

Curriculum Guide



Post Graduate Diploma for Advanced Entry Candidates
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

Table of Content

1.	Postgraduate Diploma in International Hospitality Management.....	4
1.1	Curricula Overview	4
1.2	Study Plan.....	5
1.3	Course Descriptions.....	6
1.4	Grading System	9
2.	Master of Science in International Management and Leadership	10
2.1	Entry Requirements.....	10
2.2	Study Plan.....	10

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 an Advanced Entry Post Graduate Diploma program (hereafter referred to as PGDA) and Master of Science in International Management and Leadership.

The PGDA Diploma- awarded by SSTH - and the Master of Science in International Management and Leadership - awarded by QMU Queen Margaret University – are a combined programs designed specifically for students holding a Bachelor Degree in a hospitality discipline, conferred by a recognized educational institution. 6 months of relevant work experience is a pre-requisite for entry.

1.1 Curricula Overview

Duration: 1 academic semester (18 weeks) + 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	846	44
2	Practicum/Internship Semester	-	-
Total Contact Hours and Credits (excl. practical experience)		846	44

1.2 Study Plan

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

Core Subjects	Hours/Week	Comments
Cuisine Practice	8	
Cuisine Theory	2	related to cuisine practice
Food and Beverage Service Practice	11	Swiss techniques are essential for a practicum/internship in Switzerland
Food and Beverage Service Theory	3	
Etiquette	1	
Practicum	1	Prep. for internship
German Language Studies I	6	Essential for internship

Main Additional Subjects	Hours/Week	Comments
Psychology	3	August start
Economics	3	August start
International Human Resources Management	3	August start
Event Management	3	August start
Financial/Managerial Accounting	4	August/January start
Front Office Computer	3	August/January start

Alternative Additional Subjects	Hours/Week	Comments
Marketing	3	August/January start
Written Business Communications	3	August/January start
Sociology	3	January start
Quality and Environmental Management	3	January start
Facilities Management	3	January start
International Hotel Management	3	January start
Supervision and Human Resources	3	January start

1.3 Course Descriptions

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 the appropriate 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 a semester is of 18 weeks duration, thus 18 weeks are required for one credit hour.

CUPe Cuisine Practice (144 hours, 4 credits)

Working as part of a kitchen brigade, students will develop their existing skills in preparation methods and kitchen procedures as they prepare dinner items for service in the School Hotel Dining Room. Cuisine Practice includes hygiene and safety, menu and recipe preparation and interpretation and use of kitchen equipment. It is expected that students on this course will have previous kitchen experience

CUTe Cuisine/Food Production Theory (36 hours, 2 credits)

Specifically developed to support the Cuisine Practice for students with existing knowledge of the kitchen. The theory classes will complement the food preparation which will be undertaken by these experienced students.

ENB 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.

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

EVT Event Management (54 hours, 3 credits)

Introduces students to the different types of meetings, including 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.

FBP Food and Beverage Service Practice (198 hours, 5 credits)

Students develop and practice their service skills by working as members of the dining room team (110 covers), and à la carte restaurant team (30 covers) 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. Course includes Carving, Filleting, Flambé and the preparation and service of cocktails and other beverages. Previous experience is a great advance on this course.

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. Complementary subject adding to the practical service aspect, and intended to develop the necessary knowledge to support industrial exposure in Switzerland. Quality a la carte service styles are part of this course. Students with previous experience will be able to take advantage of a unique learning environment to further develop their knowledge on this course.

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.

FOC Front Office Computer (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.

FIN 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.

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. 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*

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 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.

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

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.

MAR 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. Introduces market segmentation, consumer preferences, and channels of distribution. Also key marketing methodologies are examined including public relations, packaging and promotional techniques among others. Data base marketing, electronic marketing, packaging, collateral materials and promotional support are part of this subject.

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.

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 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)

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 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.

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.

1.4 Grading System

SSTH employs the official grading system for schools in Switzerland. The final subject grade is computed from a combination of the final exam grade and 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.

Grading Examples

4.5 coursework and 4.5 final exam added together and divided by 2 will give a final result of 4.5.

A grade of 4.5 for coursework and 5.0 for the final examination will also yield a final result of 4.5.

A grade of 5.5 for coursework and 4.5 for the final examination will give a final result of 5.0.

6.0 for coursework and 5.0 in the final examination will give a subject final grade of 5.5.

6.0	94% or higher
5.5	86% - 93%
5.0	77% - 85%
4.5	68% - 76%
<u>4.0</u>	<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

- A bachelor degree from a recognized institution
- Successful completion of the SSTH PGDA 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

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.

Courses	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

SSTH Swiss School of Tourism and Hospitality Ltd.

Comercialstrasse 19 • P.O. Box • 7007 Chur • Switzerland • Tel. +41 81 255 11 11
www.ssth.ch • admissions@ssth.ch