

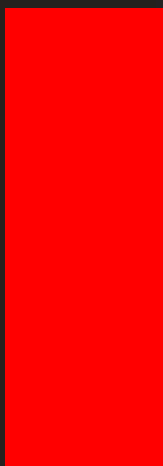
# Curriculum Guide



Swiss Higher Diploma in Hotel and Restaurant Management

Bachelor of Arts in International Hospitality Management  
in association with Queen Margaret University Edinburgh, UK

Chur/Passugg, August 2011





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## 1. Programs

This Curriculum Guide focuses on programs taught on the SSTH Swiss School of Tourism and Hospitality (hereafter called SSTH) Campus in Passugg/Switzerland.

### 1.1 Swiss Higher Diploma in Hotel and Restaurant Management

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The Swiss Higher Diploma program comprises four academic semesters, each of 18 weeks duration, plus 12 months of paid practical experience/industrial placement.

The Swiss Higher Diploma in Hotel and Restaurant Management program of SSTH is the first English taught program of higher professional education under process of accreditation according to the new Swiss legislation.

### 1.2 Bachelor of Arts in International Hospitality Management

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The Bachelor of Arts in International Hospitality Management program, conferred by Queen Margaret University, Edinburgh, Scotland, UK, comprises six academic semesters, plus 12 months of paid practical experience/industrial placement.

Upon successful graduation of the bachelor program students will not only receive the full Bachelor of Arts in International Hospitality Management Degree awarded by Queen Margret University, Edinburgh, in Scotland, but will also obtain the Swiss Higher Diploma in Hotel and Restaurant Management awarded by Swiss School of Tourism and Hospitality.

### 1.3. Final Year Bachelor Options

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Students persueing the Bachelor Degree program have the option - upon successful completion of the Swiss Higher Diploma in Hotel and Restaurant Management awarded by SSTH - of taking the final year on campus at SSTH or to transfer to one of our partner universities in Germany, Switzerland, UK or USA.

Transfer options offered are:

- ◆ ***BA in International Hospitality Management*** – taught on campus of the Queen Margret University, Edinburgh, Scotland, UK
- ◆ ***BA in Hospitality Management*** - taught on campus of the International University of Bad Honnef, Bad Honnef, Germany
- ◆ ***BSc in Hotel, Restaurant and Institutional Management*** taught on campus of the University of Delaware, Newark, USA
- ◆ ***BSc in Tourism***, taught on the campus of the HTW, Chur, Switzerland

More information on requirements for a transfer is given to student during the school semesters or can be provided upon request.

## 2. Curricula Overview

### 2.1 Swiss Higher Diploma in Hotel and Restaurant Management

Duration: 4 academic semester + 12 months paid industrial placement/internship

Semester		Contact Hours	Total Credits
1	Academic Semester – Administrations and Lodging	549	30
2	Academic Semester – Communications and F&B	828	38
3	Practical Experience / Industrial Placement		
4	Practical Experience / Industrial Placement		
5	Academic Semester – Hospitality Management	666	41
6	Academic Semester – Hospitality Management	558	36
<b>Total Contact Hours and Credits (excl. practical experience)</b>		<b>2601</b>	<b>145</b>

### 2.2 Bachelor of Arts in International Hospitality Management

Duration: 6 academic semester + 12 months paid industrial placement/internship

Semester		Contact Hours	Total Credits
1	Academic Semester – Administrations and Lodging	549	30
2	Academic Semester – Communications and F&B	828	38
3	Practical Experience / Industrial Placement		
4	Practical Experience / Industrial Placement		
5	Academic Semester – Hospitality Management	666	41
6	Academic Semester – Hospitality Management	558	36
7	Academic Semester – 3 Modules	600	20
8	Academic Semester – 3 Modules	600	20
<b>Total Contact Hours and Credits (excl. practical experience)</b>		<b>3801</b>	<b>185</b>

