges of this academic program. Equally, you should have excellent people skills and customer focus: you're training to become a future global hospitality manager.

To succeed you'll need a balance of these qualities:

- A passion and aptitude for hospitality
- Academic prowess
- Relevant work experience and leadership potential
- A global outlook and responsiveness to diverse cultures

Admission essentials



Academic achievement

To win your place you'll need a recognized bachelor's degree in hospitality or tourism, or a related field such as business management. Your academic record must be excellent, with a final GPA of 3.0 or above on a 4.0 cumulative average scale.



Professional experience

You'll have spent at least one year working in hospitality or tourism – including internships.



English language

If you're a non-native English speaker, you'll need a minimum score of 100 on the TOEFL or 7.0 on the IELTS exams

Your application

To apply you must submit these documents on the ehl.edu website:

- A comprehensive CV or resume
- A letter explaining your motivation
- A copy of your transcripts and diploma in English
- Your TOEFL or IELTS test scores if you're a non-native English speaker
- A copy of your passport
- A recent Employer Reference or work certificate
- A downloadable letter of recommendation from an academic or professional reference

Next steps

Once we have your application, our Admissions Office will evaluate it carefully and decide whether to interview you. If you're selected, your interview will be conducted via video conference by an EHL professional and a member of one of our partner universities. You will hear within one month whether you have been successful.

Deadlines

Our program starts twice a year in February and September, and we encourage you to apply as early as possible.

The final deadline for February intake is 31 October, and for September intake it is 1 April

Tuition fees and expenses

Tuition & Fees		in CHF*	in CHF*	in CHF*
	Ref.	EHL	Polytechnic University*	Houston University*
Compulsory expenses Tuition	1	24,000	17,280*	19,920*
Facilities and services	2	2,270	-	-
Prepaid food and beverage	3	1,620	-	-
Field trips	4	7,000	3,360*	3,880*
Total		34,890	20,640*	23,800*

(*) The above fees apply to students seeking their degree from EHL.
Fees are in Swiss Francs and include VAT where applicable. All prices are indicative, subject to change and may also be adjusted depending on exchange rates. Chart uses 24.03.2020 exchange rates: 1 HKD=0.12 CHF, 1 USD =0.97 CHF

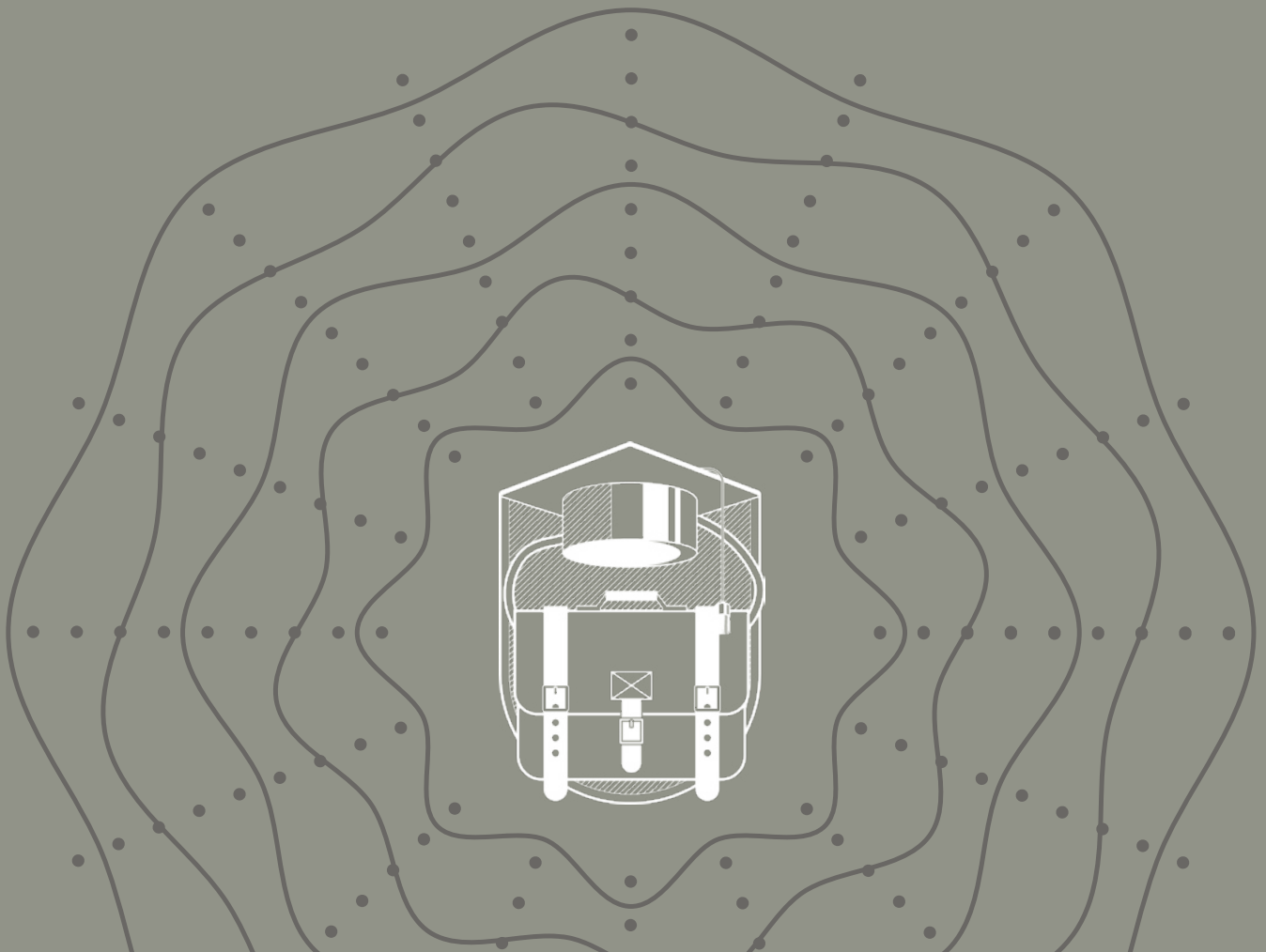
→ For full tuition and fees details, please visit the
fee section on the ehl.edu website

