

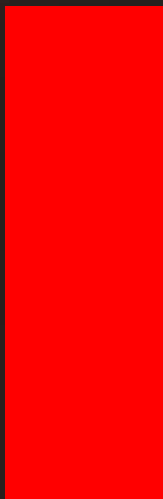
# PGD Curriculum Guide



Post Graduate Diploma in International Hospitality Management  
studied on campus SSTH Swiss School of Tourism and Hospitality,  
Chur/Passugg, Switzerland

MSc in International Management and Leadership  
studied on campus QMU Queen Margret University, Edinburgh,  
Scotland, UK

Chur/Passugg, August 2011





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## 1. Postgraduate Diploma in International Hospitality Management

SSTH Swiss School of Tourism and Hospitality (hereafter referred to as SSTH) together with partner university QMU Queen Margaret University, Edinburgh, Scotland, UK (hereafter referred to as QMU) offer a Post Graduate Diploma program (hereafter referred to as PGD) and a Master of Science in International Management and Leadership.

The PGD diploma - awarded by SSTH - is designed for students holding a bachelor degree, typically in a non-hospitality discipline, conferred by a recognized educational institution. In exceptional cases 3 years of relevant work experience at supervisory level can be accepted, or a higher diploma offered by a recognized educational establishment. Both of these exceptions are at the discretion of SSTH.

On successful completion of the PGD program, students will be eligible to join QMU to complete the Master of Science in International Management and Leadership on the QMU campus in Edinburgh, Scotland, UK.

### 1.1 Curricula Overview

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Duration: 2 academic semester (18 weeks each) + 6 months paid industrial placement/internship in a hotel or restaurant. The internship may be undertaken in Switzerland or, in agreement with SSTH, in another country of the student's choice.

Typical semester hours/credits for the program

Semester		Contact Hours	Total Credits
1	Academic Semester	702	34
2	Academic Semester	756	36
3	Practicum/Internship Semester	-	-
<b>Total contact hours and credits (excl. practical experience)</b>		<b>1458</b>	<b>70</b>

## 1.2 Study Plan

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The subjects in the theory semesters are made up of core and additional topics. The additional topics are subject to change, depending on the semester start time.

<b>Core Subjects Semester 1</b>	<b>Total Hours</b>	<b>Credits</b>
Cuisine Practice	180	10
Cuisine Theory	90	5
German I	108	3
Culinary English	36	2
Microbiology	54	3
Practicum	18	1

<b>Core Subjects Semester 2</b>	<b>Total Hours</b>	<b>Credits</b>
F&B Service Practice	180	10
F&B Service Theory	54	3
German II	108	3
Beverages	54	3
Etiquette	18	1
Practicum	18	1

Five additional classes for semesters 1 and five additional subjects for semester 2 are drawn from the list below. The aim is to provide a well balanced course of study based on required core elements, supported by a range of management level classes.

<b>Additional Subjects</b>	<b>Total Hours</b>	<b>Credits</b>
Front Office Computers	54	3
Front Office Procedures	54	3
Hospitality Supervision	54	3
Hospitality Marketing	54	3
Hotel and Tourism Industry	54	3
Food and Beverage Control	54	3
Written Business Communication	54	3
International Hotel Management	54	3
Quality and Environmental Management	54	3
International E-Learning	36	2
Hospitality Law	54	3
Economics	54	3
Psychology	54	3
International Human Resources	54	3
Event Management	54	3

### 1.3 Course Description

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Listings are in alphabetical order based on the three-letter code used to identify the subject/course. Each course description also shows the number of hours for that course, and a suggested number of credits. The suggested 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 a semester is of 18 weeks duration, thus 18 weeks are required for one credit hour.

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

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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.

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**CUE Culinary English (36 hours, 2 credits)**

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A course designed to support the student in the areas of Cuisine Practice, Cuisine Theory, Food and Beverage Service and Food and Beverage Service Theory. Students will be introduced to, and review, the upcoming weeks' menus and be encouraged to develop relevant product knowledge in advance of their practical classes.

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**CUP Cuisine Practice (180 hours, 10 credits)**

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Working as part of 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.

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

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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, desserts. Use of "Cuisine 2000" computer program. Foods of animal origin, foods of plant origin.

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

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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.

Concepts including scarcity, use of resources, entrepreneurship, capital, elasticities, competition models, aggregate demand and supply, national debt, monetary policy, will be introduced and analysed.