### 3. Study Plan

#### 3.1 Swiss Higher Diploma in Hotel and Restaurant Management

	Sem.1	Sem.2	Sem.3/4	Sem.5	Sem.6	
	Total Contact Hours					Credits
<b>Business and Entrepreneurship</b>						
> Business Plan				36	36	4
> Economics				54		3
> Project Management				18	18	6
> Diploma Paper				18	18	7
> Hospitality Industry Legal Aspects				54		3
> Research Techniques Tutorial				36		2
> Event Management				54		3
<b>Business Organisation</b>						
> International Hotel Management					54	3
> E- Learning					36	2
<b>Marketing</b>						
> Marketing				54		3
> Hospitality Marketing					54	3
<b>Finance</b>						
> Financial Accounting				72		4
> Managerial Accounting					72	4
<b>Human Resources</b>						
> Internship Preparation	18	18				2
> International Human Resources Management				54		3
> Supervision and Human Resources				54		3
<b>Room Division Management</b>						
> Hotel and Tourism Industry	54					3
<b>Front Office</b>						
> Front Office Procedures	54					3
> Information Technology I and II	36			54		3
> Word Processing	36					2
> Front Office Computers	54					3
> English Correspondence		54				3
<b>Housekeeping</b>						
> Housekeeping Management	45					2

	Sem.1	Sem.2	Sem.3/4	Sem.5	Sem.6	
	Total Contact Hours					Credits
<b>Catering/Gastronomy Management</b>						
> Food and Beverage Control					54	3
> Etiquette		18				1
<b>Food Service</b>						
> F&B Service Theory		54				3
> F&B Service Practice		192				7
> Beverages	54					3
<b>Kitchen</b>						
> Cuisine Theory		90				5
> Cuisine Practice		240				10
> Microbiology		54				3
<b>Ecology and Sustainability</b>						
> Quality and Environmental Management					54	3
> Facilities Management					54	3
<b>Languages</b>						
> German Language Studies I and II	108	108				11
> Written Business Communications					54	3
> English Writing				54		3
> English Grammar	54					3
<b>Self and Social Competence</b>						
> Psychology				54		3
> Learning and Study Skills	36					2
> Sociology					54	3
<b>Special Interest Seminars (optional)</b>						
e.g. Cross Culture Competence, Customer Relationship Management, Entrepreneurship, Balanced Scorecard				51	36	5
<b>Total contact hours (classes) per semester</b>	<b>549</b>	<b>828</b>		<b>666</b>	<b>558</b>	<b>145</b>

Contact time (classes) – 2601 hours  
Self-study time – appr. 2900 hours

Total 5501 hours excl. internship  
Total credits 145

### 3.2 Bachelor of Arts in International Hospitality Management

The four year Bachelor of Arts in International Hospitality Management follow the same curriculum as the Swiss Higher Diploma (see 3.1).

In the fourth and final academic year, six modules are taught in two semesters of 16 weeks each.

	Sem. 1-6	Sem. 7	Sem. 8	
	<b>Total Contact Hours</b>			<b>Credits</b>
<b>Hour/Credit Transfer</b> from the Swiss Higher Diploma	<b>2601</b>			<b>145</b>
<b>Bachelor of Arts (final year)</b>				
> Strategic Management		200		20
> Human Resource Management		200		20
> Managing Hospitality Enterprises		200		20
> Business Management Consultancy and Research			200	20
> Contemporary Food and Drink			200	20
> Sustainable Hospitality Management			200	20
<b>Total contact hours (classes) per semester</b>		<b>600</b>	<b>600</b>	<b>120</b>
<b>Contact hours (classes) - 3801 (excluding internship and self-study time)</b>  <b>Total credits - 265</b>				

## 4. Program Content Descriptions

### 4.1 Subjects Swiss Higher Diploma: Semesters 1, 2, 5 and 6

Listings are in alphabetical order based on the three-letter code used to identify the subject/course. Each subject description shows the number of hours for the specific subject, and the related number of credits. The number of credits is based on the common U.S. system of one hour for 15 weeks (a total of 15 hours) equaling one credit hour. At SSTH/SSH a semester is of 18 weeks duration, thus 18 weeks are required for one credit hour.

