



INTERNATIONAL HOTEL MANAGEMENT

BACHELOR OF ARTS (B.A.)

STUDY PROGRAMME

The international hospitality industry faces wide-ranging challenges. Demanding guests expect tailor-made services and high quality at reasonable prices. At the same time, the international competition is increasingly intense. In this dynamic environment a thorough understanding of the industry and modern management concepts are indispensable. There is a need for professionals who combine conceptual and strategic management skills with expert knowledge and practical experience.

Through academic study and practical work experience, the Bachelor's degree programme in International Hotel Management will thoroughly prepare you to meet these demands. The study programme is provided by SRH Hochschule Berlin, as the experienced international management university, at the Campus Dresden, which has an excellent reputation in the hospitality industry, will equip you to embark on a successful career in top-class hotels around the world.

CAREER PROSPECTS

Are you dreaming of a career in International Hotel Management? We will provide you with the most important tools for success: Theory & Experience. Perspectives will be open to you worldwide in the departments of:

- Administration (Bookkeeping, Controlling, Human Resources)
- Sales & Marketing (Revenue Management, Convention Sales & Distribution)
- Rooms Division (Reception, Guest Relation, Housekeeping)
- Food & Beverage (F & B Back Office, Events, Bar Management, Room Service)
- Strategy (Hotel development, Strategic Management, Sustainability)

Our international recognised Bachelor's degree, which is accredited by the FIBAA, also qualifies you for admission to a Master's degree programme, e.g. at our university. We offer Master Programmes in "Hospitality Management & Leadership" and "International Business & Leadership".

AT A GLANCE

DEGREE

Bachelor of Arts, B.A.

CREDIT POINTS

210 ECTS in 7 semesters

STUDY CONCEPT

Full time, CORE-Principle with 12 months international internship periods

THE CORE STUDY MODEL

The CORE principle stands for active and self-responsible learning. This combines the acquisition of competences with the pleasure of learning.

LANGUAGE

English

TUITION FEES

€ 590 per month *


€ 350 enrolment fee (once) *

*Valid for EU/EEA students. To check the fees for Non EU/EEA students, please also visit our web site

CAMPUS

Dresden

OVERVIEW MODULES - INTERNATIONAL HOTEL MANAGEMENT

	5 Weeks	5 Weeks	5 Weeks	3 Weeks (Online)	6 Weeks
1. Semester	Managerial concepts & operation	Management in Hotel & Gastronomy Industry	Academic writing	IT Tools & Methods	First Internship
	Language I* Basics of International Hospitality & Gastronomy Markets				
2. Semester	Economical Structures & Mechanisms	Finance I	Hotel Operations	Industry Project Hotel Operations	Languages: Besides German (as a foreign language), we offer Spanish, French, Russian, Arabic, Chinese and Italian.
	Language I* Language II*				
3. Semester	Human Resources Management	Marketing & Social Media	Sales & Distribution	Human Resources or Marketing Concept	
	Law Language II*				
4. Semester	International Internship				
5. Semester	Strategic Management	Quality & Process Management	Event & Concept Management	Industry Project Event & Concept Management	
	International Hotel Development Project Finance II				
6. Semester	International Networks in the Tourism Industry	Investment & Financing	Leadership	Lab Project	
	Empirical Research Methods				
7. Semester	Internship for Career Entry			Bachelor Thesis	

STUDY ADVISOR



Annett Reichardt
Phone: +49 351 40 76 17-52
Mobil: +49 174 93 81 82 4
E-Mail: annett.reichardt@srh.de

SRH Hotel-Akademie Dresden
 Ein Campus der SRH Hochschule Berlin
 Georgenstr. 7
 D- 01097 Dresden

E-Mail: studyindresden@srh.de
www.hochschulcampus-dresden.de

COME TO KNOW US

- +SAMPLE LECTURES
- +OPEN DOORS
- +STUDY FAIRS

ADMISSION & APPLICATION

The main admission requirements are: an university entry requirement according to German Law and a proof of sufficient English proficiency. We accept TOEFL, IELTS, TOEIC, Cambridge Certificate (CAE, CPE) or equivalent.

You can apply under campus.hotel-akademie.com. We will then invite you to a personal interview.

STUDY FEES & FINANCING

In addition to the monthly study fees, you will purchase a reduced semester ticket for public transportation in Dresden.

Most German citizens may apply for the German study loan BAföG. Information on other financing options may be provided by our study advisor.

ABOUT US

With over 12,000 students the SRH Holding is one of the leading education providers in Germany. Our educational establishments offer and expect the highest standard in education, studies, instruction and research. Conveniently located within the heart of Dresden the SRH Hotel-Akademie, as being part of SRH Hochschule Berlin with 1000 students from 80 nations, provides study programmes in Hospitality & Tourism. Through covering study programmes in both English and German language we created an international environment enhanced by a cosmopolitan atmosphere. For advice on study programmes, visa matters, career opportunities or living in Dresden, make an appointment to speak either face-to-face or over the telephone to an advisor in our International Office. We will be glad to assist you and provide further details.