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

An advanced course seeking to examine 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 considered. Abstracts and other summaries will be created, and employment applications produced using Swiss standards as a benchmark. Self analysis will also be a part of this course.

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

Introduces students to the different types of meetings, issues relating to quality and success, and the different elements of the event planning process. Planning prerequisites, criteria for effective design, preparing a proposal, location suitability, plus detailing the different stages of preparation for an event. Content for activities, strategies for staging an event and bringing it to life. Review and evaluation, cost and finance planning including management fees and budgeting, will be considered as will safety and security aspects and technology and modern trends.

**FBC      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.

**FBPe      Food and Beverage Service Practice      (180 hours, 10 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) for lunch and dinner in the School Hotel. Skills developed include those associated with the various recognized styles of restaurant service: Banquet, Buffet, Plate, à la carte (Silver) and Gueridon. Includes Carving, Filleting, Flambé and the preparation and service of cocktails and other beverages. Coffee service, including speciality coffee.

**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. Includes menu terminology and planning, styles of service (including plate, plateau, and gueridon), tableside preparation, and staffing techniques. Shift plan organization, linen handling, table settings.

**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.

**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

**GER1 German I (108 hours, 3 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. Book (and CD) used for this subject: Erste Schritte. Includes use of nominative and accusative, and modal verbs. Essential subject as preparation for practicum/internship

**GER2 German II (108 hours, 3 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.

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

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. History, career opportunities, globalization, organization and structure. Overview of departments including human resources, accounting, sales and marketing, engineering and maintenance.

**IEL International 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 is included. Students are encouraged to utilise the internet to draw on international sources for their presentations.

**INH 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.

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

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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.

**LAW Hospitality Law (54 hours, 3 credits)**

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Presents an understanding of the legal issues affecting hotels and restaurants. Includes contracts, the concept of negligence, the hotel-guest relationship, and duties of a hotel and restaurant towards guests. Legal aspects from various countries compared and contrasted, and how the law applies to commercial and non-commercial sectors of our industry. The legal aspects of the provision of food and drink are considered relating to storage, content, preparation, food descriptions and labelling. Aspects of liability in relation to provision food and drink are analysed.

**MKT Hospitality Marketing (54 hours, 3 credits)**

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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.

**MIC Microbiology (54 hours, 3 credits)**

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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.

**PSY Psychology (54 hours, 3 credits)**

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The course concentrates on an understanding of human behaviour and experience at individual, group, and organizational level. Aspects of communication, culture, and ethics included, plus a discussion of personality. 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)**

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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.

**SUP Hospitality Supervision**

(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.

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**1.4 Grading System**

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SSTH employs the official grading system for schools in Switzerland. 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 presentations, etc. Therefore to compute the final mark given for each course, the course/subject teacher must first award a grade between 6 (the highest) and 1 (the lowest) based on semester coursework. This coursework grade is added to the final examination grade and divided by 2. The result is rounded down to the nearest whole number or half number.

6.0	94% or higher
5.5	86% - 93%
5.0	77% - 85%
4.5	68% - 76%
4.0	<u>60% - 67%</u>
3.5	50% - 59%
3.0	40% - 49%
2.5	30% - 39%
2.0	Less than 30%

SSTH grades under 4 are fail grades.

## 2. Master of Science in International Management and Leadership

The course is modular, and all subjects are primarily delivered face to face on the QMU's campus. Across two academic semesters, you will study 8 modules worth 15 credits each (4 per semester), plus the community impact and practice module, valued at 45 credits, which runs across both semesters.

Students may also elect to undertake the program with a hospitality specialism, via two specific hospitality modules. Students taking this variant will also be expected to focus their community impact and practice project towards their specialized route.

### 2.1 Entry Requirements

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- A bachelor degree from a recognized institution
- Successful completion of the SSTH PGD program including 6 months of practical work experience in a hotel or restaurant
- An average GPA of minimum 4.5 on the SSTH grade point scale

### 2.2 Study Plan

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Classes are delivered at the QMU campus, supported by web platforms, blogs and email. Formal classes are blocked to run on a Tuesday and Thursday with a limited Wednesday morning input on occasion.

The program takes 1 year to complete.

Modules	Credits
Contemporary Issues in Management	15
Strategic Thinking	15
Research Methods	15
Operational & Resource Management	15
Leadership, Power and Policy	15
International Marketing	15
Organisational Behaviour	15
New Business Development	15
Community Impact and Practice	45

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