**BEVe Beverages (54 hours, 3 credits)**

Provides a thorough knowledge of different beverages: Wines, spirits, beers, liqueurs, and non-alcoholic beverages. Focuses on the origin, raw product, and production methods of most common drinks, both alcoholic and non-alcoholic, and the use of standard drink recipes. Wine regions: Switzerland, France, Italy, Spain, Portugal, America (USA), South America including Argentina and Chile. Tastings and 'aroma tastings' are an integral and important part of this course.

Co-requisite: Food and Beverage Service

**CUPe Cuisine Practice (240 hours, 10 credits)**

Working as part of a kitchen brigade, students learn basic preparation methods and kitchen procedures as they prepare daily luncheon and dinner items for service in the School Hotel Dining Room. Different techniques are developed as food is also prepared each day for service in the à la carte restaurant. Cuisine Practice includes hygiene and safety, recipe preparation and interpretation and use of kitchen equipment.

Co-requisite: Food Production Theory

**CUTe Cuisine Theory (90 hours, 5 credits)**

Teaches the ability to identify and differentiate various food products, including knowing their nutritional values. Also includes the structure and organization of a restaurant kitchen and the use and maintenance of common restaurant kitchen equipment. Knife handling, cookery methods, ingredient use. Vegetables, stocks and sauces, soups, fish dishes, meat dishes, deserts. Use of 'Cuisine 2000' computer program. Foods of animal origin, foods of plant origin.

**DIPe Diploma Paper (36 hours, 7 credits)**

A seminar style course requiring concentrated independent study and work dealing with conceptualization, outlining, drafting, and writing of a Thesis on a topic related to the hospitality industry. The seminars offer an insight into the mechanics, structure, and content necessary to fulfill the requirements of the Diploma Paper.

**ECO Economics (54 hours, 3 credits)**

A course to develop an understanding of the principles of economics, covering both microeconomic and macroeconomic topics such as fiscal policy. Emphasis is on the application of economic concepts to contemporary issues, problems, and policies. The international economy: international trade and finance, international economic statistics, comparative economic systems and economies in transition.

**IEL E-Learning (36 hours, 2 credits)**

Concentrates on the use of power point. Text slides, inserting and formatting slides, pie charts and drawing tools, building organization charts. Presentation skills are developed in this subject area, as are the skills associated with creating tables, adding and manipulating graphical objects and inserting and working with video clips, music and sound. Digital image manipulation

**ENB Written Business Communication (54 hours, 3 credits)**

An advanced course examining the role of written communication in the business environment. Students write memos, letters, proposals, and reports that simulate on-the-job communications tasks. Writing collaboratively and writing ethically are examined; the need for re-phrasing jargon and ambiguous language is addressed

Prerequisite: English Writing

**ENC English Correspondence (54 hours, 3 credits)**

This course covers writing grammatically correct and stylistically appropriate business letters, to both clients and business associates using a variety of hospitality settings and examples. Commercial enquiries and replies. Standard versus super standard English. Reservations, commercial reservations, alternative arrangements, complaints, travel agencies/tour operators. Job application correspondence and appropriate use of language.

**ENG English Grammar (54 hours, 3 credits)**

Verbs. Tense system. Singular and Plural. Model Auxiliaries. Noun Clauses. Adjective clauses. Gerunds and Infinitives. Relationship between ideas. Conditionals. Structural problems related to compound sentences. Includes distinguishing between formal and informal English.

**ENW English Writing (54 hours, 3 credits)**

Focuses on developing the ability to write expository and argumentative essays beginning with the development of a thesis statement. Gathering information, outline and draft procedures, editing, revising, proof reading are all introduced. Source evaluation, note taking and avoiding plagiarism are essential elements of this subject, which is linked to research techniques tutorial.

Prerequisite: English Grammar

**EVM Event Management (54 hours, 3 credits)**

This unit introduces students to the many different types of events and meetings, the issues relating to quality and success, and the different elements of the event planning process. Instructs in the different stages of preparation for an event, design and content for activities, strategies for staging an event and bringing it to life. Review and evaluation, cost and finance planning will be considered. Fund raising, sponsorship, and cost planning leading to budget considerations, are a part of this course.

**ETQ Ettiquette (18 hours, 1 credit)**

Etiquette: all kind of nationalities all kind of cultures but one goal: we want to live and work happily with each other. In Etiquette we look at various "rules and regulations" to make living and working together even more successfull.