Estimated additional expenses

Additional living and travel expenses are estimated at CHF 1,800 per month on average over the 16-month period, including on-campus accommodation, flights, health insurance, local living taxes and inscription fees with the Swiss Authorities.

These prices are defined based on the inflation rate forecasted by the Swiss National Bank (BNS). If there is a strong variation, EHL will make adjustments accordingly. For further information please consult our website: www.ehl.edu. This is a non-contractual document and is subject to modification.

Courses & Credits





SEMESTER 1

EHL Hospitality Business School

Campus Lausanne, Switzerland

MODULES	COURSE HOURS	ECTS CREDITS	US CREDITS
Hospitality Business Strategies in Europe, Middle East, and Africa provides students with a framework to develop their analytical thinking, decision-making, and their ability to deal with complex business situations in the hospitality industry.	40	4,5	3
Hospitality Real Estate Finance & Investments is an analytically intensive course that builds the fundamental understanding of debt and equity financing. Independent of the ongoing debate on asset-heavy versus asset-light hospitality enterprises, real estate decisions remain critical to hotel investment and finance.	40	4,5	3
Advanced Corporate Finance & Concepts of International Finance provides a thorough understanding of key financial decisions made by companies evolving in an international environment. These include capital budgeting, debt and equity raising and pay-out policies, as well as corporate strategy.	40	4,5	3
Business Research Methods teaches students to carry out applied research in order to help managers in their decision-making process. The course will make students "statistically literate" in gaining a broad overview of the statistical landscape.	20	2,25	1,5
Project Management Tools teaches students how to manage a complex and strategic business project. The content of this intensive course is organized in two main areas. Students will learn how to apply core project management techniques at any typical project phase, from project initialization and planning, to monitoring of execution and closure.	20	2,25	1,5
Business Field Trip: Europe aims to develop the students' awareness of managerial issues and challenges within varying competitive frameworks and cultural contexts. The field trips bring to life themes developed within the academic curriculum. Students will be able to evaluate and assess hospitality business issues across European markets with varying infrastructures and cultural contexts.	80	6	4