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**FBCe Food and Beverage Control (54 hours, 3 credits)**

Emphasizes the activities and procedures that managers in all sizes and types of food service operations can use to plan and control their operations. Topics include food, beverage, labour, and revenue issues. Purchasing and receiving, storing and issuing controls, production and service controls plus calculation of actual food and beverage costs are all part of this unit. Labour cost control and theft prevention control techniques are also examined.

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**FBPe Food and Beverage Service Practice (192 hours, 7 credits)**

Students develop and practice their service skills by working as staff members in the dining room (110 covers) and à la carte restaurant (30 covers), during lunch and dinner in the School Hotel. Planning and supervision is an essential part of service practice, with students rotating through both the service and supervisory roles involved. Skills developed include those associated with the various recognized styles of restaurant service: Banquet, Buffet, Plate, à la carte (Silver) and Gueridon. The unit includes Carving, Filleting, Flambé and the preparation and service of cocktails. The preparation and service of other beverages, such as tea and coffee, will be undertaken, including serving speciality coffees.

Co-requisite: Food and Beverage Service

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**FBTe Food and Beverage Service Theory (54 hours, 3 credits)**

Covers the principles and procedures involved in providing quality service to guests in a variety of settings. The unit includes menu terminology and planning, styles of service (including plate, plateau, gueridon and banquet), tableside preparation, and staffing techniques. Shift plan organization, linen handling, table settings. Service techniques will be examined in this unit prior to their live delivery in FBPe.

Co-requisite: Food and Beverage Service Practice

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**FCM Facilities Management (54 hours, 3 credits)**

The course provides an understanding of the physical systems in a hospitality property, including HVAC (heating, ventilation and air conditioning), electrical provision, refrigeration, plumbing, water supply, fire prevention, and road and parking surfaces. Emphasis on equipment, personnel, and technology. Included in the unit are planning and design techniques and energy management. Telecommunication systems are also examined.

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**FINE Financial Accounting (72 hours, 4 credits)**

This course comprises an introduction to the principles of accounting, focusing on understanding all aspects of the accounting cycle. Posting of charges and credits, accrual base accounting through to the preparation of the financial statements such as Income Statement, Balance Sheet, Statement of Cashflows, and Statement of Owners equity give the student a sound base in the accountancy field. The course includes handling depreciation, prepaids, accruals and deferrals. Students will undertake a wide variety of accounting exercises as this course develops.

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**FOC Front Office Computers (54 hours, 3 credits)**

Familiarises students with the role of property management systems in a lodging establishment with an emphasis on understanding the operation and use of Fidelio. Reservations, room assignments, modifications, adding rooms, check-in. Agent reservations, room changes, walk-ins. Cashier operations. Check-outs. Parameters and statistics, Night audit.

Co-requisite: Front Office Procedures and Hotel Accounting

**FOP Front Office Procedures (54 hours, 3 credits)**

Provides a basic understanding of front office procedures and management. Focuses on the development and use of systems to provide excellent service and generate needed management information throughout the guest cycle (before arrival, on arrival, during stay, departure). Analysis of the roles and responsibilities of different individuals and sections related to front office.

Co-requisite: Hotel Accounting and Front Office Computers

**GER German Language Studies I (108 hours, 6 credits)**

Introduction to the German language, emphasizing oral skills in a professional context. Focuses on the grammar and vocabulary necessary in every day situations and in the hospitality and tourism industry: Arrivals, rooms, luggage, breakfast and other meals, dates and times and years, locations in a hotel. The use of the German language in daily life is addressed, including days of the week, months of the year, how to go shopping and how to talk about hobbies and other free time activities such as sport.

Essential subject as preparation for practicum/internship

**GER German Language Studies II (108 hours, 5 credits)**

Continuation of German 1: Also related to hospitality industry, as the next semester for students will be practicum (industrial placement). Most students will be placed in a German speaking establishment therefore this subject is essential.

Developments include giving directions and advice, conversations between guest and waiter, and between reception and guest. Explanation of a guest account, accepting payment. Guest satisfaction or dissatisfaction. Menu and wines list discussion and explanation.