SEMESTER 2

The Hong Kong Polytechnic University

School of Hospitality &
Tourism Management

MODULES	COURSE HOURS	ECTS CREDITS	US CREDITS
<p>Hospitality Business Strategies in Asia: China Hotel & Tourism Business Studies will introduce the evolution, development, and contemporary issues of the hospitality and tourism industry in China. Students will learn how to examine those critical issues that are significant to the industry's current and future development from both practical and academic points of view.</p>	39	4,5	3
<p>Marketing Management in the Hospitality & Tourism Industry is an essential component of successful business operations. The purpose of this subject is to provide students with the opportunities to learn the up-to-date principles and theories in marketing at the management level.</p>	39	4,5	3
<p>Revenue Management in the Hospitality Industry is designed to provide students with knowledge of the fundamental concepts and applicable tools of revenue management for the hospitality industry. The course will emphasize not only the conceptual part of revenue management, but also the practical applications used in the hospitality industry, especially hotel and restaurant industries.</p>	39	4,5	3
<p>Quality Service Management for the Hospitality & Tourism Industry emphasizes conceptual, analytical, and problem solving skills which integrate service management models, service marketing, service quality, customer satisfaction, and customer loyalty.</p>	39	4,5	3



SEMESTER 3

University of Houston

Conrad N Hilton College of
Global Hospitality Leadership

MODULES	COURSE HOURS	ECTS CREDITS	US CREDITS
<p>Hospitality Business Strategies in the Americas & the Caribbean will help students identify how a hospitality enterprise achieves and sustains a high level of success and the role the general manager plays in this process. The course covers analytical tools and conceptual frameworks necessary in formulating (analysis) and implementing (action) strategy in the Americas and the Caribbean.</p>	45	4,5	3
<p>Innovative Hospitality Technologies will familiarize students with the unique role of IT in the value chains of hospitality businesses. Lectures, discussions, case studies, hands-on projects, and guest speakers will reinforce the concepts discussed in class.</p>	45	4,5	3
<p>Organizational Behavior & Hospitality Leadership Strategies will explore the science and practice of leadership, with an emphasis on leadership, with an emphasis on leadership in organizational settings. In order to evaluate various approaches to the study of leadership, we will study leadership as it is played out in modern organizations, fiction, drama, and in each student's life.</p>	45	4,5	3
<p>One additional variable module will be announced when starting the semester in Houston. This module will change based on market evolution to give students access to the latest trends of the hospitality industry. The module is mandatory. Past courses include Wine appreciation and Market Analysis.</p>	45	4,5	3



Academic Business Project

MODULES	COURSE HOURS	ECTS CREDITS	US CREDITS
---------	-----------------	-----------------	---------------

The Academic Business Project aims to provide students with exposure to realworld challenges in diverse business environments. Equivalent to a master's thesis, the project mandates students to conduct an academic project in collaboration with global industry partners. Students work in teams to provide industry partners with important insights and actionable solutions on hospitality business issues that are often transversal across functions (e.g. Marketing, Finance, Operations) and of a strategic nature. Throughout this project, students will learn to design solutions that involve multiple stakeholders and that are based on a thorough, fact-based analysis.

The project calls on students to apply industry, academic, and personal knowledge and skills acquired throughout the program to a real-life scenario. It requires students to not only master distinct program course competencies, but also provides an opportunity to further develop their skills through applied learning and academic coaching.

A challenging element of the program, the project offers students a context for autonomy, and fosters the development of intellectual skills and competences that are essential to a leadership role in global hospitality business.

900 **30** **20**

Join a powerful global network

As an EHL student or alumni, you benefit from the support and shared expertise of a truly global network, and access to all three school alumni networks: thousands of talented individuals leading and innovating in diverse sectors across the world. The potential to forge fruitful links and seize exciting opportunities is huge. Together we create a working platform that powers our industry - and our campuses - with fresh ideas, energy and talent.

Succeeding everywhere

The figures speak volumes for the influence and success of EHL Alumni.

30,000+
Alumni

Working across
150 countries



EHL Hospitality Business School has pioneered hospitality education since 1893. Our undergraduate, graduate and certificate programs provide the ultimate education opportunities for every stage of your professional journey.

With the highest reputation among employers in the industry, EHL has been ranked the number one hospitality management school in the world for four years running (QS University Rankings, 2019-2022).



master@ehl.ch

→ ehl.edu

EHL Hospitality Business School
Route de Cojonnex 18
1000 Lausanne 25, Switzerland
Phone: +41 21 785 11 11