**HTL Hotel and Tourism Industry (54 hours, 3 credits)**

This course prepares students for careers in hospitality and tourism industry by examining basic concepts and activities associated with the major components of the industry, including hotels, restaurants, private clubs, casinos, travel agencies and cruise ships. Industry history, career opportunities, globalization, organization and structure will be addressed in this unit. An overview of departments including human resources, accounting, sales and marketing, engineering and maintenance, will be undertaken.

**HKM Housekeeping Management (45 hours, 2 credits)**

Presents an insight into the role of housekeeping in hospitality operations and the challenges and management responsibilities facing an executive housekeeper. Also the planning and organization of various housekeeping tasks and the use and storage (inventory) of cleaning equipment and materials. Par stock levels, inventory control, machinery and equipment, guest supplies. Safety training and the use and control of common housekeeping chemicals. Selection and care of furnishings and fittings, beds, linens and uniforms, carpets and other floor coverings.

**IHR International Human Resources Management (54 hours, 3 credits)**

A range of human resource topics are addressed in this course, including managing equality and diversity, the relationship between human resources needs and the labour market, learning and staff development and employee relationships and employee rights. Rewards and performance management, employee participation and empowerment, together with potential future developments are also critical aspects in the international human resources area of study

**IHM International Hotel Management (54 hours, 3 credits)**

Provides an understanding and appreciation of hospitality management, marketing and development issues in a global context. Includes issues related to cultural diversity in the workforce, political, financial, and classification factors. Students focus on main issues confronting top management, including international finance and investment. This unit also examines a range of human resource issues in the international context, and seeks to address tourism concerns in respect of the environment and society. A term paper will generally be a requirement of this course.

**IT1 Information Technology (36 hours, 2 credits)**

Use of excel for spreadsheet. Creating and editing worksheets, and printing. Producing multiple worksheets, use of and working with charts and graphs. Databases. Internet usage and hyperlinks. Drawing tools and comment boxes.

**IT2 Information Technology Applications (54 hours, 3 credits)**

This course concentrates on the development and usage of computer systems. Topics include hardware and software applications, rooms and property management systems, sales, service, and accounting applications, and the management of information systems. System selection and security maintenance are addressed in this unit.

**LAW Hospitality Industry Legal Aspects (54 hours, 3 credits)**

Presents an understanding of the legal issues affecting hotels and restaurants. The unit includes contracts, the concept of negligence, the hotel-guest relationship, and duties of a hotel and restaurant towards guests. As the hospitality industry is essentially global and many large organisations have units in a large number of countries, the application of law may well be based on a different foundation, depending on location. Legal aspects from various countries are compared and contrasted, plus how the law applies to commercial and non-commercial sectors of our industry.

**MAC Managerial Accounting (72 hours, 4 credits)**

Focuses on the generation and analysis of quantitative information for planning, control, and decision-making by hospitality managers. Emphasizes the use of timely and relevant financial information as a vital tool of management. Financial reports are analysed, cost concepts introduced, CVP analysis undertaken. Forecasting methods are introduced and examined, the preparation and use of operations budgets reviewed, and capital budgeting methods considered. A range of practical exercises are utilised throughout this course of study

Prerequisite: Financial Accounting

**MARe Marketing (54 hours, 3 credits)**

Presents an overview of marketing, including a discussion of marketing research, product planning, distribution channels, pricing, personal selling, and advertising. Market segmentation is introduced, plus consumer preferences and channels of distribution. Also key marketing methodologies are examined including public relations, packaging and promotional techniques among others. Packaging, collateral support, electronic marketing, pricing strategies and revenue maximisation are addressed in this unit.

MICe Microbiology (54 hours, 3 credits)

Examines issues related to microbial activities, whether they are food borne, airborne, or waterborne, and their relationship particularly to the hospitality industry. Emphasizes the development of a systems approach to understanding and managing microbial risk. Food product flow, cleaning and sanitation of equipment, environmental sanitation and maintenance. Accident prevention. Food safety regulations.

MKT Hospitality Marketing (54 hours, 3 credits)

Applies principles of marketing to the hospitality industry. Focuses on development of strategic marketing plans and analyses necessary for successful marketing programs. Explores international/global marketing strategies. The course will have an emphasis on aspects of competition within the industry and the pressures which are placed on all aspects of the marketing strategy. A term paper will generally be a requirement of this course.

Prerequisite: Introduction to Marketing

PRAe Internship Preparation (36 hours, 2 credits)

Writing application papers and resumes. Preparing for personal interviews and telephone interviews. Information's about Swiss Hospitality and working conditions in Switzerland. Role games and group work preparing for the internship period.

PRM Project Management (36 hours, 6 credits)

Focuses on developing the project management abilities of students by getting them to visualize what project management is all about at the concept level, to understand the tools available to manage projects, and to undertake several actual projects which apply the concepts and utilize the tools. (See Project Group Work)

PSY Psychology (54 hours, 3 credits)

The course concentrates on an understanding of human behaviour and experience at individual, group, and organizational level. Aspects of communication, culture, and ethics are included, plus investigation of theories on personality. Stress and its potential effects are a significant study area. Functional analysis, workforce diversity, ethical and unethical behaviour, organizational culture, perspectives and dysfunctions, role and role behaviour are all examined.

QEM Quality and Environmental Management (54 hours, 3 credits)

Quality and Environmental Management provides awareness and understanding of ecological relationships and ecosystems, with reference to environmental issues related to the tourism industry. Includes environmental action planning. The unit aims to identify quality issues, and how they can be managed within an organization.

RTT Research Techniques Tutorial (36 hours, 2 credits)

The aim of this unit is provide the student with the opportunity to develop the skills to select and analyse topics, and research information to develop and understand a topic. Group work, research, questionnaire design, data analysis, effective internet research, plus library research are all significant component parts of this course. Referencing is an integral part of any documented research result therefore referencing techniques are detailed, together with what constitutes plagiarism and how to avoid it.

**SOC Sociology (54 hours, 3 credits)**

Provides students with a view of the concepts and theories that are contained in a sociological study of society. The main perspectives used to look at society are presented in order to stimulate critical thought, including social groupings and social control, social inequality, social institutions and social change. Study is undertaken to consider social interaction, bureaucracy, and aspects of sex and gender and race issues.

**SSK Learning and Study Skills (36 hours, 2 credits)**

An introduction into the skills necessary for successful study. Including learning by doing, discovering a personal learning style, creating concentration, learning time management. Also deals with Note taking, reading and comprehension skills plus techniques for mastering tests.

**SUP Supervision and Human Resources (54 hours, 3 credits)**

Presents an overview of the role of a supervisor related to management, including analysis of communication, motivation, recruitment and hiring, training, evaluation, and discipline. Managing productivity and controlling labour costs, coaching, team building and conflict management are included in this course. Also includes a discussion of different leadership theories and the role of formal and informal groups in organizations.

**TXTe Word Processing (36 hours, 2 credits)**

Focuses on developing typing skills on the computer keyboard, and the use of Microsoft Word for all forms of letters, reports, and other documents. Formatting, font sizes, text transporting in and out, files, use of key short-cuts, copy, cut and paste, tabulator, sorting, tables and formulae, header and footer. Document preparation.

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**4.2 Bachelor of Arts Module: Semester 7 and 8**

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**Strategic Management (200 hours, 20 credits)**

Students should develop a critical awareness of the importance and value of strategic management and the strategic planning process within different industry contexts. Strategic planning concepts will be applied in evaluating different natures and sources of competitive advantage. Different levels of strategy within organisations will be identified and assessed.

The module will explore different perspectives on strategic management and the strategy making process, and the need to develop alignment and synergy between functional and operational strategies related to corporate level strategy. This module will be assessed by means of a 3000 word strategic analysis, and a written examination.

**Human Resource Management (200 hours, 20 credits)**

Designed to develop the skills of students to enable them to critically compare, plan and implement systems and procedures for strategic human resource management and human resource planning, relevant to a range of international service sector businesses. The student will gain an informed understanding of structures pertaining to their impact upon strategic business decisions. The module will compare and contrast hard and soft approaches to human resource planning, and will seek to develop an understanding of weighing and measuring the costs and benefits of integrated labour markets as components of business strategies. An academic essay will be required as part of the course work, together with a written final examination.

Managing Hospitality Enterprises (200 hours, 20 credits)

The aim is to enable students to evaluate and resolve a range of live hospitality managerial issues and challenges, by applying management theory and problem-solving academic research skills. Ethical and professional issues in industrial contexts will be considered and a range of analytical and evaluative skills will be employed. The student will be engaged in a range of problem solving and managerial decision making situations with regard to areas such as financial control, accommodation and front of house, marketing and sales, customer service, food and beverage management among others. Group presentations are an essential component part of this module.

Business Management Consultancy and Research (200 hours, 20 credits)

Students are encouraged to develop a critical understanding of the role and purpose of business consultancy. Key factors influencing business development, growth and difficulties will be identified. The role of information gathering and research within the role of the business consultant will be examined. Students will research a range of information gathering techniques used by businesses, including areas such as literature searching and the collection and collation of published market data. Students will be encouraged to develop transferable skills for presentation, communication and face to face contact. Assessment in this module will begin with group work in respect of a specific business market analysis, followed by an individual management consultancy report.

Contemporary Food and Drink (200 hours, 20 credits)

This module aims to develop the students' knowledge of theoretical and practical perspectives that enhance understanding of the role of food and drink in hospitality. Critical analysis will be undertaken regarding key developments, trends and issues in the provision, sourcing and consumption of food and drink. A wide range of topics can be researched by the student in this topic area including, but not limited to, health issues, expectations and performances, alcohol, food choice determination factors, dining out experiences. Project presentations are a requirement of this module, with supporting prepared material.

Sustainable Hospitality Management (200 hours, 20 credits)

This module is designed to provide the student with an insight of sustainable and ethical issues involved in the management process within the contemporary hospitality industry. An understanding of the relationship between an organisation's assets, built, natural and physical (facilities) within small and medium enterprises, hotels and resorts will be gained. Environmental policies and sustainability issues will be addressed. The module will also examine global environment issues that the hospitality manager needs awareness of. Team effort is a critical aspect of this module.

## 5. Grading System

### 5.1 Swiss Higher Diploma: Semester 1, 2, 5 and 6

SSTH employs the official grading system for schools in Switzerland. In principle the final subject grade is computed 50% on the final exam and 50% on the grade for semester subject activities, such as quizzes, tests, papers, oral examinations and/or presentations. At the conclusion of a semester each subject teacher will have two marks between 6 (the highest) and 1 (the lowest) reflecting term work and final examination for each student. The average of the two marks gives the final subject grade. Average grades are rounded down rather than up. A student with coursework 6.0 and final examination 5.5 would have a final grade of 5.5 in that course/subject. The percentages for each of the grades are:

6	94% or higher
5.5	86% - 93%
5	77% - 85%
4.5	68% - 76%
4	60% - 67%
3.5	50% - 59%
3	40% - 49%
2.5	30% - 39%
2	Less than 30%

SSTH grades under 4 are fail grades.

### 5.2 Final Year Bachelor Degree: Semester 7 and 8

Each module has separate criteria for assessment which will be given out along with the assessment itself. However, here is the Queen Margaret University and SSTH guidance to give a general idea of what is expected.

Assessment is primarily a matter of academic judgement, and the computational structure is designed to facilitate consistent judgements. A student's overall performance on an undergraduate module will be given marks within one of seven grades as follows:

Grade	Mark	Interpretation	Corresponding level in a Hons. degree classification
A	70% and above	an outstanding performance exceptionally able	first class
B	60 – 69.9%	very good performance	upper second
C	50 – 59.9%	average performance	lower second
D	40 – 49.9%	satisfactory performance	third class
E	30 – 39.9%	fail	fail
F	20 – 29.9%	poor fail	fail
G	19.9% or below	bad fail	fail

## 6. Sample Copy Diploma

### Swiss Higher Diploma



### Bachelor of Arts Degree





**SSTH Swiss School of Tourism and Hospitality Ltd.**

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